

THE WINDOW

A round-up of JHF news, events, milestones, publications, and more.



Inside this issue

JHF Hosts Pittsburgh Leaders to Spark Patient Activation Movement, Improve Population Health

On July 15, some of Pittsburgh's leading voices in health and consumer engagement stepped to the front of a full-capacity QI²T Center and made their social media pitch to prevent cancer through HPV vaccination.

"4,000 women die from HPV-related cervical cancer each year," one said, flashing a hand-made sign with the hash tag *#NotMyDaughter*.

"Over 60% of eligible children are not vaccinated against HPV," noted another, raising a *#NotMyPatient* banner.

The grand finale: "Each year, there are more than one million HPV-related illnesses that could progress into cancers." *#WeCanDoBetter*.

That was just one of a half-dozen campaigns crafted to spark a patient activation movement in Pittsburgh—and beyond. JHF invited more than 70 medical providers, consumer advocates, policy-makers, economists, and tech experts to study the DNA of past high-impact social health movements and then create their own strategies for consumer activation.

Participants focused on six population health topics identified as priority issues by JHF: becoming head of your healthcare team, building community housing options for frail seniors, coping with post-partum depression, increasing uptake of the cancer-

(Continued on page 2)

Medical Assistant Champions Emerge as Practice Leaders,	5
Patient Safety Fellows at all Career Stages Deliver Safe, Quality Care	7
2015 Summer Interns Leave Lasting Impact	9
Rogal Fellows Showcase Research Accomplishments during HCF Board Meeting	12
2015 Jonas Salk Fellowship Tackles Population Health Issues	12
Congressman Murphy Sees COMPASS Care in Action at Excelsa Health	13
On 1-Year Anniversary of Regional HIV Collaborative, Stakeholders Talk Medicaid Expansion, Get Clinical Perspective on PrEP	14
Nancy Zions Explores Sparking a Consumer Health Activation Network for Senior Living at CMU's Quality of Life Technology Summit	16
Health 2.0 Pittsburgh Meeting on Oct. 1 to Examine Behavioral Health, Technology, Creative Expression	18
iCount Model to Improve Care for Complex Patients in Local Communities	19
Robert Ferguson selected for Health and Aging Policy Fellowship	20
Deborah Murdoch Selected for Leadership Development Initiative	21
JHF, Community Partners Spreading Cancer Prevention Message	22
South Hills Community Comes Together to Raise Awareness about Jewish Genetic Diseases	23
Karen Feinstein Helps Chart Course Towards Better Health, Lower Costs in PA	23
Latest Partnership Between PRHI, Quality Insights Improving Care in 5 States	24
PHFC Weighs in on Long-Term and Managed Care Policy, Announces 9th Annual Meeting	25
PinnacleHealth System Activating Patients with Motivational Interviewing Strategies	26
Karen Feinstein Celebrates Medicaid's 50th Anniversary, Charts Course Ahead	28
"Brave Miss World" Screenings Engage Nearly 800 Stakeholders	29
Perfecting Patient Care at Asbury Heights	29
Keith Kanel, CMU Professor Co-Author Work on Electronic Prescribing	30
Latest ROOTS Celebrates JHF's 25-Year Commitment to Seniors	31
Audio Version of Becoming a Nurse Available	31
JHF at Build-A-Bike	32



(Continued from page 1)

preventing HPV vaccine, managing the risk of developing breast or ovarian cancer, and promoting healthy eating habits, especially among those at risk for heart disease or diabetes.

From advocating for better HIV/AIDS treatment to increasing breast cancer awareness to getting young adults to buckle up in the car, past social movements have galvanized large-scale population health improvements, Dr. Feinstein noted while welcoming guests to the event. They key is to motivate consumers to take control of their health—something today's tech-savvy, information-seeking patients are increasingly doing.

"We have a new kind of patient seeking a medical partnership, rather than a quick fix," Dr. Feinstein said. "When patients are engaged in their care, we achieve better outcomes at a lower cost. Our goal is to not only help patients utilize the unprecedented amount of health information available today, but also to speak up about how the health system and their communities at large can help them reach their goals."

The event also featured a TED Talk-style presentation by Alan Weil, editor-in-chief of *Health Affairs*, on the role of activated patients in a rapidly changing U.S. healthcare system. Traditional roadblocks to consumer engagement are breaking down, with clinical education emphasizing patient-provider communication, technology democratizing health information, and new payment models emphasizing



(L-R): JHF Board member Bern Bernacki, DO, MPH; Anne Nagy, from the Allegheny County Health Department; Amy Hart, president and CEO of Center for Hearing and Deaf Services; Kim Evert, CEO of Planned Parenthood of Western Pennsylvania; and Ellen Beckjord, director of Population Health Program Design and Engagement Optimization at UPMC Health Plan pitch their social media strategy to convey the urgency of getting kids and young teens protected with the cancer-preventing HPV vaccine.



PRHI Director of Education and Coaching (at podium) facilitates a talk-back session among the 70-plus health and consumer engagement leaders gathered at the QI²T Center on July 15. The groups identified key attributes to sparking a patient activation movement, including strong leadership, conveying a sense of urgency around the health issue, and including all stakeholders in the conversation.

(Continued on page 3)

(Continued from page 2)



Fred Sherman, MD, from Children's Hospital of Pittsburgh of UPMC and Sheila Fine, founder and board chair of LEAD Pittsburgh, share a laugh while taking part in a strategy session centered on strengthening support for mothers coping with postpartum depression.

health outcomes that are best achieved through medical partnerships. But the consumer activation movement will only thrive if the healthcare system recognizes that there is no one-size-fits-all approach to helping patients meet their health goals.

“My most despised phrase in health care is the non-compliant patient,” Weil said. “Apple doesn’t have a department of non-compliant iPad users. They take as a given that we have different assumptions, knowledge, and experiences, and they engineer to meet our differences. The cornerstone of patient activation is demanding a healthcare system that is similarly engineered to account for our differences.”

JHF is already actively involved in developing multi-stakeholder solutions to the six population health problems examined on July 15. Those efforts include the Foundation’s HPV Vaccination Initiative and Center for Health Information Activation (CHIA), which provides communication tools and skill-building for providers, consumers, and families, as well as guidance on finding and assessing health information, creative

health apps, online communities, and other tools and services. Multidisciplinary graduate students who participate in the 2015 Salk Fellowship will also hone in on these six problem areas (see page 12).

The creativity unleashed on July 15 will serve as a catalyst for community action around those six population health issues, and will guide JHF’s future grant-making efforts.

“The groups delved into the root causes of these problems, and considered the levers that they could pull to change behavior,” Dr. Feinstein said. “This event provided great ideas for advancing solutions to health problems, and also built a sense of community and identification.”

With the playbook for patient activation developed in Pittsburgh, JHF is prepared to help other communities removed their longstanding barriers to better health.

JHF’S PATIENT ACTIVATION EVENT MAKING HEADLINES

[“Getting the message out on HPV vaccinations”](#) (Pittsburgh Post-Gazette)

[“Time is now for taking control of your own health decisions”](#) (The Jewish Chronicle)

(Continued on page 4)

(Continued from page 3)

“If lots of people did this,” Dr. Feinstein said, “we could spark a movement across the country—one that finally makes the U.S. a leader in population health.”



JHF President and CEO Karen Feinstein explains that the Foundation’s agenda now focuses on supporting meaningful, goal-oriented partnerships between the health system and consumers.



Karen Feinstein with *Health Affairs* Editor-in-Chief Alan Weil, who discussed the role of activated patients in a changing healthcare landscape during JHF’s July 15 event at the QI²T Center.



(L-R): Ray Baum, a partner at Pepper Hamilton LLP; Harriet Baum, from the United Way of Allegheny County; Larry Stern, a JHF Board member; and Dodie Roskies, a JHF consultant and director of JGenes Pittsburgh were among the leaders who helped shape a social health movement in Pittsburgh.



Participants at the patient activation event took part in a stretching/meditation session in the QI²T Center’s Japanese Garden, and learned more about how they can connect with Pittsburgh’s rivers and trails from Venture Outdoors.

Medical Assistant Champions Emerge as Practice Leaders, Showcase Skills during Program Finale

In the year since Erica Mazzoni joined PRHI's Medical Assistants (MA) Champions program, much has changed at her Premier Medical Associates practice. Diabetic patients receive streamlined, reader-friendly education materials that she developed. New hires know they can consult Mazzoni's emergency diabetic kit, equipped with a glucometer, glucose tabs, and instructions on how to use them. And a quality improvement team—including a physician, officer manager, lab technician, front office staff, and Mazzoni—meets regularly to look for opportunities to enhance patient care.

"The MA Champions program gave me confidence—a belief in myself, and that I'm helping to change my practice for the better," Mazzoni said. "And I'm instilling that confidence in other MAs, too. We're leaders."



PRHI's Medical Assistant Champions program included (L-R): Monica Vernon and Darnell Fedor (Washington Hospital Family Medicine); Maria Jones (Metro Community Health Center); Erica Mazzoni (Premier Medical Associates); Diane Heasley and Paula Howsare (Premier Medical Associates Pediatrics); and Erica Anderson (East Liberty Family Health Care Center).

During the MA Champions program, Mazzoni and six other local MAs engaged in a customized, PRHI-developed curriculum designed to help them strengthen patients' self-management skills, become members of a healthcare team, and meaningfully use electronic health records. On July 8, the MA Champs showed how they're applying their new skills to improve quality, safety, efficiency, and patient activation in their own practices during a program finale event at the QI²T Center.

Through PRHI's Learning Solutions for MAs curriculum the MA Champs learned more about pre-visit

(Continued on page 6)

(Continued from page 5)

planning, eliciting patients' health goals and barriers, and post-visit follow-up and outreach. They tackled assignments on chronic disease management using an online, interactive diabetes workflow example to explore patient engagement scenarios, access learning materials, and share challenges and success stories. They learned and applied strategies in [motivational interviewing](#) and effective health literacy.

The MA Champs' projects included efforts to improve documentation of immunizations, engage and educate parents about childhood obesity, and standardize the process for office tasks performed regularly.

Darnell Fedor, from Washington Hospital Family Medicine, developed a Plan, Do, Study, Act (PDSA) process to cut down on the time that it takes staff to find and track forms. That, in turn, has reduced the time that patients spend waiting to be seen in the office.

"If we're going to be change agents, we need to deliver value and quality to patients," Fedor said. "I'm making positive changes, and empowering others to do the same."

The event also featured presentations from two leaders who are advancing the role of MAs in local practices: John Six, MD, a physician at Claysville Family Practice, and Connie Geiger, director of medical training programs at Bidwell Training Center.

Six noted that, with the help of PRHI coaching and training, Claysville's two practice locations recently achieved the highest level of Patient-Centered Medical Home (PCMH) certification. Claysville's PCMH journey reinforced the critical role that their ten MAs play in patient care.

"MAs are the eyes and ears of the practice," Six said. "They are population health managers who can provide education on diet, exercise, and disease management, and can serve as outreach workers who uncover what we can do as a practice to help patients reach their goals. They enhance quality, and improve the teamwork and workflow in our offices tremendously."

Geiger said that Bidwell's non-profit, adult career training center developed a medical assistant program five years ago based on a projected surge in the number of jobs available for the role (there are currently

(Continued on page 7)



John Six, MD, a physician at Claysville Family Practice, and Connie Geiger, director of medical training programs at Bidwell Training Center, explored the role of MAs as population health managers and skilled communicators.

(Continued from page 6)

around 600,000 MAs in the U.S., according to the National Healthcareer Association, and that total is projected to grow by 30% over the next decade). Bidwell's program began with a heavy emphasis on the use of electronic medical records, and also equips MAs with skills needed to be part of a medical team.

"MAs can become coaches and work with families because they are good communicators and listeners, and they have empathy," Geiger said. "They're performing a much wider range of tasks, and are more involved in treating patients than ever before. Hopefully, this will lead to more investment in MAs on the part of practices."

When PRHI launched the MA Champions program, the organization knew that it was stepping into a new world—and challenging the hierarchy of medicine, noted Bruce Block, MD, PRHI's chief learning and medical informatics officer.

"But you were chosen for this program because you are outstanding," Block said during the finale. "You have learned how to lead, and you've got a method now that allows you to take on any problem and solve it."

The MA Champions program is just the beginning, Karen Feinstein predicted. "Patients often respond best to MAs—they feel comfortable talking to you, they can relate, and they open up," Dr. Feinstein said. "MAs are a disruptive healthcare innovation that is here to stay."

Patient Safety Fellows at all Career Stages Deliver Safe, Quality Care across the Continuum

The 2015 Patient Safety Fellowship featured the largest cohort in the 15-year history of the program. In total, 37 health professionals at various stages of their careers learned and applied the bedrock principles of [Perfecting Patient Care](#)SM (PPC), worked with mentors in the field, and became champions for quality improvement.

On August 5, fellows with backgrounds in nursing, pharmacy, healthcare policy and management,

(Continued on page 8)



During the Medical Assistant Champions finale, Karen Feinstein said that MAs are a disruptive healthcare innovation with staying power.

(Continued from page 7)

medicine, social work, biomedical engineering, and emergency medical services, among other fields, gathered at the QI²T Center for their final session to share observations of patient care at four local sites as well as their take-aways from their journey with JHF.

During the two-month Patient Safety Fellowship, participants learned about the current state of health care and patient safety in the U.S., how to create a culture of quality, and how to apply Lean tools such as A-3 problem-solving, observation, and process-mapping. In July, the fellows conducted observations and looked for opportunities to deliver even safer, higher-quality care at sites that have partnered with JHF on quality improvement initiatives: Asbury Heights (long-term care), Premier Medical Associates—Monroeville and Penn Hills (primary care), and St. Clair Hospital (acute care).

During the finale, a group of fellows shared their thoughts on how they will continue to use PPC concepts throughout their careers. Monet Miller, a medical assistant at Children's Hospital of Pittsburgh of UPMC, said she was excited to learn about Lean principles because they emphasize the importance of all healthcare team members.



(L-R): PRHI Senior Quality Improvement Specialist Jennifer Condel facilitates a Patient Safety Fellow panel featuring Mark Larkin, crew chief of the City of Pittsburgh's Department of Emergency Medical Services; Francis Colangelo, MD, chief quality officer for Premier Medical Associates; Sree Kodavatiganti, a recent graduate of the University of Pittsburgh's Graduate School of Public and International Affairs; Kimberly Fleishman, a Master of Social Work student at the University of Pittsburgh; Nicole Tablack, a surgical ICU nurse at UPMC Shadyside; and Monet Miller, a medical assistant at Children's Hospital of Pittsburgh of UPMC.

"Everyone contributes to problem-solving and error-proofing to make a difference for patients," Miller said. "That's what we're all here for—to change the culture and work together for the betterment of our patients."

Mark Larkin, crew chief of the City of Pittsburgh's Department of Emergency Medical Services, said that EMS care has changed dramatically during his 30-plus year career. The Patient Safety Fellowship allowed him to get in on the "ground level" of quality improvement.

(Continued on page 9)

(Continued from page 8)

“We’re looking at training our entire division in these principles,” Larkin said. “It would provide a strong foundation for our next generation.”

Twenty years ago, an event focused on patient safety would not have taken place, Karen Feinstein noted while congratulating the fellows. Americans thought that they enjoyed the best healthcare system in the world—a system that other countries sought to emulate. But an avalanche of research on medical errors and poor population health in the U.S. has since debunked that myth. Today, leaders like the Patient Safety Fellows are helping to create a healthcare system that is truly worth emulating by identifying ways to make front line care safer and more reliable.

“We sent you to the best of the best to observe at Asbury, Premier, and St. Clair, because there’s always room for improvement,” Dr. Feinstein said. “They’re always open to ideas and focused on continuous improvement. Perfecting patient care isn’t a course or a quick fix—it’s a way of life. Our hope is that quality is infectious.”



Albert Civitarese, a recent graduate of Washington and Lee University’s biology program, explains his group’s observations of St. Clair Hospital’s process for providing a CT scan for emergency department patients.



Damilola Bamidele-Abegunde, working towards an MPH in epidemiology at the University of Pittsburgh, explains her background in public health while living in Lagos, Nigeria, and how it led her to JHF, where she contributed to the Minority AIDS Initiative.

2015 Summer Interns Leave Lasting Impact at JHF

The selection process for this year’s summer internship program was the most competitive in JHF history, with 12 future leaders in healthcare delivery, policy, and research selected from an applicant pool of 75. During meetings of the Health Careers Futures (HCF) Board and JHF Distribution Committee in August, the interns showcased how they applied their [Perfecting Patient CareSM](#) training by advancing a

(Continued on page 10)

broad array of Foundation projects:

- **Michael Backman**, a doctorate student in biostatistics at the University of Pittsburgh, crunched numbers on the impact of motivational interviewing in the [Primary Care Resource Center](#) (PCRC) Project. He found that MI training for staff was associated with lower patient refusal rates to enroll in PCRC services.
- **Damilola Bamidele-Abegunde**, working towards an MPH in epidemiology at Pitt, streamlined data collection and reporting for AIDS Service Organizations participating in the Minority Aids Initiative by creating a standardized template.
- **Nayanika Basu**, a doctorate pharmacy student at Pitt, created a toolkit for colleges to host initiatives that raise awareness about the cancer-preventing HPV vaccine. She also developed a short HPV education video that will play in Pitt residence halls and the student union.
- **Tayler Bungo**, an MPH student at Washington University in St. Louis, developed an online training module for quality improvement managers to strengthen their data collection and analysis skills. She also created a tool for primary care practices to assess their readiness for Patient-Centered Medical Home certification.
- **Breann Farrier**, a Master of Social Work student at Pitt, observed staff-client interaction at a few sites participating in the [RAVEN initiative](#), and developed a questionnaire to help them achieve the project's goal of reducing avoidable hospital readmissions among nursing home residents.
- **Gabriel Gan**, studying human health and history at Emory University, developed a presentation on two-way communication between patients and providers. Gan, an emergency medical technician, also rode along with CONNECT Community Paramedics, who are working to reduce hospital and ER readmissions by helping patients with medication reconciliation and transportation, among other items.



(L-R): Quality Improvement Specialist Stacie Bonenberger, MOT; Senior Quality Improvement Specialist Jennifer Condel; Quality Improvement Specialist Anneliese Perry; JHF summer intern Sarah Howard, an economics student at Allegheny College; and Quality Improvement Specialist Deborah Murdoch, MPH.

(Continued from page 10)

- **Sarah Howard**, an economics student at Allegheny College, helped plan and execute sessions of JHF's Patient Safety Fellowship. She also joined the fellows as they conducted observations at local acute care, primary care, and long-term care sites.
- **Nova Hubbard**, a Master of Social Work student at Pitt, created outreach materials to raise awareness about educational offerings available through the [RAVEN initiative](#), and also helped to evaluate JHF's inaugural Fellowship on Death and Dying.
- **Nayana Nagaraj**, working towards a PhD in epidemiology at Pitt and a past participant in JHF's QI²T Fellowship, evaluated models for elder care at local Community LIFE centers.
- **Haley Roberts**, a healthcare policy and management student at Carnegie Mellon University, created an HPV toolkit for middle school-aged children so that schools can host on-site vaccination clinics. She also worked on developing a Jewish genetics curriculum for children participating in summer camps.
- **Elizabeth Sierminski**, an MPH student at Pitt, created a social media strategy to engage stakeholders around HPV vaccination.
- **Minal Singhee**, a CMU healthcare policy and management student, created data maps to show HPV vaccination rates in local neighborhoods and also worked on programming for upcoming Health 2.0 Pittsburgh events.



JHF staff and interns mingle during an ice cream social in the QI²T Center's Japanese Garden.

All 12 interns noted that their experiences at JHF this summer affirmed their post-school career paths. They also thanked Foundation staff for mentoring them and involving them in important JHF initiatives, including the July 15 patient activation event (see page 1). They participated in a debrief to provide suggestions for next year's summer internship, and committed to spreading the word on campus about the value of the program.

Rogal Fellows Showcase Research Accomplishments during HCF Board Meeting

Five years ago, JHF and Robert Morris University (RMU) partnered to create a lasting tribute to Alvin Rogal, the founding chair of JHF and an advocate for the role that nurses and other frontline healthcare workers play in elevating the quality of patient care.

Since then, the Alvin Rogal Research Award in Safety and Quality Improvement has provided support to 25 RMU doctoral students in nursing to further their applied research/capstone projects. During an HCF Board meeting on August 6, the Foundation welcomed Judith A. Kaufmann, Dr.PH, CRNP, associate professor of nursing at RMU, and two recent Rogal awardees: Heather Smith, DNP, FNP-BC and Hannah Wagner, DNP, FNP-BC. Smith and Wagner presented some of their research work, including a study to assess the likelihood of aberrant opioid use based on population differences.

“In 2007, when RMU began the first Doctor of Nursing Practice program, we did not know how DNPs were going to function,” Dr. Kaufmann said during the HCF Board meeting. “We have focused on experiential learning and implementation research, and it has been an incredible experience. I thank Karen and Nancy for their support.”



(L-R): Hannah Wagner, DNP, FNP-BC; Heather Smith, DNP, FNP-BC; and Judith A. Kaufmann, Dr.PH, CRNP, associate professor of nursing at RMU, share how the JHF-supported Alvin Rogal Research Award in Safety and Quality Improvement has furthered students' applied research/capstone projects.

2015 Jonas Salk Fellowship Tackles Population Health Issues

JHF and HCF are pleased to announce the opportunity for graduate students to apply for the 2015 Jonas Salk Fellowship by **Friday, September 11**. The Jonas Salk Fellowship brings together students from a diverse array of health-related graduate programs to discuss paramount issues confronting health and our society, and to go beyond incremental change when human lives and suffering are in the balance.

The 2015 Jonas Salk Fellowship will consider solutions to major population health problems by learning and applying four problem-solving lenses with community experts: social advocacy, crisis management, predictive modeling, and disruptive innovation. The fellows will work in teams on problems, including

(Continued on page 13)

(Continued from page 10)

senior living, postpartum depression, HPV vaccination, adolescents' risky behaviors, nutrition for individuals at high risk for developing diabetes and cardiovascular disease, and HIV/AIDS. At the finale, the fellows will present their proposed solutions to help inform community action plans.

Students can apply online at: <http://www.qitcenter.org/2015-salk-fellowship.html>. Please contact Robert Ferguson at mailto:ferguson@jhf.org with any questions.

Congressman Murphy Sees COMPASS Care in Action at Excelsa Health

On August 14, Congressman Tim Murphy, PhD, and Lou Lazzaro, his deputy chief of staff, visited Excelsa Health Medical Group to see how patients with depression and diabetes or cardiovascular disease are achieving better health outcomes through the [COMPASS](#) (Care of Mental, Physical, and Substance Use Syndromes) collaborative care management model.

In partnership with the Institute for Clinical Systems Improvement, PRHI worked to implement COMPASS care at Excelsa Health Medical Group, Premier Medical Associates, and Saint Vincent Healthcare Partners. PRHI provided individualized coaching to primary care practices to support the project, which was funded by the Centers for Medicare and Medicaid Services/Center for Medicare and Medicaid Innovation. The CMS/CMMI grant phase wrapped up in June of 2015, but all three of PRHI's partners in Pennsylvania continue to provide COMPASS care.

With a team from Excelsa Health and PRHI, Congressman Murphy walked through the depression screening and treatment process at Excelsa Health's Latrobe Family Medicine office from the perspective of a primary care patient. Daniel DiCola, MD, Latrobe Family Medicine and Residency Program instructor, explains how primary care physicians assess depression after an initial screening, which often helps identify other behavioral health issues.



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Congressman Tim Murphy, PhD, and Deputy Chief of Staff Lou Lazzaro review the PHQ-9 depression screening questionnaire used during a primary care visit at Excelsa Health.

(Continued on page 14)

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(Continued from page 13)

Robert Ferguson, JHF and PRHI's director of government grants and policy, then led a discussion on COMPASS' impact on health, the experience of care, and costs. Bruce Block, MD, emphasized the impact that psychiatrists can have on primary care populations by spending one or two hours per week reviewing a caseload of about 100 patients with a care manager trained in evidence-based behavioral health skills, including [motivational interviewing](#).



The PRHI and Excelsior Health teams discuss COMPASS' outcomes with Congressman Murphy.

"COMPASS increases the capacity of primary care to provide effective behavioral health treatment," Dr. Block said.

The group also discussed how COMPASS has served as a catalyst at the three participating medical groups in Pennsylvania, furthering their efforts to implement patient-centered medical homes, care management services, population health programs, and accountable care organizations.

Following the COMPASS discussion, Congressman Murphy discussed the origins, goals, and provisions of his pending bill, "[Helping Families in Mental Health Crisis Act](#)," and how it would help providers conduct applied work and research.

"People have the right to be well," the Congressman said.

At the end of the site visit, Congressman Murphy reflected: "It is important for me to use this COMPASS information as inspiration. You should be proud of what you do."

On 1-Year Anniversary of Regional HIV Collaborative, Stakeholders Talk Medicaid Expansion, Get Clinical Perspective on PrEP

One year ago, JHF formed a new Regional HIV Strategic Collaborative to provide a forum for service providers, consumers, and advocates to discuss strategies for elevating the quality of HIVS/AIDS services available in southwestern Pennsylvania. Since then, the HIV Collaborative has worked to evaluate client services, eliminate service gaps, and inject the consumer voice into the conversation.

During the Collaborative's latest meeting at Oakland's Rodef Shalom on August 5, 35-plus stakeholders

(Continued on page 15)

(Continued from page 14)

continued their mission to strengthen the continuum of HIV/AIDS care by discussing Medicaid expansion in Pennsylvania and the potential of Pre-Exposure Prophylaxis (PrEP) medication to prevent new HIV infections. Meeting co-facilitator Christopher Garnett, HIV planning and evaluation coordinator for JHF, congratulated the Collaborative on its work over the past year.

Jeff Funston and Nicole Risner, from Pennsylvania's Department of Human Services Office of Medical Assistance Programs, presented an overview on Medical Assistance and the expansion of Medicaid in Pennsylvania. They provided information on the HealthChoices Physical Health Program, which the Commonwealth uses to deliver and coordinate physical health services for most people eligible for Medical Assistance through managed care organizations. Funston and Risner noted that Pennsylvania is in the process of phasing out Private Coverage Options (PCOs) and expanding HealthChoices Medicaid.



During the latest HIV Collaborative meeting on August 5, Ken Ho, MD, MPH, from the UPMC Division of Infectious Disease and the Pittsburgh AIDS Center for Treatment (PACT), discusses the potential of Pre-Exposure Prophylaxis (PrEP) medication to prevent new HIV infections among high-risk individuals.



Christopher Garnett (left), HIV planning and evaluation coordinator for JHF, co-facilitated the HIV Collaborative meeting on August 5.

Co-facilitator Ken Ho, MD, MPH, from the UPMC Division of Infectious Disease and the Pittsburgh AIDS Center for Treatment (PACT), gave a clinical perspective on PrEP. The daily medication, if taken consistently, has been shown to reduce the chances of high-risk individuals becoming HIV-positive by up to 92%, according to the Centers for Disease Control and Prevention. Dr. Ho noted that PrEP holds great promise as a preventive measure against new HIV infections, but there several barriers to making its use more widespread.

Some insurers don't cover PrEP, making the medication's \$1,100-\$1,800 monthly cost out of reach for those who could benefit. Some providers may also be

(Continued on page 16)

(Continued from page 15)

reluctant to prescribe the drug because they aren't deeply familiar with it yet, or think there's a stigma attached to it. Dr. Ho stressed the importance of stakeholders—including non-HIV medical providers and community organizations—coming together to increase PrEP awareness and education.

Nancy Zions Explores Sparking a Consumer Health Activation Network for Senior Living at CMU's Quality of Life Technology Summit

On August 13, Nancy Zions shared new strategies for creating a social movement around senior living with public, private, academic, and philanthropic leaders gathered for the 2015 Quality of Life Technology Summit, held at Carnegie Mellon University's Gates-Hillman Center. The summit was sponsored by CMU's Quality of Life Technology (QoLT) Center, a National Science Foundation Engineering Research Center focused on developing intelligent systems that address everyday living needs.

During her presentation at the QoLT Summit, Zions noted that JHF's vision for aging—transforming illness and debilitation into wellness and prevention, isolation and loneliness into protection and security, and unnecessary hospitalization and institutionalization into community involvement and independence—remains as desired, and sometimes elusive, today as it was when the Foundation's Aging Environment Scan was developed in 1995.

But JHF's patient activation event on July 15 (see page 1) offered strategies to finally tip the scales by exploring alternative scenarios of senior living that maximize opportunities for people to stay fully and meaningfully engaged as they age.

The health professionals, community advocates, and technology experts (including QoLT Executive Director Jim Osborn) who participated in a senior living strategy session during the patient activation event said that seniors want to be defined by their talents and contributions, not their deficits. Seniors need support models that allow them to age in place successfully and rebound from health challenges when possible, instead of remaining in hospital or institutional settings.



Tie dye, disco, and the Cold War may be relics of the past, but conversations about creating better senior living options are much the same today as they were decades ago, Nancy Zions notes while presenting at CMU's 2015 Quality of Life Technology Summit.

(Continued on page 17)

(Continued from page 16)

“Aging is not an inevitable period of deterioration, but can be a golden period,” Zionts says. “Our ideal is to make Pittsburgh an environment where seniors are valued, active, and engaged in the community, and they have flexible, safe, and dignified living options.”

Karen Feinstein also attended the day-long QoLT Summit which showcased a variety of new technologies and companies aiming to support the attainment of those goals. Osborn highlighted student explorations at the QoLT, some of which were on display during a special meeting of the Foundation’s Health 2.0 Program in January of 2015. He spoke of the model of innovation as a construct to engage students in the development of prototypes and commercial products, and the challenges presented by competing projects in the pipeline.



A model for independent living showcased by Dementia Friendly America during the 2015 QoLT Summit.

Kevin Hancock, chief of staff for the Pennsylvania Department of Human Services’ Office of Long Term Living, outlined the Commonwealth’s plans to phase in managed Medicaid long-term services and supports (MLTSS) by 2017 in western Pennsylvania. He credited a study on MLTSS by JHF and the University of Pittsburgh’s Institute of Politics for helping to shape the Commonwealth’s plan. MLTSS, championed by the Foundation and the Pennsylvania Health Funders Collaborative, aim to improve care coordination and provide seniors and individuals with disabilities with the resources needed to live safely in the community.

Amanda Cavaleri, co-founder of Empowering Aging and Alex Clark, founder of Collective Action Lab, discussed Dementia Friendly America. A national collaborative spanning both private and public sectors, Dementia Friendly America aims to create communities that support those with the condition that gradually hampers cognitive ability by providing adaptive transportation, independent living options, and patient and caregiver support.

David Dring, executive director of Selfhelp Innovations, showcased the organization’s exciting model of

(Continued on page 18)

(Continued from page 17)

senior engagement, the Virtual Senior Center. Thanks to their technology being piloted in New York City, homebound seniors can engage in live classes, peruse famous museums and art galleries, and chat with friends by using a single touch-screen device.

“Jim Osborn and the QoLT put together a fascinating program that focused on key areas of our aging agenda,” Zionts says. “It’s so important that we maximize our opportunities—be it technology, the use of community health workers, or new policy—to meet seniors’ needs and desires throughout the aging process.”

Health 2.0 Pittsburgh Meeting on Oct. 1 to Examine Behavioral Health, Technology, Creative Expression at Contemporary Craft

Please join us on Thursday, October 1 from 5-8 pm for a [Health 2.0 Pittsburgh](#) event that will explore current behavioral healthcare needs, ways that technology can promote psychological well-being, and the role of art in shattering mental health stigmas. The event, “Behavioral Health and Disruptive Technology Solutions,” will be held at Contemporary Craft in the Strip District (2100 Smallman Street, Pittsburgh, PA, 15222).

JHF organizes bi-monthly meetings of Health 2.0 Pittsburgh, a forum for topic experts and a core group of stakeholders, students, funders, and technology entrepreneurs to discuss pressing healthcare problems and develop collective solutions. During this session, attendees will have the opportunity to visit Contemporary Craft’s “Mindful: Exploring Mental Health Through Art” exhibit, which offers an opportunity to encounter and understand mental health through the lens of contemporary craft.

Joni Schwager, executive director of the Staunton Farm Foundation, and Allegheny HealthChoices, Inc. CEO Brandi Phillips will discuss the current state of behavioral health services. Then, three local innovators will demo their technology solutions in the behavioral health space, including internet support groups, computerized cognitive therapy programs, text message systems, and moderated social media sites:

- **Ana Radovic**, MD, MSc, assistant professor of Pediatrics at Children’s Hospital of Pittsburgh of UPMC



An exhibit from Contemporary Craft’s “Mindful: Exploring Mental Health Through Art”

(Continued on page 19)

(Continued from page 18)

- **Bruce Rollman**, MD, MPH, Professor of Medicine, Psychiatry, and Biomedical Informatics and Director of the Center for Behavioral Health and Smart Technology at the University of Pittsburgh
- **Brian Suffoletto**, MD, assistant professor of Emergency Medicine at the University of Pittsburgh

To attend the Health 2.0 meeting, please RSVP to Robert Ferguson at: ferguson@jhf.org by **Tuesday, September 15**.

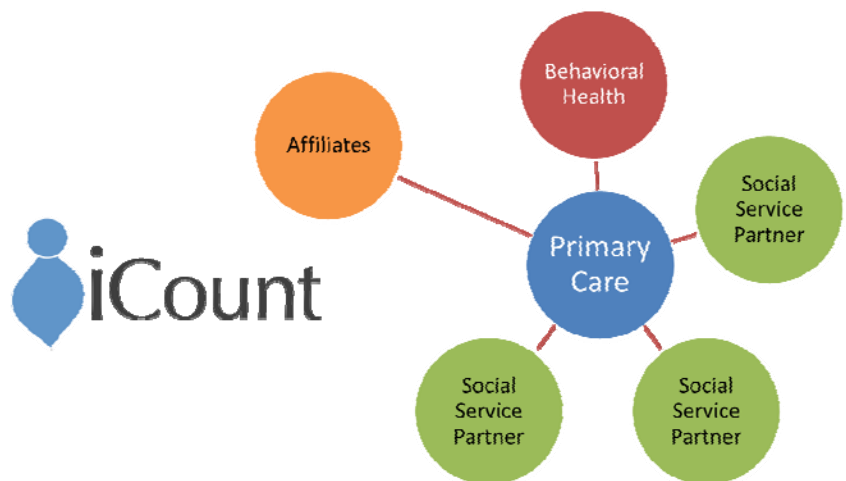


iCount Model to Improve Care for Complex Patients in Local Communities

In June and July, JHF convened three meetings with primary care, behavioral health, and social service organizations that hope to improve care and curb costs associated with “high utilizers” of healthcare services through a Safety Net Accountable Care Organization (ACO).

With a planning grant from JHF and other partners, The Forbes Funds developed iCount, a treatment model for complex patients which focuses on patients suffering from congestive heart failure, COPD, behavioral health issues, kidney failure, and diabetes. iCount builds upon the capacity of community medical providers and neighborhood-based organizations to improve population health by creating local service clusters. The clusters, centered on strong primary care and well as social and behavioral health agencies, will unite doctors, social workers, nurses, pharmacists, and community health workers to address the needs of the five percent of patients who account for more than 50% of healthcare costs.

During the June and July meetings, prospective iCount partners outlined why they feel compelled to participate in the ACO and the ways that the care model can support the populations that they serve. The organizations noted that today's



Strong primary care is a foundational element of iCount, an accountable care organization which incorporates social and behavioral health services to better serve the needs of complex patients.

(Continued on page 20)

healthcare landscape demands collaboration, effective data-sharing, and an approach to wellness founded upon prevention and meeting non-medical needs that influence physical and mental health.

Participants said that iCount could help them develop relationships and shared strategies with care systems, payers, providers, and policy-makers. They also said that quality improvement coaching and training provided by PRHI could help them become learning organizations that use process and outcomes data to continually improve care.

iCount will be piloted in three local communities and could kick off in the fourth quarter of 2015. The model will initially focus on hospitalized patients who have pre-existing relationships with participating iCount organizations. Later on, organizations will proactively identify non-hospitalized community members who are eligible for iCount services by analyzing available health data and receiving referrals from social workers, case managers, and agency service coordinators.

Between now and iCount's launch, PRHI will assemble working groups to develop comprehensive assessment and care planning methodologies, while also building trust and knowledge between partners.

"Those who participated said that they learned more about resources available in their communities," says Bruce Block, MD. "They feel confident that there are plenty of opportunities to improve quality and reduce cost through these kinds of cooperative efforts." They are hopeful that payment reform and regulatory changes will support this kind of innovation.

Robert Ferguson Selected for Health and Aging Policy Fellowship

Robert Ferguson is part of a select group of health professionals from across the U.S. identified as future leaders in helping seniors lead healthy, productive lives.

Ferguson was recently accepted into the Health and Aging Policy Fellows program, a yearlong fellowship that offers participants the opportunity to work on a federal policy project, develop multidisciplinary networks, receive mentoring and coaching from thought leaders,



JHF Director of Government Grants and Policy Robert Ferguson (right), pictured here with Pennsylvania Health Funders Collaborative Executive Director Ann Torregrossa, was recently accepted into the Health and Aging Policy Fellowship program.

(Continued on page 21)

and work closely with those currently shaping guidelines and laws that affect seniors' health. Fellows are selected through a national competition based on their commitment to health and aging topics and their leadership potential.

The Health and Aging Policy Fellows program is directed by Harold Alan Pincus, MD, a professor of psychiatry at Columbia University, and supported by The Atlantic Philanthropies and the John A. Hartford Foundation. JHF is also a funding partner of the fellowship. The fellowship program partners with a variety of federal agencies and focuses on policies that influence seniors' ability to access care, manage chronic diseases, maintain financial stability, and stay connected to their communities.

As a non-residential fellow, Ferguson will seek placement at federal agency to focus on bolstering long-term services and supports for seniors, including home and community-based services.

"It's an honor to be selected for this fellowship, and I would like to thank JHF for encouraging me to apply and enabling me to participate in the fellowship," Ferguson says. "I see this as an opportunity to develop federal policy networks and learn how the private sector can most effectively partner with different levels of the federal government."

Deborah Murdoch Selected for Leadership Development Initiative

Deborah Murdoch, MPH, has been accepted into Leadership Pittsburgh's Leadership Development Initiative (LDI), a nine-month program designed to enhance the civic involvement of high-potential young professionals in the region.

From September 2015 to June 2016, Murdoch and 40 other future change agents from Pittsburgh's nonprofit, business, and government sectors will sharpen key leadership skills, learn more about regional planning, and apply what they learn through a community impact project that will identify and address a pressing neighborhood issue. LDI is sponsored by Leadership Pittsburgh, a nonprofit dedicated to cultivating innovators in southwestern Pennsylvania.



Deborah Murdoch (second from left), pictured here with some of JHF's 2015 summer interns, has been accepted into a Leadership Pittsburgh program for high-potential young professionals in the region.

JHF, Community Partners Spreading Cancer Prevention Message, Targeting Neighborhoods with Low Vaccination Rates

From the East End Community Health Fair to McKeesport's Good Neighbor Day to the Kingsley Association Health Fair, JHF staff and members of the grass-roots Grandmother Power movement engaged more than 1,000 people in conversations about the cancer-preventing Human Papillomavirus (HPV) vaccine during community events over the past two months.

And, equipped with HPV vaccination data from three health insurers (Gateway, Highmark, and UPMC) on teens in the Pittsburgh metropolitan statistical area, JHF is conducting special outreach to providers, youth, guardians, and youth-serving organizations in neighborhoods with especially low rates.

HPV vaccination rates vary significantly in Allegheny County, with as few as 28% of boys age 14-17 who are covered by a health plan receiving at least one dose of the vaccine in some communities and as high as 55% in others. For girls, vaccination rates range from 44% to 68% depending on the neighborhood. JHF has identified five target communities where it will focus its outreach efforts in the months to come: Gibsonia, McKees Rocks, McKeesport/West Mifflin, Oakmont, and Penn Hills/Plum/Monroeville.

The three-dose HPV vaccine is recommended for boys ages 11-21 and girls ages 11-26, is covered by insurance or the federal Vaccines for Children program, and can reduce the risk of developing HPV-related cervical, vaginal, vulvar, anal, throat, and penile cancers by up to 99%.

Every missed opportunity for vaccination is a missed opportunity to protect our children and young adults from the possibility of future suffering caused by the virus. If you are interested in partnering with JHF to prevent cancer, please visit the [HPV Vaccination Initiative website](https://www.hpvinitiative.org/) or contact Program Coordinator Sue Steele at: steele@jhfpittsburgh.org.



JHF's HPV Vaccination Initiative reached more than 1,000 community members over the past two months, thanks in part to committed volunteers including Grandmother Power members Pearl Moore, RN (left), and Joyce Penrose, NP.

South Hills Community Comes Together to Raise Awareness about Jewish Genetic Diseases

The Lawrence and Rebecca Stern Family Foundation, JGenes Pittsburgh, and JHF are pleased to announce an award of \$10,000 to a coalition of South Hills organizations to develop, implement, and sustain a Jewish genetic carrier education program.



Members of Beth El Congregation, Chabad of the South Hills, the Jewish Community Center of Greater Pittsburgh—South Hills, South Hills Jewish Pittsburgh, and Temple Emanuel of South Hills joined together to create an education and screening program for Jewish genetic diseases.

Research shows that a quarter of Jewish individuals of Ashkenazi heritage are carriers for at least one preventable Jewish genetic disease. Individuals only know if they are a carrier via screening or if they are parent to a child with one of these diseases. Carriers do not have the disease, but two parent-carriers have a 25% chance of having a child with the disease.

JHF serves as the fiscal agent and is an advisory committee member for JGenes Pittsburgh, which raises awareness about Ashkenazi Jewish genetic diseases and provides information and screening to at-risk young adults. JHF Consultant Dodie Roskies, MPH, serves as executive director of JGenes Pittsburgh, which receives funding from the Lawrence and Rebecca Stern Family Foundation.

Karen Feinstein Helps Chart Course Towards Better Health, Lower Costs in PA

From July 17-19, Karen Feinstein joined state and national leaders in government, policy, public health, philanthropy, and consumer advocacy for the “Pennsylvania Pathway to Better Health and Lower Costs” conference in Harrisburg, PA. The conference, organized by Governor Wolf and sponsored by the National Governors Association and the National Academy of Medicine, highlighted challenges facing the Pennsylvania healthcare system, ways that the private sector and government can partner to elevate quality and lower costs, and new treatment models that promote a shift towards value-driven care. Dr. Feinstein attended at the invitation of Governor Wolf, who participated in the conference’s full schedule and has shown a dedication to health reform.

Major issues discussed during the conference included Pennsylvania’s health spending per capita,

(Continued on page 24)

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hospital admission rates, and emergency department visits, all of which exceed the national average. Attendees also learned more about Pennsylvania's Medicaid system and options for better serving the program's diverse population, including those requiring comprehensive medical and social services to manage chronic, complex diseases. Harvey Fineberg, MD, PhD, president of the Gordon and Betty Moore Foundation and past president of the Institute of Medicine, served as moderator for the conference sessions.

Dr. Feinstein and others also discussed opportunities to improve care coordination and accountability through the use of bundled payments (which cover an episode of care for a defined period), and empower consumers to make wise healthcare choices by providing price and quality information to the public.

Latest Partnership Between PRHI, Quality Insights Improving Care in Five States

PRHI and Quality Insights have partnered to strengthen the capacity of primary care practices through PA REACH and help consumers make informed choices on doctors, hospitals, and healthcare providers through the Qualified Entity program.

On the one-year anniversary of their latest venture, leadership from PRHI and Quality Insights met at the QI²T Center to take stock of their progress in catalyzing quality improvement for providers across five states participating in the Quality Innovation Network-Quality Improvement Organization (QIN-QIO) contract, supported by the Centers for Medicare and Medicaid Services (CMS).

PRHI and Quality Insights (a CMS-contracted QIN-QIO) are working together to reduce health disparities, promote chronic disease management, and lower costs in Pennsylvania, West Virginia, Delaware, New Jersey, and Louisiana. As a subcontractor to Quality Insights, PRHI is providing access to virtual learning



(L-R): Sven Berg, MD, MPH, chief medical officer for Quality Insights; PRHI Chief Medical Officer Keith Kanel, MD; Karen Feinstein; Nancy Zionts; Quality Insights Chief Administrative Officer David Lambert; Quality Insights CEO John Wiesendanger, MHA; Quality Insights Chief Information Officer Aaron Spurlock; Bruce Block; and Quality Insights Chief Financial Officer Kathleen Merrill meet at the QI²T Center to discuss progress in advancing quality improvement across five states participating in the Quality Innovation Network-Quality Improvement Organization (QIN-QIO) contract.

(Continued on page 25)

(Continued from page 24)

opportunities for workers at all levels through [Tomorrow's HealthCare™](#) (THC), PRHI's online knowledge network.

PRHI developed a customized version of THC to help participating practices, hospitals, and nursing homes achieve the highest levels of quality. It features training and education offerings to support QIN-QIO project goals related to cardiac health, diabetes care, health IT, long-term care, hospital-acquired infections, care coordination, and value-based quality reporting. David Lambert, chief administrative officer for Quality Insights, thanked PRHI staff during the meeting for continually developing new content and responding to the needs of providers who have joined QIN-QIO program.

"We view Quality Insights as a go-to partner for efforts related to quality and safety," Karen Feinstein says. "We have interests that are aligned as well as complementary skills that we can deploy on a range of projects. Our relationship continues to grow."

PHFC Weighs in on Long-Term and Managed Care Policy, Announces 9th Annual Meeting

In July, the [Pennsylvania Health Funders Collaborative](#) (PHFC) submitted policy comments to the Commonwealth, held a quarterly webinar to brief the members on PHFC's progress, and announced its ninth annual conference in October of 2015.

PHFC is a network of 40 health foundations across Pennsylvania that leverages its collective power to influence policy and population health. PHFC is co-chaired by Karen Feinstein and Russell Johnson, president and CEO of North Penn Community Health Foundation. Ann Torregrossa, former director of the Governor's Office of Health Care Reform during the Rendell administration, serves as executive director.



(L-R): PHFC Executive Director Ann Torregrossa and co-chairs Karen Feinstein and Russell Johnson, president and CEO of North Penn Community Health Foundation.

PHFC submitted policy comments to the Pennsylvania Department of Human Services (DHS) on the following topics:

Long-term care: In response to the DHS' and Department of Aging's discussion document on managed

(Continued on page 26)

(Continued from page 25)

Medicaid Long-Term Services and Supports (MLTSS), PHFC supported the Wolf Administration's decision to move to MLTSS for those needing a nursing facility level of care and dual Medicare-Medicaid eligible patients.

PHFC suggested that Pennsylvania should initially pilot MLTSS on a voluntary basis, before moving to mandatory enrollment over time. The funders' network also stressed the importance of ensuring that local support systems are in place, employing Area Agencies on Aging to provide important roles in MLTSS, incorporating palliative care and advance care planning into the program, and creating a comprehensive educational campaign about MLTSS planning and options. PHFC also proposed that MLTSS should include specific quality of care measures (including behavioral health, satisfaction, and advance care planning), and create advisory committees at the state and county levels.

Medicaid HealthChoices: In response to the DHS' request for ways to improve Medicaid HealthChoices (a mandatory managed care program for those receiving Medical Assistance), PHFC recommended that the program incorporate reimbursement for community health workers, screening and brief interventions for alcohol misuse in primary care, and collaborative care management for depression in primary care settings.

During the July webinar, PHFC updated members about these policy comments and also discussed PHFC's progress on advancing healthy eating, active living, and health insurance enrollment.

PHFC's ninth annual conference, "Health System Transformation: Collaborating to Improve Community Health," will be held on October 19 and 20 at the Hilton Harrisburg Hotel (more details to follow).

PinnacleHealth System Activating Patients with Motivational Interviewing Strategies

Lauren Fisher, an outreach social worker with Harrisburg-based PinnacleHealth System's Resources, Education, and Comprehensive Care for HIV (REACCH) program, couldn't reach her client. The client, a woman in her early 50s, wasn't physically hard to find —she had recently been placed in a local nursing home due to severe HIV-related neuropathy that prevented her from walking—but Fisher struggled to connect with her.

The client had quit her antiretroviral therapy (ART) regimen a year earlier, causing her viral load to spike and her immune system to crash. She didn't want to discuss restarting her meds or the damage being done to her body with staff at PinnacleHealth, a participant in JHF's Minority AIDS Initiative (MAI) to re-

(Continued on page 27)

connect HIV-positive individuals to medical care. After a frustrating initial meeting, Fisher decided to stop providing information and recommendations up-front, and instead listen—what were the client’s goals? Why did the client stop taking her ART regimen, and what are some of the positive things that could happen if she resumed?

By using [motivational interviewing](#) strategies learned from PRHI and partnering with the Foundation’s MAI team on quality improvement initiatives, Fisher and the client identified and starting working towards a goal—walking out of the nursing home, and returning to the comforts of her own home.

“After attending several medical appointments at PinnacleHealth and restarting ART, the client’s viral load is nearly suppressed and her immune system has bounced back,” Fisher says. “Motivational interviewing really worked. I continue to see the client at least monthly and use active listening to encourage her as she strives to get back home.”



Rebecca Geiser, manager of PinnacleHealth’s Resources, Education, and Comprehensive Care for HIV (REACCH) program, says that motivational interview training provided by PRHI has been transformative for her staff.

LEARN MORE ABOUT MI

MI is activating patients and promoting positive behavioral changes in a number of PRHI initiatives, including the PCRC project, Care of Mental, Physical, and Substance Use Syndromes (COMPASS), and the Minority Aids Initiative (MAI).

PRHI also offers MI training sessions both within healthcare settings and at its downtown offices. Training sessions may be supplemented by onsite coaching and observation, which helps to reinforce and hone learned skills.

For more information, contact PRHI Director of Education and Coaching [Mark Valenti](mailto:mvalenti@prhi.org) (mvalenti@prhi.org) or visit [PRHI’s events page](#) (prhi.org/events).

PinnacleHealth’s REACCH clinic uses MI strategies to help with case management, client outreach, and treatment adherence. And now, the larger PinnacleHealth medical community is learning more about MI’s collaborative conversation style, designed to elicit patients’ own reasons to make healthy lifestyle changes.

REACCH program manager Rebecca Geiser invited PinnacleHealth nurse navigators, social workers, and diabetes educators, among others, to MI trainings provided by PRHI Director of Education and Coaching Mark Valenti.

“We see the benefits of using MI each day, we wanted to open up training to the larger Pinnacle staff so they can benefit as well,” Geiser says. “These strategies provide

(Continued on page 28)

(Continued from page 27)

those of us working in the community with a common framework. Letting patients guide the conversation is key to motivating them to change.”

Geiser also plans on sharing Pinnacle’s experience with other clinics, AIDS Service Organizations, and community contacts, and would recommend MI as an effective approach for engaging with clients.

“We are very grateful to JHF for its support through MAI, and for collaborating with us to build our MI capacity,” Geiser says. “It has been transformative for our organization.”

Karen Feinstein Celebrates Medicaid’s 50th Anniversary, Charts Course Ahead in Nation’s Capital

In the half-century since Lyndon B. Johnson signed Medicaid into law, the joint state/federal program has played a critical role in addressing health disparities, increasing access to care, and providing financial stability to some of America’s most vulnerable citizens. On July 30, Karen Feinstein joined fellow leaders in health, business, policy, and academia to commemorate Medicaid’s 50th anniversary and explore how the nation’s largest health insurance program can better serve low-income families, seniors, and the disabled in the future.

The day-long forum was held at the Newseum in Washington, DC, and sponsored by AmeriHealth Caritas, a Medicaid managed care organization. Dr. Feinstein and other attendees discussed Medicaid’s evolution since LBJ’s presidency as well as ways that states have expanded coverage and offered additional benefits, such as home and community-based services. Doris Kearns Goodwin, a presidential historian and Pulitzer-prize-winning author, gave the keynote address on how Johnson ushered in programs that redefined the healthcare landscape. Goodwin served as an aide in the Johnson White House.



Doris Kearns Goodwin, a presidential historian and Pulitzer-prize-winning author, recounts President Lyndon B. Johnson’s leadership style while giving the keynote address at an event commemorating the 50th anniversary of Medicaid held by Amerihealth Caritas in Washington, DC.

Miss World Screenings Engage Nearly 800 Stakeholders in Campus Sexual Assault Conversations

With grant support from JHF, JFilm organized events throughout the Pittsburgh region (and one in eastern Ohio) during that spring of 2015 that were designed to engage students, faculty, and staff in conversations about campus sexual violence, and start a movement to create safe, accountable school environments.

JFilm presented free screenings of “Brave Miss World,” an award-winning film depicting the brutal rape and response of former Miss World and Miss Israel, Linor Abargil, followed by a conversation led by an educator from Pittsburgh Action Against Rape and/or the Blackburn Center. Those film screenings and talk-backs reached nearly 800 members of campus communities at the Art Institute of Pittsburgh, Bidwell Training Center, Carnegie Mellon University, Chatham University, Community College of Allegheny County (South Campus), Duquesne University, Kent State University, La Roche College, Point Park University, Robert Morris University, Seton Hill University, the University of Pittsburgh, and Westmoreland County Community College.



The vast majority of those who participated said that the film screening and facilitated conversation increased their awareness around sexual assault, as well as their motivation to take action on the issue. Several dozen students, faculty, and staff provided contact information so they can stay involved in future efforts eradicate violence on college campuses.

Perfecting Patient Care at Asbury Heights

More than 60 staff from Asbury Heights will soon be graduates of PRHI's [Perfecting Patient Care](#)SM (PPC) University.

Administrators, nurses, social service providers, therapists, and dining services staff are learning PRHI's flagship quality improvement methodology, which will better enable them to meet the needs of residents throughout Asbury's continuum of long-term care services.

Quality Improvement Specialists Stacie Bonenberger, MOT, and



Quality Improvement Specialist Anneliese Perry (far right) leads a Perfecting Patient CareSM University session with staff at Asbury Heights.

(Continued on page 30)

(Continued from page 29)

Anneliese Perry are leading the eight PPC University training sessions, which spanned from May through August of 2015, along with Senior Quality Improvement Specialist Jennifer Condel.

Asbury Heights will also pilot a model of [Tomorrow's HealthCare™](#), PRHI's online knowledge network, which Asbury President and CEO John Zanardelli and his leadership team will help design and use to communicate strategy and support continued transformation at the long-term care facility. In partnership with the Three Rivers Workforce Investment Board, PRHI will also provide expanded quality improvement and palliative care training at Asbury.



Asbury Heights President and CEO John Zanardelli will help design a pilot version of Tomorrow's HealthCare™, PRHI's online knowledge network, to communicate strategy and support continued transformation at the long-term care facility.

Keith Kanel, CMU Professor Co-Author Work on Electronic Prescribing

With the advent of digital health records, the vast majority of physicians now prescribe medications electronically. Electronic prescribing can improve safety and quality—an estimated 20% to 40% of handwritten prescriptions have errors—and it saves patients from having to visit the pharmacy to both drop off and pick up medications.



PRHI Chief Medical Officer Keith Kanel, MD, co-authored a case study looking at the impact of technology failure on primary care physicians' electronic prescribing behavior.

But how do healthcare providers respond when technology breaks down? PRHI Chief Medical Officer Keith Kanel, MD, and Rema Padman, PhD, professor of Management Sciences and Healthcare Informatics at Carnegie Mellon University's H. John Heinz College, co-authored a case study looking at the impact of technology failure on primary care physicians' electronic prescribing behavior. The study, funded by the UPMC eHealth Initiative, will appear in the October 2015 edition of *Advances in Healthcare Information Technology*. PRHI Pharmacist Consultant Toni Fera, PharmD, and Hofstra

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University's Yi-Chin Kato-Lin, PhD, also contributed to the study.

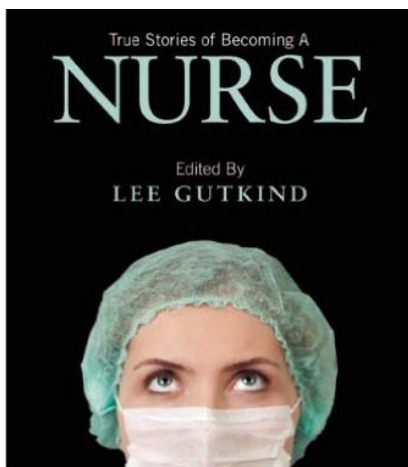
Drs. Kanel and Padman analyzed how primary care physicians e-prescribed on hand-held personal digital assistants —the forerunner to the tablet computers and smartphones that are ubiquitous in practices today. They found that when the server at a single Pittsburgh pharmacy failed, triggering patient complaints, physicians stopped e-prescribing to all pharmacies. The technology was virtually abandoned for a time.

Studies like this have been used to develop early detection protocols and refine e-prescribing systems that are now commonplace—and considerably more reliable—across the country.

“Interfaces have improved substantially between practices and pharmacies, and that process was accelerated when many errors showed up in the early days of e-prescribing,” Dr. Kanel says. “Once physicians walk away from a technology, it’s hard to get them back. There has to be a laser focus on building error-free, 100% reliable systems.”

Latest ROOTS Celebrates JHF’s 25-Year Commitment to Seniors

Over the past 25 years, JHF has never wavered from its commitment to seniors’ physical, social, and emotional well-being. Our latest ROOTS celebrates the work that JHF has done with many partners to re-envision aging by supporting initiatives that minimize disability, foster prevention, and allow seniors to maintain their independence, dignity, and community connections. To read the latest ROOTS, [click here](#) or visit the publications and videos section of the JHF website.



Audio Version of *Becoming a Nurse* Now Available

I Wasn't Strong Like This When I Started Out: True Stories of Becoming a Nurse is now available for purchase [as an audio CD](#). Originally published as a book in 2013, the work is the product of a longtime partnership between JHF and Creative Nonfiction. The Foundation and Creative Nonfiction partner Lee Gutkind have also produced anthologies exploring critical issues of patient safety, quality, workforce development, end-of-life care, and mental health.

JHF at Build-A-Bike



JHF staff competed in a Build-A-Bike competition at Heinz Field on August 6. Low-income youth received new bikes as part of the event hosted by the United Way of Allegheny County.



Christopher Garnett, HIV planning and evaluating coordinator for JHF, helps a lucky bike recipient get rolling at the Coca-Cola Great Hall inside Heinz Field.