Alabama Primary Health Care Association

39th Annual Conference & Expo

October 29-31, 2024, The Lodge, Gulf Shores, AL

Health centers face unprecedented challenges. Today's expectations for transformative systems, workforce structures, and outcomes create busyness and movement across clinical, financial, and operational requirements.

Like never before, health center leaders and teams must guard against the confusion that movement naturally equates to progress. Progress is achieved through the alignment of conditioning, practice, performance, and sustained forward movement.

You have circled the mountain long enough. Turn north and CLIMB!

1985 2024

TURN NORTH

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JULY DRAFT AGENDA – SUBJECT TO CHANGE PENDING SPEAKER CONFIRMATION

AGENDA AT A GLANCE	
Platinum Presenting Sponsors: Henry Schein, Labcorp, Pfizer	
TUESDAY, OCTOBER 29, 2024	
7:30 AM – 4:00 PM	Registration & Vendor/Exhibitor Setup
8:00 AM – 9:00 AM	Platinum Sponsors Breakfast, *Invite Only*
8:00 AM – 9:00 AM	Participant Breakfast
9:00 AM – 10:00 AM	Policy & Program Updates, AL Medicaid
10:00 AM – 10:15 AM	Break
10:15 AM – 11:15 AM	Federal Policy & Funding Updates, NACHC
11:15 AM – 12: 30 PM	HC Program Updates, HRSA, Lunch & Learn
12:30 PM – 2:00 PM	PCA National Policy Updates
2:00 PM – 2:15 PM	Break
2:15 PM – 3:45 PM	Opening Plenary Session & Keynote
4:00 PM – 5:00 PM	Welcome Reception
WEDNESDAY, OCTOBER 30, 2024	
6:00 AM – 7:30 AM	Annual APHCA 5K Walk/Run
7:00 AM – 4:00 PM	Registration & Vendor/Expo Hall Open
7:30 AM – 8:30 AM	Participant Breakfast
8:30 AM – 10:00 AM	Breakout Sessions
10:00 AM – 10:30 AM	Coffee Break
10:00 AM – 10:30 AM	Face-to-Face Meetings with Leadership
10:30 AM – 12:00 PM	Breakout Sessions
12:00 PM – 1:00 PM	Participant Lunch
12:00 PM – 1:00 PM	Leadership Lunch, *Invite Only*
1:00 PM – 2:00 PM	Breakout Sessions
2:00 PM – 2:30 PM	Coffee Break
2:00 PM – 2:30 PM	Face-to-Face Meetings with Leadership
2:30 PM – 3:30 PM	Breakout Sessions

6:00 PM – 8:00 PM	Chairman's Reception
THURSDAY, OCTOBER 31, 2024	
7:30 AM – 12:00 PM	Vendor/Expo Hall Open
7:30 AM – 8:30 AM	Participant Breakfast
8:30 AM – 9:30 AM	Breakout Sessions
9:30 AM – 10:00 AM	Coffee Break
9:30 AM – 10:00 AM	Face-to-Face Meetings with Leadership
10:00 AM – 11:00 AM	Breakout Sessions
11:00 AM – 11:30 AM	Break
11:00 AM – 11:30 AM	Face-to-Face Meetings with Leadership
11:30 AM – 12:30 PM	Breakout Sessions

Session Descriptions

Tuesday, October 29: Policy Forum

Preparing for the Climb through the Rules of Engagement

9:00 AM – 10:00 AM

The State of Alabama Medicaid: Program and Policy Updates

Led by Medicaid Deputy Commissioner Barry Cambron, this session will present the latest Medicaid updates impacting state and community health centers, including Medicaid redetermination and the annual Medicaid budget, and provide updates on Alabama's Coordinated Health Network (ACHN).

10:15 AM – 11:15 AM

The State of National Health Center Policy: Program and Policy Updates

Joe Dunn from the National Association of Community Health Centers will lead this session. He will share the latest information on advocacy, federal and state health policy developments, and their implications for health centers and the people and communities they serve.

11:15 AM – 12:30 PM

The State of HRSA: Program and Policy Updates

Across a networking lunch-and-learn format, HRSA (invited) officials will update current activities, program requirements, and their impact on the health center's daily functions. Topics include the latest on HHS national priorities to address targeted populations, Uniformed Data System (UDS) federal and state demographic/performance data, and the latest information on the horizon at HRSA/BPHC.

12:30 PM – 2:00 PM

The State National Policy

Led by Colleen Meiman, APHCA's national policy consultant, this session will update participants on health centers' most pressing policy issues and discuss strategies for engaging leadership to stay focused on policy impact rather than the slippery slope of today's current political environment.

Opening Plenary Session with Keynote

2:15 PM – 3:45 PM

Climbing with Vision Towards Progress: Creating Greatness in Yourself and Others

John Bentley, Leadership Coach Speaker, Trainer, Power 2 Transform Consulting

The keynote session provides a unique perspective: challenging participants to not confuse movement with progress through an inspiring experience based on the incredible true story of Erik Weihenmayer, the first blind person to summit Mount Everest. Through an interactive experience using video, practical tools, and discussion, participants will leave motivated, with heightened awareness and actionable strategies for a new mindset about creating greatness that results in forward progress through transformative work.

The session is not just about an awe-inspiring journey to the world's highest peak; it's a profound exploration of leadership, trust, and teamwork under the most challenging conditions. Session highlights include:

Shared Leadership: Explore how Erik and his team demonstrated shared leadership by stepping up, setting aside egos, and embodying the principle that true leaders lead by example.

Building Trust and Competence: Learn how each team member’s competence, skill, and ability to inspire trust were crucial in conquering Everest. Vision and Communication: Understand the importance of a clear and compelling vision, continual purpose clarification, regular team meetings, and open communication.

Leveraging Strengths and Conditioning: Explore how the team leveraged individual strengths and made weaknesses irrelevant, unleashing each member's potential.

Tools and Technology: Gain insights into how the right tools and aligned systems are prerequisites for meeting extraordinary challenges.

Wednesday, October 30

Educational Tracks & Breakout Sessions

Track One: Governance

The Anchor for Success & Sustainability

Led by national HRSA Consultant (invited)

8:30 AM – 10:00 AM

Knowing Your Role for the Climb

Participants will increase their knowledge of effectively embracing their governance responsibilities and preparing their organizations to thrive in an outcomes-based environment. This session will cover health center board roles, best practices, and strategies to avoid common pitfalls.

10:30 AM – 12:00 PM

Strategy, Oversight and Policy, and Board Functioning

In this session, participants will review CEO hiring, compensation, and succession planning and apply good practices for board meetings, retreats, board recruitment, and board member orientation. Participants will also learn how to apply strategic planning concepts for value-based care.

1:00 PM – 2:00 PM

Tying a Secure Knot to Ensure Fiscal Responsibilities as a Board Member

This session will provide a deeper dive into the operational and financial program requirements and hear an expert's perspective on the common pain points. Participants will be able to apply strategies and best practices in their organization and demonstrate skills in financial oversight.

2:30 PM – 3:30 PM

Building and Sustaining Structure for Reliable, High Performance

This session will provide an in-depth overview of the clinical program requirements and highlight how to evaluate quality and quality improvement plans.

Track Two: Quality

Securing the Harness for Safety & Performance

8:30 AM – 10:00 AM

Implementing and Sustaining the Quality Transformation Framework

Cheryl Modica PhD, MPH, BSN, Director, Quality Center, NACHC (invited)

The Value Transformation Framework, developed by NACHC's Quality Center, is a conceptual model to guide systems change by translating research and promising practices into manageable steps health centers can apply to improve care and outcomes. This session will review the 15 change areas across the three domains, Infrastructure, Care Delivery, and People, and how HCs can apply the Framework at the HC and APHCA Network level.

10:30 AM – 12:00 PM

Addressing SDoH Challenges as a Core Strategy for Improved Outcomes

Cheryl Modica PhD, MPH, BSN, Director, Quality Center, NACHC (invited)

Social Drivers of Health affect 80% of a patient's overall health. These include money, resources, and personal health behaviors. Now that we know "why," we must discuss "HOW." This session will review how to close the loop on SDoH referrals with limited staff and community resources and use the information to advance health equity while working with payers to incentivize the work required to provide social interventions. Participants will hear real-life stories of other health centers and their efforts of how they are accomplishing this work.

1:00 PM – 2:00 PM

Addressing Cardiovascular Disease Care

American Medical Association (invited)

Cardiovascular disease is the number one cause of death among adults in the United States. The American Medical Association will share its programs for advancing cardiovascular care, including hypertension and cholesterol management strategies. In addition, NACHC will share best practices and tools from a multistate Community Health Center cholesterol management project. Finally, attendees will learn how to leverage the population health tool to enhance patient outcomes using a data-driven methodology.

2:30 PM – 3:30 PM

Utilizing MAP BP to Care for Hypertension Patients

American Medical Association (invited)

Representatives from Alabama's health centers (invited)

This session will focus specifically on the AMA's MAP BP initiative. Alabama's rates of hypertension are over 42%, which is above the national average. MAP BP is an evidence-based framework that improves controlled hypertension rates. Participants will learn about the program's specifics and hear how one of Alabama's health centers used this framework to improve care.

Track Three: Finance and Operations

Optimizing Performance at Altitude

Summiting the 340B Program for Continued Access

Matt Atkins, CPA, CIA, 340B ACE Partner, Draffin Tucker (invited)

Hannah Rowell, Senior 340B Consultant, Draffin Tucker (invited)

Tim Mallett, VP of Pharmacy Affairs, Nuvem (invited)

Colleen Meiman, National Policy Advisor

8:30 AM – 10:00 AM

340B Basics and Contract Pharmacy

In this introductory topic, we'll explore the 340B Program's beginnings and basic compliance requirements and introduce the terminology used for the remainder of the workshop. Beyond the basics: We'll examine contract pharmacy relationships in detail, including their benefits and pitfalls.

10:30 AM – 12:00 PM

Retail Pharmacy & PAP, and Navigating Manufacturer Restrictions

This session will explore the world of CHC-owned pharmacies, including specific compliance concerns and contracting issues. Additionally, best practices on pharmacy operations will be discussed to empower your CE to strive for success in your pharmacy. This session will also briefly highlight Patient Assistance Programs. We will review the current manufacturer restrictions on the use of contract pharmacies and discuss any available options to mitigate that impact.

1:00 PM – 2:00 PM

HRSA Considerations and Common Missteps

This session will review recent HRSA audit findings and discuss common compliance issues. Participants will obtain practical takeaways for individual program evaluation, planning, and strategy development. This session will highlight current hot topics in governance and regulatory management (i.e., 340B changes, related court cases, manufacturer actions, drug pricing changes, etc.).

2:30 PM – 3:30 PM

Peer-to-Peer Roundtable Discussion

Based on national experience evaluating health center performance, this session will share lessons learned and best practices and offer facilitated dialogue around governance models and challenges explicitly faced by community health centers, along with peer perspectives on practical solutions.

Educational Tracks & Breakout Sessions

Thursday, October 31

Track One: Workforce Engagement Strategies

Redesigning the Workforce for the Climb to Support Diverse Needs

Mary Hayes Finch, President and CEO, APHCA

8:30 AM – 9:30 AM

Review of APHCA's 2024 Compensation and Benefits Survey Report

APHCA conducts a Compensation and Benefits Survey every two years for HCs to use as a guide to determine how compensation and benefits are compared across the state and to show what benefits others provide to their staff. This session will review the report from APHCA's Compensation and Benefits Survey and review successes and opportunities to make HCs more competitive in recruitment and retention.

10:00 AM – 11:00 AM

Rethinking Employee Benefits

Keeping employees inspired and engaged has been an ongoing issue that has dramatically affected organizations with high turnover and employee burnout. New research shows that employees, especially the younger generations, continue to feel more detached from their organizations and are likely looking for other opportunities. Participants will learn how to keep employees engaged and meet the workforce's needs, which aren't just about a pay increase. This session will review recent national studies on how employers adapt to evolving employee expectations and find out-of-the-box ways to stand out among competitors.

11:30 AM – 12:30 PM

Workforce Lessons Learned Post-COVID

The world of the workforce, especially healthcare, continues to use lessons learned from COVID and how to meet employee needs that were not believed to be possible until the pandemic. This session will be led by a panel of health center staff who will discuss workforce lessons learned post-COVID. The panel will share ways that their organizations adapted to new employee expectations post-pandemic and identify areas of opportunity to improve employee well-being.

Track Two: Quality

Creating Sustainable Solutions for Rural Health Equity through Outcomes Focused Care

Tate Hinkle, MD, Chief Medical Officer, Main Street Rural Health

Led by Alabama physician Tate Hinkle, this session will leverage a career of state and national experience focused on improving access and health equity in rural, underserved communities. Track objectives include:

1. Assessing rural health equity and its importance in achieving health equity on a national level.
2. Establishing the five key priorities of CMS's framework for health equity and how to incorporate them into your daily practice.
3. Determining best practices and opportunities for collaboration in addressing rural health equity.

4. Leveraging insights from value-based care activities in senior care to improve individual and community health.

8:30 AM – 9:30 AM

Understanding and Overcoming Rural Health Disparities

In this session, participants will engage in a review of unique challenges faced by rural communities when compared to their urban counterparts. Specific data and assessment insight will include a review of Healthy People 2030 measures, critical barriers to achieving equitable health in rural areas, and the prevalence of social determinants of health.

10:00 AM – 11:00 AM

Leveraging the Center for Medicare and Medicaid's (CMS) Framework to Improve Health Equity

In this session, participants will better understand CMS priorities for Medicare and Medicaid, including health information technology and data, identifying and mitigating the causes of disparities, building workforce capacity, advancing health literacy, and appropriately increasing access to healthcare services.

11:30 AM – 12:30 PM

Leveraging Health Centers to Achieve Health Equity through Outcomes-Based Care

In this session, participants will receive timely and proven strategies for leveraging their unique whole-person care model to improve patient and community care outcomes. The discussion will explore the tenants of outcomes-based care, techniques for onboarding and sustaining related activities, and demonstrate success in improving health equity through case studies of patients impacted by the Outcomes-Based Framework. Based on these proven models, participants will leave with actionable steps to implement across their organization's care system for all patient populations.

Track Three: Finance and Operations

Advanced Concepts for Billing and Revenue Cycle Managers

David Fields, Partner, Forvis Mazars (invited)
Megan Knight, CPA, Director, Forvis Mazars (invited)

8:30 AM – 9:30 AM

Accounts Receivables Reporting and Analysis

This session will share key revenue cycle performance indicators, but more importantly, it will help participants understand them and use them in the decision-making process. Forvis Mazars will discuss strategies for communicating information and holding the organization accountable. The session also includes evaluating revenue trends, understanding the characteristics of receivables, diagnosing issues, and improving collection efforts. We will discuss internal reporting, where to focus, how often to run reports, and how you can consider updates and modifications based on your Organization's goals.

10:00 AM – 11:00 AM

Attributes of Better Performing Revenue Cycle Department

This session will review the types of reimbursement health centers encounter and the essential functions necessary to take advantage of the various sources. As the pandemic grant revenues have ended and expenses have remained high, Health Centers are looking for additional sources of revenue. We will remind you of additional revenue streams and share strategies being utilized to take advantage of opportunities available to your organization. At the end of this session, you will be encouraged to make practical changes to your organization. Consider a fresh perspective on some revenue sources that you may have dismissed previously but now are more significant and critical opportunities than the last time you looked at them.

11:30 AM – 12:30 PM

Sliding Fee and Charge Setting

This session will share the importance of your Health Center's fee schedule so you can consider key elements in your decision-making process, whether compliance or operational. We will provide insight into your sliding fee program and offer practical guidance on increasing compliance and decreasing complexity. Learn about strategies to help your patients and your staff as you consider some of the myths frequently considered with some Health Center approaches to the sliding fee program.