



CALIFORNIA
HEALTHCARE
FOUNDATION

TRANSFORMING HEALTH THROUGH THE PATIENT EXPERIENCE

JANUARY 27–28, 2011 *The Beverly Garland Hotel, Burbank, California*

AGENDA DAY ONE THURSDAY, JANUARY 27, 2011

8:00 A.M. CHECK-IN AND BREAKFAST

9:00 A.M. WELCOME AND CONFERENCE OVERVIEW

Sophia Chang, M.D., M.P.H., Director, Better Chronic Disease Care, California HealthCare Foundation

Keynote Presentation

Bridget Duffy, M.D., Chief Experience Officer, ExperiaHealth

Susan Edgman-Levitan, P.A., Executive Director, John D. Stoeckle Center for Primary Care Innovation
at Massachusetts Hospital

10:30 A.M. BREAK

10:45 A.M. BREAKOUT SERIES 1

1.1 PATIENT VOICE:

The Science of Measurement—Collecting Meaningful and Actionable Data

Learn how to collect and implement data that providers and staff will respond to and utilize in patient care. In addition to practical information at the clinic and practitioner level, this panel of experts will also provide an overview of the national initiatives you should know about.

Moderator: Melissa Schoen, M.B.A., M.P.H., Senior Program Officer, Better Chronic Disease Care,
California HealthCare Foundation

Speakers:

Julie Brown, Director, Survey Research Group, RAND Corporation

Cheryl Damberg, Ph.D., Senior Policy Researcher, RAND Corporation

Dale Shaller, M.P.A., Principal, Shaller Consulting Group

1.2 LEADERSHIP ROUNDTABLE:**The Business Case—Why the Patient Experience Should be a Top Strategic Priority**

Healthcare systems today face tremendous pressure to achieve clinical and financial results, often leading to a focus on efficiency and financial performance at the expense of the patient experience. Three organizational leaders will share how they elevated the priority of the patient experience within their organizations, and consequently improved safety, clinical quality and financial results.

Moderator: Jill Steinbruegge, M.D., Ph.D., President, Steinbruegge Consulting

Speakers:

Marcia Hall, Chief Executive Officer, Sharp Coronado Hospital

Paul Kaye, M.D., Medical Director, Hudson River HealthCare

Karen Tejcka, R.N., B.S.N., M.P.H., Administrator Women-Child Services, Behavioral Health, Kaiser Permanente, Orange County Service Area

1.3 SOLUTIONS:**Physician-Patient Communication—Improving Communication to Enhance the Patient Experience**

Patient-centered communication improves both the patient experience and clinical outcomes, while also enhancing physician satisfaction. Hear the strategies three organizations used to enhance patient-centered communication among their physicians. This session will provide an opportunity to engage in deeper conversation about how to develop capacity and build enthusiasm to prepare your organization for change.

Moderator: Veenu Aulakh, M.P.H., Senior Program Officer, Innovations for the Underserved, California HealthCare Foundation

Speakers:

Jonathan Barash, M.D., Silver Avenue Health Center

P.T. Koenig, M.D., Sutter West Medical Group

Terry Stein, M.D., Director, Clinician-Patient Communication, The Permanente Medical Group

1.4 SOLUTIONS:**The Key Components—Building a Successful Patient-Centered Care Program**

Improving the quality of care requires focusing on numerous dimensions that are important to patients. Learn how one community health center improved the experience and care of their patients by focusing on six key program elements: access, continuity of care, integration of behavioral health, patient self-management, group visits and team-based care. This session will include hands-on exercises to help you develop strategies and tools to sustain change.

Speaker: Carolyn Shepherd, M.D., Chief Medical Officer, Clinica Family Health Services

12:15 P.M. BREAK

12:30 P.M. LUNCH

1:30 P.M. LEARNING FROM PATIENT AND FAMILY STORIES**Patient Panel**

Moderator: Bev Johnson, President and Chief Executive Officer, Institute for Patient- and Family-Centered Care

2:30 P.M. BREAK**3:00 P.M. BREAKOUT SERIES 2****2.1 SOLUTIONS:****Creating a Patient-Centered Clinic Through Improved Access to Care**

Patients value the ability to access care and advice from their provider or care team in a timely manner, whether it be making an appointment for routine care or receiving a call back from the physician's office. Several safety net organizations will discuss how they have implemented and sustained improved access to care with great results.

Moderator: Tammy Fisher, M.P.H., Director, Quality and Performance Improvement, San Francisco Health Plan

Speakers:

John Pendleton, M.D., Associate Medical Director, Petaluma Health Center

Carolyn Shepherd, M.D., Chief Medical Officer, Clinica Family Health Services

Albert Yu, M.D., Medical Director, Chinatown Public Health Center

2.2 Leadership Roundtable**The Key Ingredient—Leadership Commitment**

Creating leadership positions at the executive level and identifying talented leaders to develop and champion patient experience strategy is essential to ensuring that results are sustained over time. Panel members will discuss how their organizations engaged and supported clinical and administrative leadership, the challenges faced on the path to experience improvement and strategies for delivering results.

Moderator: Bridget Duffy, M.D., Chief Experience Officer, ExperiaHealth

Speakers:

Kelly Pfeifer, M.D., Medical Director, San Francisco Health Plan

Alex Terrazas, M.D., Redlands Family Practice

Sally Turner, R.N., M.S., Director, Patient and Family Centered Care, Aurora Sinai Medical Center

2.3 PATIENT VOICE:**Involving Patients and Families in Improving Care**

Including patients and families in improvement efforts has yielded a wealth of insights for healthcare systems—not only in how to improve the experience for both patients and providers, but also in how to develop patient-centric safety practices. Hear how these organizations have effectively created programs to listen to the voice of patients and families and engage them in the improvement process to achieve positive results.

Moderator: Bev Johnson, President and Chief Executive Officer, Institute for Patient- and Family-Centered Care

Speakers:

Ellen Chen, M.D., Assistant Clinical Professor, University of California, San Francisco

Jay Molofsky, M.D., HIV/AIDS Project Director, Open Door Community Health Centers

Jerry Penso, M.D., M.B.A., Medical Director, Continuum of Care, Sharp Rees-Stealy Medical Group

2.4 SOLUTIONS:

Strategies for Making Connections with Patients Electronically

New technologies are creating increased opportunities for patient connections. Learn from three organizations that have successfully implemented new technologies to better connect with patients.

Moderator: David Lansky, Ph.D., President and Chief Executive Officer, Pacific Business Group on Health

Speakers:

Jason Cunningham, D.O., Agency Medical Director, West County Health Centers, Inc.

Charles Kilo, M.D., M.P.H., Chief Medical Officer, Oregon Health & Sciences University

Paul Tang, Vice President, Chief Innovation and Technology Officer, Palo Alto Medical Foundation

4:30 P.M. RECEPTION



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AGENDA DAY TWO FRIDAY, JANUARY 28, 2011

8:00 A.M. HOT TOPICS TABLES & TEAM TIME BREAKFAST

9:00 A.M. FRAMING THE DAY

Sophia Chang, M.D., M.P.H., Director, Better Chronic Disease Care, California HealthCare Foundation

Keynote Presentation

Stephen Beeson, M.D., Sharp-Rees Stealy Medical Group

10:00 A.M. BREAK

10:15 A.M. BREAKOUT SERIES 3

3.1 SOLUTIONS:

Engaging Staff to Provide an Excellent Patient Experience

A medical group and community clinic will discuss how staff and provider engagement, development and team building lead to improved patient experience of care. This session will provide a hands-on look at specific tools and tactics used to engage staff and assess progress.

Moderator: Giovanna Giuliani, M.B.A., M.P.H., Senior Manager, Pacific Business Group on Health

Speakers:

Ezequiel Montejano, Clinic Administrator, St. Anthony Free Medical Clinic

Kathy Rowan, Chief Operations Officer, Palo Alto Medical Foundation, Camino Division

3.2 PATIENT VOICE:

Sharing Patient Experience Data with Providers

Providing feedback to providers about how their patients view them is a delicate art. Learn from organizations that share patient experience data with providers in a way that results in positive change. Panelists will demonstrate how they collect, share and use data for improvement.

Moderator: Diane Stewart, M.B.A., Director, Performance Improvement, Pacific Business Group on Health

Speakers:

Jenny Buchanan, Vice President, Clinical Operations, Palo Alto Medical Foundation

Alan Glaseroff, M.D., Chief Medical Officer, Humboldt-Del Norte Independent Practice Association

Sharon Katz, R.N., N.D., Vice President of Medical Management and Quality, Mills-Peninsula Medical Group

3.3 LEADERSHIP ROUNDTABLE:**Creating a Culture that Supports Patient-Centered Care**

Hear how two organizations created a culture that supports patient-centered care through an improved employee experience. Panelists will discuss how their organizational culture shifted through focused efforts on building communication skills and teamwork throughout the whole organization.

Moderator: Jill Steinbruegge, M.D., Ph.D., President, Steinbruegge Consulting

Speakers:

Laurie Francis, M.P.H., Chief Executive Officer, Montana Primary Care Association

William J. Maples, M.D., Chair, Quality, Safety, Service, Mayo Clinic Florida

3.4 SOLUTIONS:**Improving the Patient Experience Through Care Model Innovation**

Learn from organizations that have implemented care model innovations emphasizing continuity and team-based care. This group of experts will share the vision behind these new ideas and how their implementation has led to an improved patient experience.

Moderator: Sophia Chang, M.D., M.P.H., Director, Better Chronic Disease Care, California HealthCare Foundation

Speakers:

Doug Allen, M.D., Chief Medical Officer, Collaborative Care, OptumHealth

Angela Gandolfo, M.B.A., Practice Manager, Family Practice Clinic, University of California Davis

Evelyn Haddad, M.D., Director, Innovative Care Clinic, San Mateo Medical Center

12:00 P.M. LUNCH**Keynote Presentation**

Julie Morath, R.N., M.S., Chief Quality & Safety Officer, Vanderbilt Medical Center

1:30 P.M. END OF DAY