

THE UNIVERSITY OF ALABAMA
College of Community Health Sciences
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THE UNIVERSITY OF ALABAMA
COLLEGE OF COMMUNITY HEALTH SCIENCES
presents

Building the PATIENT-CENTERED MEDICAL HOME



CME WILL BE PROVIDED. CEUs WILL BE PROVIDED
FOR NURSING AND SOCIAL WORK.
Visit cchs.ua.edu/pcmh for more information.

THE UNIVERSITY OF
ALABAMA
HEALTH SCIENCES

*The University of Alabama is committed to complying with the Americans with Disabilities Act.
Please make your request for special accommodations at least 30 calendar days prior to the program date.*

*Inspiration and Tools to Help
Transform Your Practice*

July 25-26, 2014
HOTEL CAPSTONE
ON THE UNIVERSITY OF ALABAMA CAMPUS

REGISTRATION

Building the
PATIENT-CENTERED MEDICAL HOME
Inspiration and Tools to Help Transform Your Practice

JULY 25-26, 2014 · HOTEL CAPSTONE
TUSCALOOSA, ALABAMA

PREFERRED REGISTRATION DEADLINE IS JUNE 21.

The registration fee for the general public is \$75 for a single day and \$120 for both days (Day-of registration is \$90 for a single day, \$144 for both days). For University of Alabama employees and CCHS preceptors/adjunct faculty, the registration fee is \$35 for a single day and \$60 for both days.
(There is no charge for the Friday evening special event, which is open to the public.)

ONLINE REGISTRATION

Visit cchs.ua.edu/pcmh to register.
Online payment accepts Visa, MasterCard and Discover.

MAIL REGISTRATION

Name _____

Title _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Email _____

Mail registration information and fee to:

College of Community Health Sciences
Box 870326
Tuscaloosa, AL 35487-0326

Methods of Payment

Enclosed is a check in the amount of \$_____.
Make checks payable to *The University of Alabama*.

Enclosed is a company purchase order.
Make payable to *The University of Alabama*.

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Total \$ _____

For purchase order payments, please complete the registration form and mail the form and a copy of the purchase order to the College of Community Health Sciences.

(Note: Due to University of Alabama policy, registration and payment cannot be made via phone, fax or email. Credit card payments must be done via the online registration.)

WHAT IS A PCMH?

The patient-centered medical home is best described as a model of primary care delivery that is:

PATIENT-CENTERED: A partnership among practitioners, patients and their families ensures that decisions respect patients' wants, needs and preferences, and that patients have the education and support to make decisions and participate in their own care.

COMPREHENSIVE: A team of care providers is accountable for a patient's health-care needs, including prevention and wellness, acute care and chronic care.

COORDINATED: Care is organized across the healthcare system, including specialty care, hospitals, home-health care and community services.

ACCESSIBLE: Patients can access services with shorter waiting times, "after hours" care, 24/7 electronic or telephone access and communication through health IT innovations.

QUALITY/SAFETY: Clinicians and staff demonstrate a commitment to quality improvement by engaging in evidence-based medicine, performance measurement and improvement, measuring and responding to patient experiences and satisfaction and practicing population health management.

Source: Agency for Healthcare Research and Quality

CONTINUING EDUCATION:

13.25 HOURS OF CME WILL BE PROVIDED.

14.4 HOURS OF NURSING CEUs WILL BE PROVIDED.

AAFP AND SOCIAL WORK CEUs HAVE BEEN APPLIED FOR AND ARE PENDING.

The University of Alabama School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The University of Alabama School of Medicine designates this Live Activity for a maximum of 13.25 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. This activity has been designated for 14.4 Nursing CEUs. AAFP and Social Work continuing education credits have been applied for and are pending.

KEYNOTE SPEAKERS



PAUL GRUNDY, MD, MPH

Paul Grundy, MD, known as the "Godfather" of the Patient Centered Medical Home, a member of the Institute of Medicine and recipient of the 2012 National Committee for Quality Assurance Quality Award, is IBM's global director of Healthcare Transformation. In this role, Grundy develops and executes strategies that support IBM's healthcare industry transformation initiatives. Part of his work is directed toward shifting healthcare delivery around the world toward consumer-focused, primary-care based systems through the adoption of new philosophies, primary-care pilot programs, new incentive systems and the information technology required to implement such change. He is one of only 38 at IBM and the only physician selected into IBM's senior industry leadership forum, known as the IBM Industry Academy. Grundy is also founding president of the Patient Centered Primary Care Collaborative and is an adjunct professor in the University of Utah School of Medicine's Department of Family and Preventive Medicine. An active social entrepreneur and speaker on global healthcare transformation, Grundy is driving comprehensive, linked and integrated healthcare and the concept of the Patient Centered Medical Home.

BEVERLY JOHNSON

Beverly Johnson is president and CEO of the Institute for Patient- and Family-Centered Care in Bethesda, Maryland. In those roles, she has worked to advance the practice of patient- and family-centered care to more than 250 hospitals, health systems, federal, state and provincial agencies, military treatment facilities and community organizations. Johnson recently served as a project director for a multi-year initiative to develop resource materials for senior leaders in hospital, ambulatory and long-term care settings on how to partner with patients and families to enhance the quality, safety and experience of care. She was the lead author for *Partnering with Patients and Families to Design a Patient- and Family-Centered Health Care System: Recommendations and Promising Practices*, funded by the Robert Wood Johnson Foundation and the California HealthCare Foundation, and was co-author for the guidance publications, *Creating Patient and Family Faculty Programs* and *Advancing the Practice of Patient- and Family-Centered Geriatric Care*. Johnson is the recipient of the 2011 Dorland Health People Award for leadership in the area of patient- and family-centered care. She is a member of the Patient-Centered Primary Care Collaborative Board of Directors.



MELLY GOODELL, MD

Melly Goodell, MD, is chair of the Department of Family Medicine at MedStar Franklin Square in Baltimore, Maryland. As chair, she oversaw the 2011 achievement by MedStar's Family Health Center of Level III NCQA Patient Centered Medical Home status, and the center's acceptance as one of 50 statewide practices into Maryland's three-year PCMH Pilot Program. The Family Health Center provides care to more than 10,000 patients in the Baltimore area. Also as department chair, Goodell oversees a residency training program and is charged with growing community-based research and population health efforts. Goodell serves as the director of Healthcare for the Homeless, a comprehensive health care clinic for homeless residents of Baltimore County. In 2009, she and her staff were winners of the Maryland Healthcare Heroes Award in the Community Outreach Category. Goodell served as medical director of the first MedStar After Hours site. She has served as a member of the Society of Teachers of Family Medicine's Education Committee and as a member-at-large to the STFM Board of Directors.



MICHAEL CANFIELD, MD

Michael Canfield, MD, is a family physician and associate chief of staff of Ambulatory Care for the Central Alabama Veterans Health Care System (CAVHCS) in Montgomery, Ala. In his position with CAVHCS, Canfield has administrative responsibility for ambulatory care for 40,000 veterans on six campuses, as well as for 35 physician and mid-level providers. He also supervises occupational health services, diabetes care clinics, patient education and women's health services, and he chairs the Pharmacy and Therapeutics, Quality Assurance and the Performance Improvement committees. Prior to joining CAVHCS, Canfield worked as a family physician and was a partner with Palmetto Primary Care Physicians in Summerville, S.C. Palmetto is an organization of more than 90 physicians and 650 clinical and support staff who practice primary and specialty care at 32 offices in seven South Carolina counties. Canfield was chief of Flight Medicine for the U.S. Air Force in Charleston, S.C., and has worked as an emergency room physician at hospitals in Oklahoma and Alabama. He is a board certified diplomat of the American Board of Family Practice and a fellow of the American Board of Family Physicians.



Visit cchs.ua.edu/pcmh for more information.

AGENDA

FRIDAY, JULY 25

7:30 am

Registration

8 am

Conference Welcome and Introductions

8:30 – 9:30 am

Plenary Speaker: Paul Grundy, MD
The Patient-Centered Medical Home: A Foundation for Improving Patient Care

9:45 – 11:15 am

Breakout Session 1

Improving Patient Care Through Use of Data — Paul Grundy, MD

Improving Patient Care Through Practice Reorganization — Melly Goodell, MD

12:30 – 1:30 pm

Keynote Speaker: Beverly Johnson
Improving Patient Care: The Essential Culture of Patient- and Family-Centered Care

1:45 – 3:15 pm

Breakout Session 2

Improving Patient Care Through Building Partnerships with Patients and Families: Getting Started — Beverly Johnson

Improving Patient Care: Population and Patient Care Management in the Medical Home — Mary Coleman, MD, Professor of Family Medicine and Director of Community Health Clinics, LSU School of Medicine

3:30 – 4:30 pm

Panel Discussion with Paul Grundy, MD; Melly Goodell, MD; Beverly Johnson; and Mary Coleman, MD — *How Do We Get Started on the PCMH?*

— FRIDAY EVENING SPECIAL EVENT —

6 pm | Reception — Refreshments and Dessert

7-9 pm | *Better Care, Better Value: The Business Case for the Patient-Centered Medical Home*
Remarks: Paul Grundy, MD

Panel Discussion including Paul Grundy, MD; Robert Moon, MD, Alabama Medicaid Director; Kathleen Bowen, MD, Medical Director of BlueCross BlueShield of Alabama; and Melly Goodell, MD

SATURDAY, JULY 26

7:30 am

Conference Return

8:30 – 9:30 am

Plenary Speaker: Melly Goodell, MD
Leading Practice Change

9:45 – 11:15 am

Breakout Session 1

Leading Change: Empowering Primary Care Physicians to Lead the Health Care Revolution — Michael Canfield, MD

Leading Patients to Better Health Through Health Coaching — Melanie Tucker, PhD, Assistant Professor and Director of Clinical Investigations, College of Community Health Sciences

11:30 – 12:30 pm

Keynote Speaker: Michael Canfield, MD
The Evolution of Palmetto Primary Care Physicians: How Primary Care Physicians Can Work Collaboratively to Produce Quality Patient Care in an Effective Business Model

12:45 – 1:45 pm

Breakout Session 2

Leading One Practice into a PCMH Journey: Lessons Learned — Melly Goodell, MD

Leading Change Through Innovative Care Delivery — Sylvia Brown, Executive Director, MedNet West; and Chelley Alexander, MD, Associate Professor and Chair of Family Medicine, College of Community Health Sciences

2 – 3 pm

Panel Discussion with Michael Canfield, MD, Melly Goodell, MD, and Sylvia Brown