



Healthier Communities Through Collaboration: *Tools and Techniques for Better Outcomes in an Era of Healthcare Reform*

Thursday, 3 February 2011
11:00-18:00 Eastern (New York) / 16:00-23:00 GMT

Conference Agenda

About This Conference

Communities around the globe today face a variety of significant challenges to making real gains in community health. From the threat of chronic disease to increased costs and limited resources, public health leaders must think and practice differently in order to achieve meaningful improvements.

Moreover, health care reforms (such as in the US and those proposed in the UK) present new or changed requirements for how we think about -- and how we engage with -- individuals, organizations and communities at large on public health issues.

This one-day online conference seeks to highlight and share promising practices and “lessons learned” about how we can best collaborate to implement strategies for healthier communities. It is an ideal opportunity to bring together a group of community partners to share in a powerful, inspiring and practical learning opportunity that doesn't require the expensive registrations fees and travel costs of typical conferences. By having a group of partners share in this learning opportunity, you will be set up to quickly put these valuable ideas into practice.

Key subjects this conference will explore include:

- Why improved collaboration is essential for implementing community health strategies
- What it takes to make collaboration work: insights and perspectives from hospitals, private employers, schools and other partners
- Collaborative approaches to community health assessment and improvement
- Examples and case studies in community health collaboration
- No-Cost and Low-Cost ideas for improving community health
- Effect of recent health reforms on community health collaboration

We're also inviting registrants to share their own mini-cases on a promising practices and innovations that support improved community health, as part of a Pecha Kucha session. A Pecha Kucha is a Japanese term that is loosely translated to mean “chit chat”; each presenter has a short period of time (6 minutes 40 seconds) to provide their report before we move on to the next person. This provides an opportunity to hear from your peers and increases the interactivity of the session. Following the participant presentations, there will be discussion of how the ideas might improve our own respective work. (If you would like to share what your community is doing during the Pecha Kucha, you'll be able to sign up as part of the conference registration process.)

This conference is for you if...

- You develop or implement community health partnerships
- You consult with local health agencies on community health collaborations
- You have responsibility for complying with new healthcare reform requirements for community engagement
- You are responsible for better managing employee health care costs
- You are seeking new ways to think about -- and practice -- engagement in support of enhanced community health

Register at [this link](#)

See pages 6-7 for information about cost, how to participate and other conference details.

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Conference Schedule in Detail	
11:00-11:10 Eastern (New York) / 16:00-16:10 GMT	Welcome and Audience Surveys / Beth Offenbacher, PublicDecisions
1. The Need For Improved Collaboration	
11:10-Noon Eastern (New York) / 16:10-17:00 GMT	<p>New Importance of Community Collaboration In the Era of Healthcare Reform Kevin Shrake, MA, FACHE / Executive VP and COO, M*D Resources, Inc. and former President/CEO, St. Elizabeth's Hospital, Belleville, Illinois</p> <p>This presentation by Kevin Shrake will emphasize the critical value that collaboration can provide in support of community health assessment and improvement in light of recent U.S. health care reforms.</p> <p>From 2008 through earlier this year, Kevin Shrake was the President and CEO of St. Elizabeth's Hospital in Belleville, Illinois and currently serves as Executive VP/COO at M*D Resources, Inc. He has thirty years experience in large, university-affiliated, medical centers; medical association management; and sales and marketing initiatives at national and international levels. He is a highly skilled communicator with a clinical background and proven track record of consensus building, coaching, and program development and growth. Kevin has demonstrated skills in developing solutions to industry issues and communicating those solutions effectively in a collaborative fashion with key stakeholders, and he has a history of leadership positions in community activities, as well as national and international professional organizations. In addition, he has published more than 50 articles in national journals. Kevin played a key role, with St. Elizabeth's Hospital, in supporting the MAPP and Community Balanced Scorecard programs in St. Clair County.</p>
2. Frameworks And Tools For Improved Collaboration	
12:15-13:45 Eastern (New York) / 17:15-18:45 GMT	<p>These two presentations will highlight two of the most effective tools available for strategic planning in support of collaborative health improvement at the community level. "Mobilizing for Action through Planning and Partnerships" (MAPP) is a process to improve a community's public health system. It is a community-driven process of partnership development, assessment, and strategic planning, leading to an "action cycle" with evaluation to improve future plans and actions. The "Community Balanced Scorecard" (CBSC) is a strategic planning and management system to align the collaborative efforts of community partners, and focus them on achieving priority public health outcomes. The two approaches are highly complementary. When used together they can reinforce each other to produce measurable improvements in the public health system and in community health outcomes.</p> <p>Using MAPP to Engage Community Partners Julia Joh Elligers, MPH / National Association of County and City Health Officials (NACCHO)</p> <p>Julia Joh Elligers, MPH, is a Senior Analyst with the National Association of County and City Health Officials (NACCHO). Her work focuses on the e Mobilizing for Action through Planning and Partnerships (MAPP) and National Public Health Performance Standards projects. Julia</p>

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	<p>joined NACCHO in 2003 and has previously worked on maternal and child health, tobacco control and prevention, chronic disease, primary care, and rural health projects.</p> <p>In addition to working at NACCHO, Julia is pursuing her doctoral degree in Government and Politics at the University of Maryland, College Park. Her academic work focuses on how political institutions and political behavior affect governmental public health capacity.</p> <p>Julia received her Bachelor of Arts degree in Biology and Public Policy from Cornell University and her Master of Public Health degree in Health Policy and Management from Columbia University Mailman School of Public Health.</p> <p>Community Balanced Scorecard Concepts Bill Barberg/Insight formation and Paul Epstein/Results That Matter Team</p> <p>Bill Barberg, President of Insightformation, Inc., has consulted and trained on advanced strategic management practices in dozens of conferences and workshops, and has worked with over 30 clients to help implement strategic management systems. Bill is the lead developer of the "Strategy-Aligned Management" approach based on the Balanced Scorecard Methodology, which has been embraced in organizations ranging from The Children's Hospital in Denver to the Ministry of Works in Bahrain. He has written many articles for magazines and is a frequent conference and workshop speaker, and he also has consulted with more than 30 organizations on developing and deploying strategic management systems.</p> <p>Paul Epstein is Results That Matter Team leader, Epstein & Fass Associates, drew on extensive management and consulting experience and practice-based research to lead development of <u>Community Balanced Scorecard</u> (CBSC) and <u>Effective Community Governance</u> (ECG), selected by the Public Health Foundation (PHF) as models to bring a new strategic community focus to public health quality improvement. He received a Lifetime Achievement Award in performance measurement from the American Society for Public Administration, is co-author of three chapters on applying ECG and CBSC to public health in a recent PHF handbook (American Society for Quality, May 2009), and author or lead author of three books on public performance management.</p>
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3. Engaging Key Partners For Assessment And Improvement	
<p>14:00-15:00 Eastern (New York) / 19:00-20:00 GMT</p>	<p>This session will focus on two of the many partners that are essential for effective collaboration in support of community health improvement.</p> <p>How and Why Hospitals Should be Active Leaders in Community Health</p> <p><i>Speaker and Bio forthcoming</i></p> <p>Engaging Businesses: The ROI of Community Health John Harris, MEd / Healthways and Chairman Elect of the Board, HERO Association for Employee Health Management</p> <p>John Harris, M. Ed., is Senior Vice President, Healthways, a company specializing in health management in the corporate and health insurance sectors. Before joining Healthways, he was</p>

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	<p>the co-founder of Harris HealthTrends, Inc., an entrepreneurial corporation specializing in the prevention of disease and the reduction of health care costs, and served as its Chief Executive Officer for over 18 years.</p> <p>John serves on the Board of Directors of Mercy Health Partners, an 11 hospital health system, and on the Board on Trustees of Lourdes College, the fastest growing college in the United States. John speaks internationally, and has been the author of numerous publications on employee health, including Making a Difference - The Business Community Takes On Diabetes, commissioned by the Centers for Disease Control and Prevention, and the book Why and How People Change Health Behaviors, co-authored with Dr. Joseph Leutzinger. He received a Bachelor of Science degree from Grand Valley State University in 1977, and a Masters in Education degree from The University of Toledo, in 1982. He has nearly 30 years of experience in the health management field, employed in both the corporate and private sectors, and was nominated for Toledo, Ohio Entrepreneur of the Year in 1990.</p>
<p>4. Case Studies Of Effective Collaboration For Health</p>	
<p>15:00-16:00 Eastern (New York) / 20:00-21:00 GMT</p>	<ul style="list-style-type: none"> ▪ Alexandria, Virginia ▪ St. Clair County, Illinois ▪ Cheshire County, New Hampshire ▪ Will County, Illinois <p>Facilitated by Laurie Call/Illinois Public Health Institute</p> <p>This session will highlight four case studies of communities that are effectively collaborating for health, with an emphasis on key insights and practices that have guided these efforts.</p> <p>Laurie Call is the director of the Illinois Public Health Institute Center for Community Capacity Development. Call has 18 years experience in training and instructional design for social service providers, coalition members, community health planners and preventionists. Serving as a consultant, she has assisted various organizations and groups including Center for Substance Abuse Prevention, National Guard Bureau, Illinois National Guard Counter Drug and Center for Prevention Research and Development. Call began her career with Prevention First. During her 14 years at Prevention First, Call served the state substance abuse prevention system by assisting in the development, implementation and capacity building of a statewide outcome based planning system.</p>
<p>5. Promising Practices And Innovations</p>	
<p>16:15-17:00 Eastern (New York) / 21:15-22:00 GMT</p>	<p>"Pecha Kucha" - Mini-presentations on "Promising Practices"</p> <p>Each presentation is 6 minutes and 40 seconds and shares a Promising Practice--with an emphasis on no-cost and low-cost innovations.</p> <p>Watch the conference website at http://www.publicdecisions.com/miniconf_health_2010nov18.html for an update on the speakers for this session.</p> <p>Interested in participating and sharing your organization's Promising Practice? Please let us</p>

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	know by emailing Beth Offenbacker at beth@publicdecisions.com .
6. Overcoming Obstacles To Successful Community Collaboration	
17:15 to 18:00 Eastern (New York) / 22:15-23:00 GMT	<p>Panel Discussion</p> <ul style="list-style-type: none"> ▪ Carrie Fesperman Redden, MPH/City of Alexandria Health Department, Virginia ▪ Glenn Barth/GoodCities ▪ Julie Trocchio/The Catholic Health Association of the United States ▪ Laurie Call/ Illinois Public Health Institute <p>This panel discussion, facilitated by Bill Barberg/Insightformation, will focus on key strategies that panelists have used to overcome obstacles to collaboration.</p> <p>Carrie Fesperman Redden currently staffs the Partnership for a Healthier Alexandria - a community coalition of non-profit organizations, schools, municipal agencies, local businesses, government and community leaders, and concerned citizens joined together to promote and preserve a healthy Alexandria community. The Partnership received an ACHIEVE grant and has been investigating environmental and policy strategies to decrease early childhood obesity. She previously led the American Planning Association's Planning and Community Health Research Center where she conducted research on topics at the intersection between urban planning and public health. Her past work includes a multi-year effort, in partnership with the Centers for Disease Control and Prevention and the National Association of County and City Health Officials, to increase communication and collaboration between health officials and city planners in order to plan for healthier, more family-friendly cities. She holds dual Master's degrees in public health and city planning with a concentration in transportation from the University of North Carolina at Chapel Hill.</p> <p>Dr. Glenn Barth is the President of GoodCities, a nonprofit focused on improving people's lives in neighborhoods by empowering public, private, and social collaboration <i>and that recently has become involved in health collaboration at the community level</i>. An effective leader and communicator with a doctorate in Transformational Leadership, Glenn is a minister who has worked with city transformation movements at every stage of his ministry beginning in the mid-1970s. He has served as the founding COO and National Facilitator of City/Community Ministries with the Mission America Coalition where he guided the development of the Loving Our Communities to Christ initiative. He also served as President of the Leadership Division of Tentmakers. As a pastor, he has served churches in Ohio, Indiana and Minnesota. He has served on the US Lausanne Committee, the Mission America Committee and the National Prayer Committee. He is a founder and Convener of the City Impact Roundtable and co-founder of the Christian Emergency Network.</p> <p>Julie Trocchio is senior director of community benefit and continuing care for the Catholic Health Association of the United States. She coordinates CHA activities related to planning and reporting community benefits and leads CHA advocacy on the charitable purpose of not-for-profit health care. She also coordinates CHA programs and advocacy related to the well-being of aged and chronically ill persons in need of long term care and home and community-based services. Prior to joining CHA she was director of standards and quality for the American Health Care Association. She has held nursing positions in acute care, long term care, public</p>

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	<p>health and school health programs. She earned a bachelors degree in nursing from Georgetown University and a masters degree in community health nursing from the University of Maryland.</p> <p>Laurie Call is the director of the Illinois Public Health Institute Center for Community Capacity Development. Call has 18 years experience in training and instructional design for social service providers, coalition members, community health planners and preventionists. Serving as a consultant, she has assisted various organizations and groups including Center for Substance Abuse Prevention, National Guard Bureau, Illinois National Guard Counter Drug and Center for Prevention Research and Development. Call began her career with Prevention First. During her 14 years at Prevention First, Call served the state substance abuse prevention system by assisting in the development, implementation and capacity building of a statewide outcome based planning system.</p>
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Cost

Conference registration includes:

- Full conference registration includes attendance at all conference events.
- Registration is either **Individual** or **Group**. Group registration includes the ability to broadcast the conference option you have registered for in your organization's conference room so that you may include others.
 - Individual Registration is \$49 USD
 - By Session is \$25 USD per session (only available for Individual Registrations)
 - Group Registration
 - Small Group (Up to 5 people) is \$99 USD
 - Medium Group (6-10 people) is \$149 USD
 - Large Group (11 people or more) is \$199 USD
- Registrations are made through our online registration site using a Visa, MasterCard, American Express or Discover credit card or through Paypal. We also accept government purchase orders (contact [Paul Coelus](#)).

How It Works

Participating in the conference is easy. All events are virtual (via the internet) and no travel is required to attend. You will need a high speed internet connection to participate in 'real time' in the conference events.

You'll see the visuals via the internet on your computer in a virtual meeting room. To hear/speak, you'll either use computer audio or you can call into a telephone line (long distance charges to the U.S. apply). See the Adobe Connect system requirements here: <http://www.adobe.com/products/adobeconnect/tech-specs.html>.

You also can run a systems check at this link below to ensure your computer is compatible:
http://connectpro75221405.na5.acrobat.com/common/help/en/support/meeting_test.htm.

For telephone audio, you can use a landline or cell phone; internet telephony services (such as Skype or Google Voice) also will work. For internet telephony, you will need to establish an account and pay for the per-minute charges (which generally are low) in order to connect to the telephone line.

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You also can participate if you have dial-up internet. You'll call a telephone number to hear/speak and we'll provide you with PDFs of the presentations that you can follow off line.

Cancellation Policy

Cancellation requests must be sent to paul@publicdecisions.com and received no later than Monday, 31 January, 2011 (11:59pm Eastern Time / New York).

Recording

All conference presentations will be recorded and available for later access by conference registrants. By registering for this conference, you agree/give permission that your communications may be recorded and that we may post these recordings on the conference website to share with others.

Conference schedule subject to change at the discretion of the conference manager based on presenter availability or technical requirements

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