

THE WINDOW

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



JHF Recognized as 2017 Senior Champion by UPMC

The Jewish Healthcare Foundation (JHF) has demonstrated an unwavering commitment to seniors and their caregivers for more than 25 years. On October 19, JHF was recognized as the Community Champion as part of the 2017 UPMC Celebrating Senior Champions event at the Omni William Penn Hotel.



In October, the 2017 Celebrating Senior Champions honorees popped up on billboards across the Pittsburgh region.

The UPMC Senior Champions program celebrates individuals and organizations that improve the lives of western Pennsylvania's older adults, and help make the region a model for healthy aging. JHF President and CEO Karen Wolk Feinstein,

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PhD, accepted the award on behalf of the Foundation, and was honored along with Grand Champion Arthur Levine, MD, senior vice chancellor for the Health Sciences and the John and Gertrude Petersen Dean of the School of Medicine at the University of Pittsburgh; and Caregiver Champion Eric Rodriguez, MD, MPH, a Health Careers Futures (HCF) Board member, former JHF Board member, and an associate professor for the University of Pittsburgh Department of Medicine's Division of Geriatric Medicine.

JHF has advocated for the physical, mental, emotional, and social well-being of seniors since its founding in 1990. The Foundation committed \$35 million to create and sustain the Jewish Association on Aging's (JAA) continuum of social, residential, rehabilitation, and nutrition services.

The Foundation provides advanced quality improvement training and coaching to the JAA and to frontline long-term care staff across western Pennsylvania through RAVEN, a UPMC-guided project to enhance care quality and reduce avoidable hospitalizations among nursing home residents.

To improve communication among patients, their loved ones, and providers around end-of-life issues, JHF created an education, planning, and outreach effort called [Closure](#); launched a fellowship for multidisciplinary students and burgeoning professionals; and partnered with WQED to create *The Last Chapter*, a documentary on the medical, cultural, spiritual, ethical, and legal aspects of end-of-life care. Nancy Zions, MBA, the Foundation's COO/CPO, chairs the Coalition for Quality at End of Life (CQEL), a multi-stakeholder organization that is dedicated to improving the quality of care to seriously ill people and their families in western Pennsylvania.

JHF funded research proposals to combat hospital-induced delirium among seniors, balance and coordination issues, depression in nursing homes, isolation, and caregiving. The Foundation's own research efforts have explored recurring hospital admissions, substance use, and behavioral health problems among seniors. JHF helped to establish the multi-stakeholder Southwestern PA Partnership for Aging, and contributed to the establishment of the Leo H. Crip, M.D., Chair in Patient Care at the University of Pittsburgh School of Medicine.

JHF also strives to help seniors live safely and satisfyingly in the community by advancing the role of



JHF President and CEO Karen Wolk Feinstein, PhD, accepts the Community Champion Award from Deborah Brodine, MBA, president of UPMC Community Provider Services.

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community health workers, and by connecting caregivers with educational and service resources. In 2016, JHF launched *Senior Connections*, an initiative to strengthen senior services related to transportation and housing, exercise and recreation, geriatric-friendly health care, nutrition, and caregiving.

JHF, SENIOR CHAMPS MAKING HEADLINES

[“Creating a Better Life for Seniors”](#) (Pittsburgh 55-Plus Magazine)

[“SEEN: Celebrating Senior Champions”](#) (Pittsburgh Post-Gazette)

CSPI’s Wootan Offers Strategies to Change Policy, Empower Consumers

Margo Wootan, PhD, has dedicated her career to taking on “Big Food”—the deep-pocketed industry heavyweights with ample marketing budgets and a team of lobbyists—to help everyday consumers make healthier food choices. As VP of nutrition for Center for Science in the Public Interest (CSPI), Wootan has led successful campaigns that have empowered consumers with nutritional information on food labels and in restaurants, increased healthy food options in schools, and limited advertising for sugar-and-fat-laden treats targeted at kids.

On October 17, Dr. Wootan explained how her passion led to a career in nutrition advocacy and shared strategies on changing policies, perspectives, and behaviors with activist-minded Pittsburghers. She was the featured speaker during the latest [Health Activist Network](#) Meetup event, which took place at the Energy Innovation Center in the Hill District.



During a Health Activist Network event at the Energy Innovation Center on October 17, Margo Wootan (left) PhD, VP of nutrition for Center for Science in the Public Interest (CSPI), discusses how she and the CSPI empower consumers to make healthier food choices. JHF President and CEO Karen Wolk Feinstein, PhD, moderated the discussion with Dr. Wootan.

Launched in the spring of 2017, the Health Activist Network empowers professionals to create the health system they want to work in by accelerating policy and care delivery improvements. Through the Network, interdisciplinary health professionals who are passionate about patient safety, healthcare quality, and affordability of care have the opportunity to attend in-person and virtual events, learn from national health reform advisors, and acquire the tools and training needed to lead improvements in their work settings. The Pittsburgh Regional Health Initiative (PRHI) manages the Health Activist

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Network, with funding from the DSF Charitable Foundation and JHF.

“No activist organization is held in higher regard than CSPI,” said Karen Feinstein while kicking off the meetup event. “Margo and Michael Jacobson [CSPI co-founder and longtime executive director] have changed what we eat, and increased our knowledge about what we eat. They make facts and science accessible and actionable.”

The CSPI’s signature achievements didn’t happen overnight, Dr. Wootan noted. She and Jacobson squared off with the packaged food and restaurant industries for more than a decade before scoring breakthrough policy changes that made nutrition facts ubiquitous. They faced pushback on limiting soda and junk food in schools, too.

Overcoming such barriers, Dr. Wootan said, required re-framing the issues and building broad coalitions.

“We wanted to change the way that people think about junk food,” she said. “We asked, ‘is it really ethical for it to be everywhere at a time when rates for obesity, diabetes, and heart disease are so high?’ We try to take our causes out of the realm of controversial, and to serve as a source of trusted information.”



More than 60 local professionals and students from across disciplines gathered for an evening of Q&A and networking during the Health Activist Network’s latest meetup event.

CONNECT WITH THE HEALTH

Health
Activist
Network



[@HEALTHACTIVISTS](https://twitter.com/HEALTHACTIVISTS)



You Tube

The CSPI also partners with a wide array of stakeholders, including community organizations, medical professionals, schools, parents and families, and government officials from small towns to the halls of Congress. That sort of outreach allowed CSPI to mobilize more than 200,000 people to write to the U.S. Department of Agriculture about boosting the nutritional quality of school lunches.

“You have to work with all of these different groups to change policy,” Dr. Wootan said. “Sometimes our efforts to change food policy start small, at the city and local level. That can build momentum for state and national changes.”

The battle rages on. Dr. Wootan noted that a whole host of

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factors make it easy to eat poorly, from supermarkets designed based on product placement fees paid by companies, to supersized fast food portions, to industry-produced research that sugarcoats the health impact of, well, sugar.

“Trying to eat healthy can feel like swimming upstream,” she said. “We’re continuing to work so that eventually the healthy choice is the default choice.”

Dr. Wootan encouraged attendees to become “ambitious pragmatists,” working to advance their health causes doggedly but also strategically.

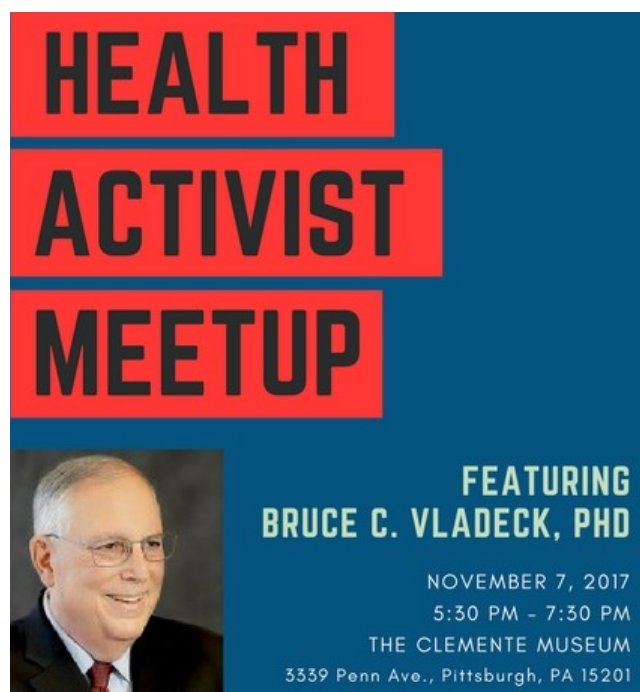
“The road to changing policy and mindsets is never a straight line,” Dr. Wootan said. “It’s important to identify issues where the science is strong, and the opportunity to make change is there. You need to stay focused, choose a couple of things that you care about, and push hard on them.”

RSVP for 11/7 Event with Cost of Care Expert Bruce Vladeck

Approximately 30% of U.S. healthcare spending is wasted on unnecessary treatments, preventable complications, inefficiencies, and errors. That level of waste harms patients, inflates the unit cost of care, and makes it exceptionally difficult to achieve universal insurance coverage. During the latest Health Activist Network Meetup on November 7, Bruce Vladeck, PhD, will lead an interactive discussion on the cost of health care in the U.S.—by far the highest among developed nations—and discuss strategies to ensure that our healthcare dollars are spent on services and treatments that help keep patients safer and healthier.

The event will take place from 5:30-7:30 PM at The Clemente Museum in Lawrenceville (3339 Penn Ave., Pittsburgh, PA 15201). Hors d’oeuvres and beverages will be served. To RSVP, email Health Activist Network Manager Ashley Chung (ashley.chung@healthactivistnetwork.org)

Dr. Vladeck is a nationally recognized authority on healthcare policy and finance, Medicare and Medicaid, and long-term care. From 1993 to 1997, Vladeck served as the administrator of the Centers for Medicare and Medicaid Services. He was later appointed by President Clinton to the National Bipartisan Commission on the Future of Medicare, where he advocated strongly for improving and expanding health insurance for the elderly, the disabled, and the poor. Prior to his public service, Vladeck served as president of the United Hospital Fund in New York. Under his leadership, the Fund pioneered developing programs for people living with HIV/AIDS and the homeless, and developed new primary care services for inner-city communities.



Salk Health Activist Fellows Building Coalitions

Last month, an all-star squad of Pittsburghers from across disciplines and career stages began their journey to change practice, policy, and perspectives around a health issue that ignites their passion. These 26 individuals, chosen to be part of JHF's first-ever Salk Health Activist Fellowship, are working with community organizers and activists from various sectors to form an action group, advocate effectively, and build a case for action. On November 30, the Fellows will share their visions for social change during a Health Activist Expo (see page 8 for more information).

In October, the Fellows expanded their activist arsenals during sessions that focused on using storytelling to educate and mobilize stakeholders, being an advocate at work, and developing strategies and tactics to change policy.

On October 3, Pittsburgh Post-Gazette healthcare reporter Kris Mamula and Mike Dillon, PhD, chair and professor of the Journalism and Multimedia Arts Department at Duquesne University, joined the Fellows for a conversation on the power of storytelling in building and sustaining a health movement. Mamula and Dr. Dillon shared examples of how they have helped uncover large-scale problems in the healthcare and child welfare systems, respectively, and emphasized the importance of using both data and personal stories to make an effective case for change. The Fellows also strategized on which forms of media are the best fit to tell their stories, and began crafting their own narratives.

The October 10 session featured three healthcare professionals who make activism a part of their daily work: Jack Todd Wahrenberger, MD, MPH, chief medical officer of Pittsburgh Mercy; Jim Withers, MD, founder and medical director of Operation Safety Net; and Todd Wolynn, MD, MMM, CEO of Kids Plus



JHF Program Associate Ashley Chung, MPH, leads Salk Health Activist Fellows through an exercise designed to help them think about the communications channels that they can use to help build a movement.



Pittsburgh Post-Gazette healthcare reporter Kris Mamula and Mike Dillon, PhD, chair and professor of the Journalism and Multimedia Arts Department at Duquesne University, explain how they use storytelling to educate the public and inspire action.

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Pediatrics.

Dr. Wahrenberger explained how he has championed a person-centered model of integrated care through the Pittsburgh Mercy Family Health Center (PMFHC). The PMFHC meets the physical and behavioral health needs of adults, families, and children in one location. Dr. Withers became an advocate for individuals who are homeless, providing them with medical care and links to housing and social services. He helped spark a street medicine movement that now includes a coalition of more than 100 institutions across the U.S. Dr. Wolynn described how Kids Plus Pediatrics educates and engages families on critical subjects, such as the cancer-preventing powers of HPV vaccination, through outreach that ranges from social media to parent classes to community fairs.



The October 10 session of the Salk Health Activist Fellowship focused on being an activist in work settings and featured (L-R): Jack Todd Wahrenberger, MD, MPH, chief medical officer of Pittsburgh Mercy; Todd Wolynn, MD, MMM, CEO of Kids Plus Pediatrics; and Jim Withers, MD, founder and medical director of Operation Safety Net.

MEET THE SALK FELLOWS



Want to learn more about what inspires the Salk Health Activist Fellows, and why they're building a grass-roots coalition around a particular health issue? Visit the [Health Activist Network's YouTube page](#) and watch our Fellow Spotlight Series. Stay tuned for new episodes!

Dr. Withers explained the importance of meeting people where they are, physically and emotionally. He entered street medicine in part because of what he considers to be “structural violence” in health care, which can stigmatize and stereotype individuals.

“There comes a time when you can’t stand participating in something that isn’t right,” Dr. Withers said. “We need to embrace and honor a person’s reality. We need to re-commit to one another and build the health system that we need.”

On October 24, the Fellows received a crash course in policy change from R.J. Ewanco, VP of operations for Impel Strategies LLC, and Rick

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Stafford, MS, a distinguished service professor of public policy at Carnegie Mellon University and former CEO of the Allegheny Conference on Community Development. Ewanco explained that the Fellows can become trusted subject matter experts for elected officials, and discussed the need to develop bi-partisan, cross-sector partnerships. Stafford provided examples of how such partnerships helped Pittsburgh recover from the collapse of the steel industry by developing a diverse, health-and-technology-driven economy and a vibrant cultural scene.

Wilson Mui is a Master of Public Policy candidate at Carnegie Mellon University who also has a background in engineering, finance, and teaching. The Salk Health Activist Fellowship has helped Mui weave together his various talents to advance reforms around evidence-based use of medical marijuana.

“I think where I best fit is as an activist, as somebody who brings people together, interprets data, and then translates that into policy,” Mui says. “The Salk Fellowship just fell right in line in teaching me how to do this, and put me into connection with the right people. That’s a big part of [activism]—just having the first line of connection and knowing how to reach more and more people.”

RSVP for Jonas Salk Health Activist Fellowship Finale on 11/30

JHF invites you to the 2017 Jonas Salk Health Activist Fellowship finale on Thursday, November 30 from 5:30pm-8:00 PM at the August Wilson Center (980 Liberty Ave, Pittsburgh, PA 15222). Meet the next generation of Pittsburgh healthcare leaders, and enjoy live music and refreshments. To RSVP, visit: healthactivistnetwork.org/ActivistExpo2017.

JHF put out a call for applicants to pitch an issue that they are driven to fix or improve, and the Foundation accepted 26 passionate individuals out of more than 50 submissions. Over the past few months, the Fellows have learned how to build a coalition for better health while partnering with community leaders in consumer advocacy, media and storytelling, and policy, as well as a local organization that works on the ground to address their selected health issue.



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On November 30, the Fellows will showcase their campaigns around advocating for people with disabilities, improving health advocacy and literacy, combating food injustice, destigmatizing drug use, and much more.

WHAMglobal Talks Women's Health Equity at 2017 GPNP Summit

What does women's health equity mean, and what will it take for our region to attain it? Those questions were at the heart of a community dialogue session that JHF's [Women's Health Activist Movement Global](#) (WHAMglobal) organization facilitated as part of the 2017 Greater Pittsburgh Nonprofit Partnership (GPNP) Summit, which was held on October 5-6 at the David L. Lawrence Convention Center.

The GPNP Summit convened leaders from the public, private, and non-profit sectors to address equity in the Pittsburgh region along three tracks: health, economics, and education. WHAMglobal's session on

October 6 featured a panel discussion with Karen Feinstein; Tammy Murdock, MD, an OB/GYN from the Squirrel Hill Health Center (SHHC); Valerie Njie, executive director and VP of Bidwell Training Center; and Heather Arnet, CEO of the Women and Girls Foundation.

Dr. Feinstein discussed the values and goals of WHAMglobal, which was launched in late 2016 to establish networks of advocates in women's health to improve healthcare delivery and outcomes, equity, and leadership. Supported by JHF and the Heinz Family Foundation, WHAMglobal is forming partnerships to address the country's shockingly high maternal mortality rate—nearly three times higher than in any other peer country—and advance the role of doula community health workers in improving maternal health outcomes.

Dr. Murdock explained the challenges that SHHC patients face, and how having a strong care navigation team can help mothers have a successful pregnancy and receive vital medical and social services. Njie discussed Bidwell Training Center's role in providing training and life skills to young people, and noted



(L-R): Karen Feinstein; Tammy Murdock, MD, an OB/GYN from the Squirrel Hill Health Center; Valerie Njie, executive director and VP of Bidwell Training Center; and Heather Arnet, CEO of the Women and Girls Foundation discuss women's health equity during a community dialogue session at the 2017 Greater Pittsburgh Nonprofit Partnership Summit.

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that the center's programs (including majors for pharmacy technicians and medical coders) are tailored to workforce needs. Arnet emphasized the role that supportive policies, such as paid family leave, can play in allowing women to start and further their careers.

Following the panel discussion, the more than 50 attendees of the session took part in an activity during which they developed their "dream headline" for the issues they work on. The responses included universal healthcare coverage, expanded child care for young mothers, and women uniting and succeeding across platforms and issues.

**WHAMGLOBAL**
MAKING HEADLINES

["Calling All Wonder Women—The US Health System Needs Strong Leaders, Healthy Mothers"](#) (Health Affairs)

["Tips from the Top: Female Leaders Share Secrets of Success"](#) (Pittsburgh Post-Gazette)

RAVEN Education Leadership Day Showcases Tools, Training to Enhance Nursing Home Care

Five years ago, the Center for Medicare and Medicaid Innovation embarked on a nationwide effort to improve the quality of care and reduce avoidable hospitalizations among long-stay nursing home residents. JHF was selected to participate and has since served as the lead education partner in Pennsylvania for the RAVEN (Reduce Avoidable Hospitalizations using Evidence-based interventions for Nursing Facility Residents) initiative, which is led overall by UPMC.



(L-R): During an October 27 Education Leadership Day event in Harrisburg, JHF Quality Improvement Specialist Nicole Greer, RN, MPH/MPA; Senior Quality Improvement Specialist Anneliese Perry, MS; COO/CPO Nancy Zions, MBA; and Medical Advisor Judith Black, MD, MHA showcase JHF's education and training offerings for the RAVEN initiative.

RAVEN has certainly achieved its goals. According to a CMS report issued in 2016, participating nursing homes reduced avoidable hospitalizations by 24%, readmissions by 22%, and ER visits by 41%, while decreasing Medicare spending by 12%. CMS responded by renewing the RAVEN initiative through 2020 and expanding its scope to include new facilities and new payment methods.

During this second phase of RAVEN, 15 of the

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original skilled nursing facility participants continue to receive training, coaching, and education to reduce avoidable hospitalizations. Twenty new facilities from across PA have also joined RAVEN, piloting an enhanced payment model for treating residents who have any of six conditions that frequently lead to hospitalizations (pneumonia, dehydration, congestive heart failure, urinary tract infection, skin ulcers/cellulitis, and COPD/asthma). These new facilities are also using [Tomorrow's HealthCare™](#), the Foundation's online knowledge management platform, to form a learning collaborative and track data on the six health conditions.

On October 27, staff from the 20 nursing homes who joined RAVEN for phase two gathered in Harrisburg for an Education Leadership Day that was designed to showcase tools and interventions that help them improve resident care.

During the event, Nancy Zionts showcased the capabilities of Tomorrow's HealthCare™ and provided updates on state and federal policy changes that could impact skilled nursing facilities. JHF Quality Improvement Specialist Nicole Greer, RN, MPH/MPA and Senior Quality Improvement Specialist Anneliese Perry, MS, highlighted JHF's education and training offerings related to quality improvement, palliative care, POLST (Pennsylvania Orders for Life-Sustaining Treatment), dementia, and Condition-Specific Assessment and Communication Tools (CS-ACTs, used to improve nurse-physician communication). Judith Black, MD, MHA, the Foundation's medical advisor, led a discussion on end-of-life care and related conversations among nursing home staff, residents, and loved ones.



Karen Feinstein Moderates Panel on Future of U.S. Health Care at JAA Annual Meeting

On October 24, Karen Feinstein moderated a roundtable discussion on the future of U.S. health care under a new administration during the Jewish Association on Aging's Annual Meeting.

"Healthcare: The Great Debate," held at Rodef Shalom, featured panelists Daphna Gans, PhD, an assistant professor at the UCLA David Geffen School of Medicine and a faculty associate at the UCLA Center for

Karen Feinstein (far right) moderates a panel discussion on the future of health care during the Jewish Association on Aging Annual Meeting, held on October 24 at Rodef Shalom. The panel featured (L-R) Martin Gaynor, PhD, the E.J. Barone Professor of Economics and Health Policy at Carnegie Mellon University and former director of economics at the U.S. Federal Trade Commission; Andrew W. Gurman, MD, immediate past president of the American Medical Association; and Daphna Gans, PhD, an assistant professor at the UCLA David Geffen School of Medicine and a faculty associate at the UCLA Center for Health Policy Research.

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Health Policy Research; Martin Gaynor, PhD, the E.J. Barone Professor of Economics and Health Policy at Carnegie Mellon University and former director of economics at the U.S. Federal Trade Commission; and Andrew W. Gurman, MD, immediate past president of the American Medical Association.

During the event, Dr. Feinstein highlighted bipartisan strategies to create a more affordable, high-quality U.S. health system, including bringing down the nation's exorbitant unit cost of care and supporting local innovation that engages providers in developing new models of care. The panelists also explored policies that will affect older adults (including Pennsylvania's transition to Community HealthChoices), promising new methods of delivering care, and the pros and cons of single-payer health care.



(L-R): Andrew W. Gurman; Karen Feinstein; Jewish Association on Aging (JAA) Board Chair Mitchell Pakler; JAA President and CEO Deborah Winn-Horvitz ; Martin Gaynor; and Daphna Gans.

PRHI Explores Building a Waste-Free Health System from the Bottom Up

Under a new administration, CMS has expressed interest in eliminating wasteful healthcare spending, reducing the burden placed on physicians, and championing local innovation. During a board meeting on October 12, PRHI previewed a potential, provider-led affordability demonstration project that aligns with those CMS goals.

During the meeting, Karen Feinstein noted that PRHI's founding mission was to eliminate waste and elevate quality within the healthcare system. The new project would further that mission by identifying healthcare cost drivers in partnership with providers, insurers, and employers, and then developing a local provider-payer demonstration project for targeted health conditions to address those cost drivers. The provider-payer demo would aim to enhance quality outcomes, root out inefficient care and spending, and develop a sustainable funding model that pays for high-value services such as behavioral health treatment, care management, pharmacy reviews, and patient education and engagement.

PRHI would provide training and coaching to providers to implement the model, eliminate waste, and

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make continuous mid-course corrections. Dr. Feinstein noted that PRHI could partner with other regional health improvement collaboratives from across the U.S. to share insights on quality and affordability initiatives, and scale its provider-payer project.

PRHI has played an important role in three successful CMS Innovation Center projects related to integrating physical and behavioral health care in primary care (COMPASS), reducing preventable readmissions among long-stay nursing home residents (RAVEN), and reducing preventable readmissions among patients with chronic health conditions while smoothing the transition between hospital and community settings (Primary Care Resource Center).

AIDS Free Pittsburgh Hosts Event on HIV Prevention, Rapid Linkage to Care

More than 20 healthcare professionals from [AIDS Free Pittsburgh](#) (AFP) partners convened at the QI²T Center on October 17 to share their experiences with developing and implementing programs to spread awareness of and access to the HIV prevention medication Pre-exposure prophylaxis ([PrEP](#)), and rapidly link newly diagnosed HIV-positive individuals to care.

AFP is a coalition of government agencies, healthcare institutions, and community-based organizations committed to reducing new cases of HIV by 75% and eliminating new AIDS cases in Allegheny County by 2020.

PrEP can reduce the chances of becoming infected by HIV by more than 90% if taken daily. The linkage to care protocol, called RAPID, was developed by the San Francisco Department of Public Health to connect newly diagnosed HIV-positive individuals with antiretroviral treatment within two days. Both quality improvement initiatives are key strategies in achieving AFP's goals.

AIDS FREE PITTSBURGH FEATURED ON WDVE RADIO



In October, AIDS Free Pittsburgh was featured on 102.5 WDVE. [Click here](#) to hear Richard Smith, MSW, JHF's HIV/AIDS Project Director, and Stuart Fisk, CRNP, director of the Allegheny Health Network Center for Inclusion Health, discuss AFP's goals and strategies.

JHF Co-Sponsors Local Holocaust Museum Forums on Confronting, Overcoming Hate

JHF is a proud supporter of local programming for the United States Holocaust Memorial Museum (USHMM), which was founded nearly 25 years ago to preserve the memory of the Holocaust and inspire people in all walks of life to confront hatred and promote human dignity. The USHMM offers leadership training programs and sponsors traveling exhibitions and educational programs. During October, the USHMM convened a pair of interactive events in the Pittsburgh region.

On October 17, the USHMM and the Pittsburgh Post-Gazette held a town hall entitled “Civil Discourse in the Face of Extremism and Hate” at the Heinz History Center. Nearly 700 people attended the event, which focused on how a community can address the growing prevalence of hate crimes and uncivil discourse. The town hall included a panel discussion featuring Louise Lawrence-Israels, a Holocaust survivor and USHMM volunteer; Steven Luckert, PhD, the USHMM historian and curator; and Andy Luger, JD, partner at Jones Day and a former U.S. Attorney.



“Civil Discourse in the Face of Extremism and Hate,” a town hall meeting held at the Heinz History Center on October 17, featured (L-R): Maurita Bryant, assistant superintendent of the Allegheny County Police; Foria Younis, a former FBI agent and law enforcement consultant; Pittsburgh Post-Gazette Executive Editor David Shribman; Andy Luger, JD, partner at Jones Day and a former U.S. Attorney; Louise Lawrence-Israels, a Holocaust survivor and United States Holocaust Memorial Museum (USHMM) volunteer; and Steven Luckert, PhD, the USHMM historian and curator.

On October 18, the University of Pittsburgh hosted a forum on confronting and overcoming hate speech for local students and educators. During the forum, Dr. Luckert and Lawrence-Israels discussed the impact of hate speech during the Holocaust and the effect of hate speech in today’s high-tech world.

JHF Hosts PA POLST Course to Strengthen Providers’ Advance Care Planning Knowledge, Skills

PA POLST (Physician Orders for Life-Sustaining Treatment) is the Commonwealth’s endorsed program to help seriously ill patients indicate the treatment that they want to receive during a medical crisis. The POLST form—copied on bright pink paper to stand out in an emergency—is the product of a goals-of-care conversation between medical providers, patients, and their loved ones.

As the coordinator for PA POLST, JHF offers education and resources to patients, families, and their

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healthcare providers across the state. Since 2014, the Foundation has engaged nearly 900 healthcare professionals through PA POLST train-the-trainer courses. Each course includes an overview of the differences between POLST, advance directives, and living wills; case studies; and simulated patient conversations on end-of-life topics.

On October 11, the Foundation hosted 26 physicians, physician assistants, nurses, social workers, and chaplains at the QI²T Center for a *POLST: Doing it Right!* training course. Faculty for the course included Judith Black, MD, MHA, JHF medical advisor and a clinical associate professor at the University of Pittsburgh School of Medicine; PA POLST Coordinator Marian Kemp, RN; Libby Moore, LSW, DHCE, palliative care coordinator at Heritage Valley Health System; and Frank A. Petrich, Esq., CFP, CELA, of counsel to Gray Elder Law.

The continuing education course strengthens participants' understanding of advance care planning and the role of POLST, and allows them to further develop their skills to facilitate goals-of-care conversations. After the training, many participants go on to serve as a POLST resource and a champion within their institutions and communities.

Karen Feinstein Featured Speaker at Pittsburgh Rotary Club Luncheon

On October 11, Karen Feinstein was a featured speaker during a luncheon event hosted by the Rotary Club of Pittsburgh. Chartered in 1911, the Rotary Club of Pittsburgh is a membership group comprised of business and organizational leaders who are committed to promoting community service opportunities and improving the region's quality of life. During her talk, Dr. Feinstein discussed the importance of organizations being able to adapt to changing times while staying true to their core mission and values.



During a continuing education event on October 11, PA POLST Coordinator Marian Kemp, RN, explains how the POLST program helps seriously ill patients indicate the treatment that they want to receive during a medical crisis.



Karen Feinstein (center) with members of the Rotary Club of Pittsburgh.

AIDS Free Pittsburgh Partners at 17th Annual HIV/AIDS Walk

The HIV/AIDS Walk is an annual tradition that raises awareness of HIV/AIDS in the Mon Valley and beyond, and collects funds for services provided by the McKeesport Collaborative, which is a joint partnership between the Human Services Center and the United Way. More than 270 walkers took part in the 2017 event, including representatives from several AIDS Free Pittsburgh partners. Allies for Health + Wellbeing (formerly Pittsburgh AIDS Task Force), Community Human Services, Macedonia FACE, UPMC, and the University of Pittsburgh were among the AIDS Free Pittsburgh members who participated in western Pennsylvania's lone annual HIV/AIDS awareness walk.



More than 270 community members took part in the 2017 HIV/AIDS Walk, an annual awareness-building and fund-raising event in support of the McKeesport Collaborative.



JHF Sponsors City Theatre Talkback on Family Dynamics at End of Life

On October 3, JHF sponsored a post-performance talkback at the City Theatre on the role of family dynamics after the diagnosis of a life-limiting illness. The talkback, which featured cast members and medical professionals, followed a performance of "A Funny Thing Happened on the Way to the Gynecologic Oncology Unit at Memorial Sloan-Kettering Cancer Center of New York City."

On October 3, JHF's Nancy Zionts (far left) moderates a talkback session at the City Theatre featuring (L-R): Yael Schenker, MD, an associate professor of medicine and director of palliative care research within the University of Pittsburgh Department of Medicine's Division of General Internal Medicine; Sarah Taylor, MD, an associate professor within the University of Pittsburgh's Department of Obstetrics, Gynecology and Reproductive Sciences; and cast members Kendra McLaughlin and Tim McGeever (Credit: Pittsburgh Jewish Chronicle).

Nancy Zionts moderated the discussion,

which included cast members Kendra McLaughlin Tim McGeever as well as Yael Schenker, MD, an associate professor of medicine and director of palliative care research within the University of Pittsburgh Department of Medicine's Division of General Internal Medicine; and Sarah Taylor, MD, an

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associate professor within the University of Pittsburgh's Department of Obstetrics, Gynecology and Reproductive Sciences.

Cynthia Shapira Recognized as Distinguished Daughter of Pennsylvania

In 1949, then Pennsylvania Governor James Duff established the Distinguished Daughters of Pennsylvania to recognize and honor women who have dedicated their professional and personal lives to improving the well-being of all residents of the Commonwealth. Each year since, a select group of women with diverse backgrounds in fields including education, science, health care, philanthropy, law, business, and the arts are inducted into the group during an awards luncheon held at the Governor's Residence in Harrisburg.

On October 4, JHF Board Trustee Cynthia Shapira was honored as a member of the Distinguished Daughters of Pennsylvania class of 2017. During the luncheon, Governor Tom Wolf and First Lady Frances Wolf presented a medal to Shapira, who is president of the Shapira Foundation, chair of the Pennsylvania State System of Higher Education, and vice chair of the Jewish Federations of North America.

The 2017 class includes Jeanne Donlevy Arnold, PhD, a philanthropist and retired healthcare administrator; Laurada Byers, MBA, founder of the Russell Byers Charter School; Mary Colvert Carroll, founder of Philadelphia Hospitality; Diane Holder, president and CEO of UPMC Health Plan; artist Susan Kemenyffy; Beverly Lange, MD, MPH, emeritus professor of Pediatrics at the University of Pennsylvania Children's Hospital of Pennsylvania; and journalist Andrea Mitchell.

Karen Feinstein, inducted into the Distinguished Daughters of Pennsylvania in 2006, nominated Shapira for the honor.

"Cindy is a quiet, patient, persistent force and the person you want in a room for any important conversation or consideration," Dr. Feinstein said in her nominating letter for Shapira. "She brings a compassionate and performance-driven philosophy to all of her work, understanding that philanthropic,

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Cynthia Shapira (at podium) delivers remarks after her induction into Distinguished Daughter of Pennsylvania—a prestigious group of women who dedicate their professional and personal lives to improving the well-being of all residents of the Commonwealth.

educational, and community-based organizations have an obligation to achieve maximum impact for the groups that they serve.”

RSVP for 11/16 Continuing Education Workshop on “Meaningful Use” of Conversation in the Medical Encounter

Effective communication is one of the six “core competencies” that physicians are meant to master in residency training. Yet the hidden curriculum of time pressures, procedure-based billing, and overwork leaves little time for teaching this crucial skill. No wonder that patients report feeling dehumanized and devalued when their providers interrupt them, rush them to make critical decisions, fail to explain diagnoses and procedures, and misunderstand or ignore the real reason they have sought medical attention.

On November 16, JHF Consultant Jonathan Weinkle, MD, FAAP, will lead [a continuing education workshop](#) on building a covenant between patient and provider based on deep, respectful communication. Participants will be able to choose to hone their skills in agenda setting, reflective listening, or negotiating a plan of care. In addition, all participants will take part in a session on practice inquiry, a technique for exploring cases where communication has become difficult and is interfering with the provision of care.



Jonathan Weinkle, MD,
FAAP

The workshop will take place on November 16 from 5:30-8:30 PM at the QI²T Center (650 Smithfield Street, Suite 2600, Pittsburgh, PA 15222). The cost is \$30 (need-based scholarships are available), and dinner will be served. To RSVP, contact Ben Johnston (bjohnston@prhi.org). Please make checks payable to the Jewish Healthcare Foundation.

In addition to his role at JHF, Dr. Weinkle is a general internist and pediatrician at the Squirrel Hill Health Center, a clinical assistant professor in the Departments of Pediatrics and Family Medicine at the University of Pittsburgh School of Medicine, and medical director of the Masters of Physician Assistant Studies program at Chatham University. His first book, entitled “Healing People, not Patients: Creating Sacred Relationships in Modern Healthcare,” will be published in December 2017.



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