

# THE WINDOW

MARCH 2018



JHF news, events, milestones, publications, and more

## Our Kids Are in Crisis—Here's What We Can Do

Two years ago, the [Jewish Healthcare Foundation](#) (JHF) launched its Adolescent Behavioral Health Initiative (ABHI) to improve access to effective services from crisis to stabilization among adolescents experiencing a mental health or substance use crisis in Allegheny County. The ABHI is guided by a 40-member advisory committee and is supported by JHF, the Staunton Farm Foundation, and The Pittsburgh Foundation.



Credit: Daniel Marsula/Post Gazette

Since then, JHF has engaged state and county leaders, mental health and substance use providers, social service representatives, family and patient advocates, educators, health plan representatives, nonprofit leaders, and

researchers. Through these conversations, the Foundation has developed a community-driven policy agenda to create the strong adolescent behavioral health safety net that teens and families in crisis deserve.

You can learn more about that policy agenda—and how you can join adolescent behavioral health advocacy efforts—in a

(Continued on page 2)

## INSIDE THIS ISSUE

|  |    |
|--|----|
| Health Activist Network Event Centers on Smart Adolescent Behavioral Health Advocacy                     | 2  |
| National Summit Showcases Employer's Role in Demanding Healthcare Value                                  | 5  |
| Join us for 4/12 Event on Cutting Healthcare Waste, Spreading <i>Choosing Wisely</i>                     | 6  |
| Fellows Ready to Change Conversation around End-of-Life Care   | 7  |
| Apply for the 2018 Patient Safety Fellowship—Discover the DNA of Sustainable Health Improvement Projects | 10 |
| JHF's Virtual Senior Academy Connecting Older Adults across Pittsburgh for Fun, Life-Long Learning       | 11 |
| Virtual Senior Academy Featured at Age-Friendly Pittsburgh Legislative Briefing                          | 12 |
| Raise your voice and join our March for Moms cheer team!   | 12 |
| Karen Feinstein Talks New-Era Healthcare Education, Assessment at NBME Annual Meeting                    | 13 |
| Spring's Here—Get Fit with a Physician!  | 14 |
| JHF Co-Sponsors Workshops on Ending Sexual Harassment and Violence                                       | 15 |
| Join Us on 4/9 for First-Ever All-Boards Retreat   | 16 |
| JHF Connects with other Jewish Conversion Foundations  | 16 |
| JHF Welcomes Policy Consultant, Health Technology-Focused Program Associate                              | 17 |
| Give Love, Not HPV: JHF participates in International HPV Awareness Day                                  | 18 |
| Israeli Palliative Care Doctor Visits Pittsburgh   | 18 |
| JHF Happenings   | 19 |



(Continued from page 1)

recent [Pittsburgh Post-Gazette op-ed](#) written by Robert Ferguson, MPH, the Foundation's Director of Government Grants and Policy. JHF also thanks Pittsburgh Mercy COO and Health Careers Futures Board Trustee Raymond Wolfe for [writing a letter of support](#) for the initiative.

## Health Activist Network Event Centers on Smart Adolescent Behavioral Health Advocacy

Over the last two years, JHF has engaged a variety of stakeholders in the Pittsburgh region to develop action steps for strengthening the adolescent behavioral health safety net. The [resulting policy agenda](#)—built by the community during an election year—could help deliver timelier, more coordinated and effective services to teens and families in crisis. But that won't happen without savvy, relentless advocacy.

On March 28, the [Health Activist Network](#) hosted an event that served as both an advocacy workshop and the beginning of a full-court press on creating the kind of adolescent behavioral health system that our region deserves. More than 60 attendees gained insights on effective advocacy from individuals who have rallied around children on the autism spectrum in Pennsylvania, and identified opportunities to apply similar strategies to efforts around adolescent behavioral health. The event also featured a panel discussion on engaging parents and teens in behavioral health advocacy, featuring youth and family support specialists who use their lived experience to help others enduring similar challenges.

"We have learned that adolescent mental health crises are 'wicked problems'—their roots extend well beyond biological predisposition and the unsettling nature of adolescence," said JHF President and CEO Karen Wolk Feinstein, PhD, while kicking off the March 28 event. "Services are not built around the needs of teens and families, and there are complexities in coordinating care across the siloed systems of mental and physical health, education, and juvenile justice.

"We are launching," Dr. Feinstein continued, "a statewide advocacy effort around an urgent call to increase resources for teen behavioral health, foster workforce development, and improve the



JHF President and CEO Karen Wolk Feinstein, PhD, welcomes attendees to the March 28 Health Activist Network event and issues a call to action on strengthening the adolescent behavioral health safety net: "This is a bipartisan, social imperative, and we need your help."

(Continued on page 3)

(Continued from page 2)

quality of care. We are bringing together the work and commitment of existing advocacy groups as well as the voices of parents and teens who have experienced a crisis. This is a bipartisan, social imperative, and we need your help.”

An increasingly coordinated system of care has been created for children on the autism spectrum in Pennsylvania, thanks in part to parents and other advocates who have worked to destigmatize autism and push for policy changes. To learn from these efforts, the Health Activist Network event featured presentations by Gary Blumenthal, VP of Strategic and Special Projects at PA Advocacy and Resources for Autism and Intellectual Disability, and Lu Randall, executive director Autism Connection of PA.

Blumenthal, a board member of the National Council on Disability during the Obama Administration, said that he became an activist when his brother was denied services years ago in Kansas. So he ran, successfully, for the state legislature.

“If you can’t get decision-makers to listen, become a decision-maker,” Blumenthal said.

He also encouraged attendees to engage policy-makers on the importance of person-centered planning, and to ask specific questions—for example, what do legislators know about funding streams for services, or gaps in coordination?

Randall, who has also worked as a mobile therapist and therapeutic staff support worker, noted that effective advocacy is often a blend of science and personal stories. The body of research around autism has increased significantly in recent years. She can, for example, use functional MRI images to show kids and adults what autism looks like in the brain. But youth and adults who are on the spectrum effectively fight stigma, educate the community, and influence policy by sharing their experiences and explaining the supports that they need to flourish.



Gary Blumenthal, VP of Strategic and Special Projects at PA Advocacy and Resources for Autism and Intellectual Disability, and Lu Randall, executive director Autism Connection of PA.



(L-R): Laurie Mulvey, MSW, a longtime leader and advocate in child development and family support; Ruth Fox, CEO of Allegheny Family Network (AFN); Crystal Wilson, a youth support coordinator for Youth Support Partners; and Towan Hall, a youth voice specialist for Youth Support Partners.

(Continued on page 4)



Laurie Mulvey, MSW, a longtime leader and advocate in child development and family support, then moderated a panel discussion featuring Ruth Fox, CEO of Allegheny Family Network (AFN); Towan Hall, a youth voice specialist for Youth Support Partners; and Crystal Wilson, a youth support coordinator for Youth Support Partners. AFN provides support, training and resources for caregivers of children with behavioral health challenges. Youth Support Partners, a program of the Allegheny County Department of Human Services, trains young adults with experience in some aspect of human services to advocate for and mentor youth going through similar challenges.

Fox said that AFN supports more than 500 families in Allegheny County through one-on-one support, support training groups, and events. AFN's advocacy begins at the provider level, and extends to Harrisburg through staff who sit on the Pennsylvania Mental Health Planning Council.

Hall said he works to support youth so they feel comfortable sharing their stories, and helps them navigate challenges like behavioral health service coordination, education, employment, and transportation. He looks for opportunities to build a sense of community for youth—through game nights and cooking demos, for instance—and engage them in topics they're interested in, such as the Adverse Childhood Experiences Study and violence in neighborhoods.

"I'm not here to judge," Hall said. "Over time, you start to see youth open up and the difference you can make it their lives."

Wilson said that youth support specialists with lived experience can relate to teens in a different way than therapists and other providers.

"We can share our story, and help them build resiliency and natural supports," Wilson said. "This is something that I wish I had when I was younger."

The March 28 event was just the beginning of Pennsylvania's advocacy blitz. You can [join the statewide Adolescent Behavioral Health Advocacy Coalition](#) to receive notices about future calls and policy alerts. We will discuss the policy solutions, share resources, identify the right action at the right time, mobilize concerted efforts, and monitor and celebrate our successes.

"We have the ideas, the will, and the players here to make a difference," Mulvey said at the end of the panel discussion. "Now where do we take it from here?"



During a Q&A session, Allegheny County Department of Human Services Director Marc Cherna discusses the positive impact of the Youth Support Partners program.

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## National Summit Showcases Employer's Role in Demanding Healthcare Value

Employers are on the move across the U.S, taking on a more active role in health care. They're demanding better from a system that spends more than any other developed nation while delivering middling population health results, with estimates of wasted spending exceeding 30%—a sum that constrains resources available for services, treatments, and new workforce roles that promote better health.

Some employers are creating “networks of excellence,” directing their employees to the highest-rated providers—no matter where those providers are located. Some are negotiating directly with health systems on bundled payments, and tying contracts to quality and outcomes metrics. Titans Amazon, Berkshire Hathaway, and JPMorgan are launching their own healthcare venture, attacking what Berkshire Chairman/CEO Warren Buffett recently called the “hungry tapeworm on the American economy.”

On March 6-7, the Network for Regional Healthcare Improvement (NRHI) invited some of the nation's leading healthcare experts and employers to discuss the purchaser's role in creating an affordable, high-performing health system. The National Employer Summit, held in Seattle WA, showcased innovative solutions to value-based purchasing, benefit design and incentives, transparency, and performance measurement, and explored ways to break through policy barriers.

NRHI is a consortium of 30-plus multi-stakeholder organizations across the U.S. that serves as a key resource for healthcare policy decisions. The [Pittsburgh Regional Health Initiative](#) (PRHI), a supporting organization of JHF, is a founding member and plays a leadership role in NRHI.

The summit featured a panel discussion on reducing unnecessary healthcare services that included Karen Feinstein and Daniel Wolfson, executive VP and COO of the American Board of Internal Medicine (ABIM) Foundation. Jerry Reeves, MD, senior VP of medical affairs for HealthInsight, moderated the panel.

During the panel, Wolfson explained how the ABIM's national [Choosing Wisely](#) campaign promotes patient-physician conversations about unnecessary medical tests and procedures. He noted the importance of re-wiring physicians—from their earliest days in medical school—to ask questions like



(L-R): Jerry Reeves, MD, senior VP of medical affairs for HealthInsight; Karen Feinstein; and Daniel Wolfson, executive VP and COO of the American Board of Internal Medicine Foundation.

*(Continued on page 6)*

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(Continued from page 5)

“why did you do that test?” rather than “why didn’t you?” Physicians who embrace *Choosing Wisely* focus on appropriateness of tests and procedures, resource use, and financial transparency.

Dr. Feinstein explained that PRHI was founded 20 years ago as one of the first regional collaboratives of medical, business, and civic leaders organized to address healthcare safety and quality improvement. She commended employers who are starting to push for higher-quality health care, and noted that health systems with engaged leadership are best positioned to meet the demand.

Dr. Feinstein suggested that the national conversation on waste in the healthcare system should focus on missed opportunities to more fully invest in value-added items. By reducing unnecessary services, inefficiencies, errors, and preventable complications, the U.S. would have expanded resources for adolescent behavioral health care, doulas who promote healthy pregnancies, and community health workers who help seniors live safely in their homes and communities, among other items.



Daniel Wolfson, executive VP and COO of the American Board of Internal Medicine Foundation.

## Join us for 4/12 Event on Cutting Healthcare Waste, Spreading *Choosing Wisely*

Nationally, \$750 billion—or one-third of total healthcare spending—is wasted on things that either don’t improve patient outcomes or potentially harm them. Of that total, about 27% is spent on unnecessary care. Through a national campaign of the American Board of Internal Medicine (ABIM) Foundation, *Choosing Wisely*, more than 80 specialty societies have published lists of more than 500 overused tests and treatments that providers and patients should question and discuss.



Vivian S. Lee, MD, PhD, MBA, a senior fellow at the Institute for Healthcare Improvement, and a Professor of Radiology and former Dean, SVP and CEO of the University of Utah Health.

Join us on April 12 for a [Health Activist Network](#) event that will focus on the roles of health systems, providers, health plans, employers, consumers, and policymakers in reducing healthcare waste and unlocking new resources for high-value care. The event will take place from 5:30-7:30 PM at the QI<sup>2</sup>T Center (650 Smithfield Street, Suite 2600, Pittsburgh, PA 15222). You can [RSVP on the Health Activist Network website](#).

The ABIM Foundation’s Daniel Wolfson will discuss efforts to spread and sustain the *Choosing Wisely* campaign. Two local advocates from

(Continued on page 7)



Premier Medical Associates—CEO Mark DeRubeis, MBA, and Director of Value-Based Care Jim Costlow, MD—will share how they’re engaging patients and reducing unnecessary care by at their multi-specialty physician practice by embracing *Choosing Wisely*.

Vivian S. Lee, MD, PhD, MBA, will discuss her nationally -acclaimed efforts to reduce healthcare waste, which include creating low-cost EpiKits used to treat patients experiencing serious allergic reactions. Dr. Lee is a senior fellow at the Institute for Healthcare Improvement, as well as a Professor of Radiology and former Dean, SVP and CEO of the University of Utah Health.

This event supports JHF’s Health Activist Network, which is an in-person and online hub for health professionals to create the health system in which they want to work by advancing policy and care delivery

improvements. The DSF Charitable Foundation and JHF provide funding for the network, which was launched in 2017. The event also furthers PRHI’s Reinvest in Health initiative. Through the initiative, PRHI is partnering with providers, payers, and employers to identify ways to improve care and eliminate avoidable costs for targeted health conditions.

## Fellows Ready to Change Conversation around End-of-Life Care

A nursing home resident with advanced dementia and pneumonia previously indicated that she doesn’t want to have a feeding tube inserted—but her sister and new healthcare power of attorney does. A 30-something year-old couple with kids wants to discuss advance care planning with their primary care doctor. A patient in the late stages of heart failure, still coping with his grandson’s untimely passing, questions his faith.

Healthcare professionals from across the continuum may confront scenarios like these. But they aren’t always trained to engage in such difficult, yet crucial end-of-life conversations with patients, loved ones, and their peers. JHF and Health Careers Futures’ Fellowship on Death and Dying, now in its fourth year, is designed to change that. The 2018 version featured 33 multidisciplinary students and health professionals who embarked on a three-month journey with experts in the field to strengthen their end-of-life conversation skills while exploring the legal, medical, social, cultural,

(Continued on page 8)



(Continued from page 7)

familial, and spiritual components of death and dying.

The core Fellowship team included JHF Consultant Judith Black, MD, MHA; Quality Improvement Specialist Nicole Greer, RN, MPH/MPA; and COO/CPO Nancy Zions, MBA.

During the Fellowship, participants learned about JHF's more than 25-year mission to improve end-of-life care and [Closure](#), the Foundation's outreach, education, and advocacy initiative that forms the bedrock of the Fellowship. They also delved into a variety of end-of-life topics while meeting with community partners. The Fellows discussed advanced care planning at the intensive care unit at UPMC Shadyside Hospital; frail seniors who are living in the community at Community LIFE's East End facility; the ethical and spiritual aspects of death and dying at Children's Hospital of Pittsburgh of UPMC; long-term care, dementia, and hospice at West Penn Hospital; community resources and options at end-of-life at the Jewish Association on Aging; and the experience of family caregivers at the Jewish Community Center.

During the program finale on March 26, the Fellows had the opportunity to practice end-of-life conversations through different patient and family scenarios. Robert Arnold, MD, set the stage for the practice conversations. Dr. Arnold is the medical director of UPMC's Palliative and Supportive Institute. He is also a distinguished service professor of medicine, chief of the section of palliative care and medical ethics, and director of the Institute for Doctor-Patient Communication at the University of Pittsburgh School of Medicine.

Dr. Arnold noted how challenging end-of-life conversations are for providers as well as for patients and families. He said that such conversations skills should be taught to providers across disciplines, rather than being delegated to a specialty. Dr. Arnold stressed the importance of empathy, sharing information, and listening. Instead of asking patients and families "do you have questions?" Dr. Arnold



During a session at the Jewish Community Center of Greater Pittsburgh on March 19, Fellows practice delivering difficult news to patients' loved ones.



Bob Arnold, MD (center), facilitates a discussion on having end-of-life conversations during the Fellowship finale on March 26.

(Continued on page 9)



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(Continued from page 8)

encouraged the Fellows to ask “what questions do you have?” and to keep inquiring until there are no more questions to be asked.

The practice conversations covered topics involving hospice, long-term care, primary care, pediatrics, ethics, and spirituality. Both JHF staff and community partners facilitated the scenarios and helped the Fellows discuss their approaches, emotions, and take-aways.

JHF facilitators included Senior Quality Improvement Specialist Stacie Bonenberger, MOT, OTR/L; HIV/AIDS Program Coordinator Christopher Garnett, MSS; Senior Quality Improvement Specialist Anneliese Perry, MS; and HIV/AIDS Project Director Richard Smith, MSW. Community facilitators included Rachel Butler, MHA, MPH, a clinical research coordinator at the University of Pittsburgh Department of Critical Care Medicine; Ariel Clatty, MA, medical ethics manager at UPMC Presbyterian Shadyside; Chaplain Billie Harlan; Family Hospice & Palliative Care Director of Growth and Business Development Eric Horwith, MSW, LSW and President Barbara Ivanko, LCSW, CHPCA; and Carol May, RN, MSN, MBA, CHPPN, manager of supportive care at Children’s Hospital of Pittsburgh of UPMC.

Following the practice conversations, the Fellows shared community actions plans that they developed to translate what they learned during the Fellowship into improved communication and care in their personal and professional lives. The Fellows’ action plans centered on four components of end-of-life care: policy, practice of medicine, professional education, and patient engagement.

The Fellows covered the healthcare and social service waterfront, with backgrounds in medicine, public health, social work, healthcare ethics, theology, pharmacy, nursing, occupational therapy, epidemiology, and health policy and management, among other disciplines.

When asked for their reactions to the Fellowship, many talked about the skills they had gained, the resources they became aware of, the professionals they had met during the site visits, and networks they had formed across disciplines. One Fellow said she is walking away with something unexpected: A desire to be an activist for palliative care, and for patient-and-family-focused end-of-life care.



JHF Consultant Judith Black, MD, MHA (front, second from right) leads Fellows through practice conversation scenarios.

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## Apply for the 2018 Patient Safety Fellowship—Discover the DNA of Sustainable Health Improvement Projects

The [Fine Awards for Teamwork Excellence in Health Care](#), a partnership between JHF and the Fine Foundation, were established in 2008 to recognize and reward healthcare teams committed to quality improvement and patient safety. The award was inspired by Milt Fine's core conviction that customer service, innovation, and quality—the key tenets of his success in the corporate sector—should also apply to health care.

Western Pennsylvania teams have launched Fine Award-winning QI projects in a variety of healthcare settings—from hospitals to skilled nursing facilities to primary care centers—while showing what it takes to spread and sustain their work. A few years ago, Fine Award winners began mentoring the multidisciplinary graduate students who take part in JHF's Patient Safety Fellowship in order to spread excellence in quality and safety across generations.

In 2018, the Fine Awards and Patient Safety Fellowship will unify once again, with a twist. This year's Patient Safety Fellows will systematically study past Fine Award winners to discover the key factors that drive sustained quality improvement and culture change. The Fellows will explore the emerging field of health improvement science and develop a scorecard of sorts that will determine which past Fine Award winners will take home recognition this year.



The 2017 Patient Safety Fellows.

During weekly sessions in June and July, Fellows will learn about the Foundation's signature QI methodology, [Perfecting Patient Care](#)<sup>SM</sup>, as well as a powerful tool that experts from around the world are wielding to understand the key elements of sustained improvement: The Consolidated Framework for Implementation Research (CFIR). CFIR offers a practical guide for assessing what helps and hinders health improvement project implementation and sustainability, with a focus on the broader context in which QI work takes place. CFIR considers factors such as policies and incentives, organizational culture and structure, individual values and beliefs, and the planning execution, and evaluation of projects.

In partnership with JHF staff and a professional healthcare evaluator, Fellows will conduct in-depth interviews with past Fine Award winners to learn about their approach to sustaining and spreading quality improvement. Joel Stevans, PhD, DC, a senior implementation scientist at the University of Pittsburgh Health Policy Institute, will help guide the Fellows through the process. The Fellows will

*(Continued on page 11)*

(Continued from page 10)

share their findings during a final presentation, and they will collectively identify three winning healthcare teams for 2018 recognition that best exemplify the spirit and purpose of the Fine Awards. The three winning teams will each receive a \$20,000 award.

To learn more about the 2018 Patient Safety Fellowship, contact Deborah Murdoch ([Murdoch@jhf.org](mailto:Murdoch@jhf.org)).

## JHF's Virtual Senior Academy Connecting Older Adults across Pittsburgh for Fun, Life-Long Learning

Last summer, JHF launched the [Virtual Senior Academy](#) to serve older adults living in Allegheny County through an interactive, online platform offering engaging educational content on a variety of topics—from health and wellness, to arts and music, to current events and history. The Virtual Senior Academy connects seniors through video conferencing technology from the comfort of their own residence or community setting. The free program allows seniors to stay socially and intellectually engaged, expand their social networks, and express their creativity.

### WATCH THE VIRTUAL SENIOR ACADEMY VIDEO



### JHF'S VIRTUAL SENIOR ACADEMY MAKING HEADLINES

[“Virtually, this online academy for local seniors aims to reduce isolation”](#) (Pittsburgh Post-Gazette)

[“The Virtual Senior Academy Seeks to Connect Aging Learners and Facilitators Dealing with Issues of Mobility and Loneliness”](#) (ElearningInside News)

[“What's New in Aging: An update on the Age-Friendly Greater Pittsburgh initiative”](#) (Pittsburgh Post-Gazette)

More than 200 people have already signed up for the Virtual Senior Academy, which features an ever-expanding catalogue of courses that are led by community members of all ages. In March, JHF unveiled a brand new [Virtual Senior Academy promotional video](#), as well as an expanded website with more information on classes offered, becoming a facilitator, and locations where seniors can participate in group classes in the community.

(Continued on page 12)



(Continued from page 11)

To sign up for the Virtual Senior Academy, visit [virtualsenioracademy.org](http://virtualsenioracademy.org). The Academy is also looking for community members who want to become volunteer instructors for courses. If you want to share your skills and knowledge, email [facilitator@virtualsenioracademy.org](mailto:facilitator@virtualsenioracademy.org) today.

## Virtual Senior Academy Featured at Age-Friendly Greater Pittsburgh Legislative Briefing

Partners from across Pittsburgh have teamed up to make our region Age-Friendly—creating communities that are accessible, connected, and driven by innovation for seniors.

On March 1, local organizations and community members came together at the City County Building for a legislative briefing on the progress of the [Age-Friendly Greater Pittsburgh Action Plan](#). JHF's [Virtual Senior Academy](#), Action Item #27 in the plan, was highlighted as one of the innovative programs engaging seniors with technology. The briefing was featured [in the Pittsburgh Post-Gazette](#), and you can watch the full meeting on the [City of Pittsburgh's YouTube channel](#).



On March 1, JHF Program Manager Mara Leff, MPH (back row, far left) and fellow senior advocates share the progress of the Age-Friendly Greater Pittsburgh Action Plan during a legislative briefing at the City County Building. During the event, Leff presented on the Foundation's Virtual Senior Academy.



## Raise your voice and join our March for Moms cheer team!

On May 6, the [Women's Health Activist Movement Global](#) (WHAMglobal) and community partners are forming cheer teams along the route of Pittsburgh Marathon. WHAM cheer teams will be stationed in the West End, Walnut Street, Bloomfield, and Homewood at specific times throughout the day. We

(Continued on page 13)

(Continued from page 12)

will encourage the runners and educate the public about the challenges women face in getting quality maternity care. WHAMglobal's efforts are part of the national March for Moms campaign, which rallies people from across the U.S. to demand higher-quality maternity care.

To learn more about specific times and details, contact JHF Global Health Associate Hanifa Nakiryowa, MID, at [Nakiryowa@jhf.org](mailto:Nakiryowa@jhf.org).



## Karen Feinstein Talks New-Era Healthcare Education, Assessment at NBME Annual Meeting

For over a century, the National Board of Medical Examiners (NBME) has developed tests and tools to ensure that healthcare professionals are prepared to deliver quality care to patients. As healthcare technology, payment and delivery models, and workforce roles evolve, so must the way that professionals are educated and assessed.

On March 22-23, the 80 selected members of the NBME gathered in Philadelphia for an annual meeting of the governing board that focused on themes of physician leadership, diversity and inclusion, and innovation. Karen Feinstein, a member of the NBME since 2015, facilitated four separate breakout sessions on opportunities for assessment innovation based on the public's changing expectations of healthcare practice and delivery along with Vicki Girard, JD. Girard is a professor at the Georgetown University Law Center and co-director of the Georgetown University Health Justice Alliance.



Karen Feinstein leads a breakout session on opportunities for assessment innovation during the National Board of Medical Examiners' annual governing board meeting (Credit: Aaron Clamage).

(Continued on page 14)

(Continued from page 13)

During her breakout sessions, Dr. Feinstein noted that today's healthcare consumers have a wider array of care options, and value access and convenience. Millennials, in particular, are more likely to embrace provider shopping, virtual visits, and retail clinics. Seniors, a more loyal and growing segment of the population, expect coordinated care with age-friendly practice designs and communication methods. Dr. Feinstein also highlighted that most consumers—and their employers—will pay more for high-quality care that improves health outcomes.

To meet the changing needs of healthcare consumers, providers will have to be educated on subjects such as behavioral economics, motivational interviewing, and marketing, Dr. Feinstein said. She encouraged providers to develop a brand based on affordability, quality, safety, patient experience, and accessibility, and to engage patients to produce health. With providers increasingly graded on outcomes, employers will direct their employees to those with the best outcomes.

## Spring's Here—Get Fit with a Physician!

Late March snowstorm aside, spring is here. That means the return of Fit with a Physician (previously Walk With A Doc), a JHF-sponsored program that provides local seniors the opportunity to learn more about managing health conditions from local specialists during guided outings in our region's parks. On March 25, local partners gathered at Venture Outdoors' headquarters on the South Side to learn about the program's success during its inaugural year in 2017, and its plans to help more seniors of all fitness levels and abilities get active in 2018.

The Fit with a Physician program, developed by Venture Outdoors, held outings last year that focused on topics including arthritis, diabetes, and heart health. The Allegheny County Medical Society and UPMC Rehabilitation Services help to recruit healthcare professionals who lead the events.

During the March 25 meeting, attendees got their hearts pumping by taking part in a walk through Color Park (part of the Three Rivers Heritage Trail). Fit with a Physician champion and JHF board member Terry Starz, MD; Jessie VanSwearingen, PhD, PT, FAPTA, an associate professor of in the Department of Physical Therapy at the University of Pittsburgh School of Health and Rehabilitation Sciences; and



During a March 25 Fit with a Physician planning event, attendees explore Color Park.

(Continued on page 15)



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(Continued from page 14)

Venture Outdoors Executive Director Joey-Linn Ulrich helped organize and lead the outing. They explained that there are already a half-dozen Fit with a Physician events scheduled for the spring and summer, which are free for participants age 50 and older. Leaders of the initiative are looking to establish additional partnerships with community organizations and senior centers, with a goal of expanding programming for older adults of all physical capabilities.

You can learn more about upcoming Fit with a Physician events by visiting the Venture [Outdoors website](#). If you're interested in getting involved in the program, including ways you can help lead walks, email Mara Leff at [leff@jhf.org](mailto:leff@jhf.org) or call 412-594-2579.

This spring, JHF will launch the second year for several other components of the *Senior Connections* for Recreation and Exercise programs, including partnering with AARP to recruit ambassadors who can promote outdoor activity and accompany seniors on outings. The Allegheny County Parks Foundation is also gearing up to launch its web-based mapping tool, ParkLink, that will help seniors of varied physical abilities navigate local parks and engage in exercise and recreation programming.

These recreation and exercise programs are components of JHF's larger *Senior Connections* initiative. *Senior Connections* aims to strengthen a suite of service opportunities for older adults in western Pennsylvania and beyond, including transportation and housing, exercise and recreation, geriatric-friendly health care, nutrition, and caregiver supports.

## JHF Co-Sponsors Workshops on Ending Sexual Harassment

In March, JHF proudly co-sponsored a pair of training sessions with Jackson Katz, PhD, a pioneer of the bystander approach to ending sexual harassment and violence. The sessions, organized by the Southwest PA Says No More coalition on March 6 and 7, explored the roots of sexual harassment and offered practical tools for creating a more respectful, inclusive culture.

Southwest PA Says No More is a growing collection of community leaders and concerned citizens who are committed to ending violence against women.



On March 6, attendees of a JHF-supported training session on ending sexual harassment and violence show their support for Southwest PA Says No More.

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## Join Us on 4/9 for First-Ever All-Boards Retreat

On April 9, for the first time ever, we are organizing a retreat for members of the JHF, PRHI, and HCF Boards to share insights on our agenda for 2018. This retreat, undertaken by popular demand of our new board members, will channel the collective expertise of our more than 60 talented board members to consider broader aspirations that cut across programmatic areas: payment reform; workforce and services redesign; effective policy advocacy, and compelling messaging. The retreat will take place from 4:30-7:30 PM at the QI<sup>2</sup>T Center (650 Smithfield Street, Suite 2600, Pittsburgh, PA 15222). Dinner will be served.

With so many skilled and knowledgeable individuals represented on our three boards, we appreciate the value of getting broader understanding and input as we move through our year's agenda. We thank the newest members of our boards for urging us to design such a retreat. We promise to keep the event lively, interactive, and fast-paced.

Please let us know if you are able to attend (RSVP to Millie Greene at [greenem@jhf.org](mailto:greenem@jhf.org)). Please indicate your preferences for the two break-out sessions by listing your priorities (one being the highest and four the lowest.)

## JHF Connects with Other Jewish Conversion Foundations

Over the past few decades, nearly a dozen “conversion” foundations like the Jewish Healthcare Foundation have been created as a result of the sale of Jewish hospitals. They operate in different areas of the U.S., in various political and cultural environments. But all of the conversion foundations share a commitment to supporting vulnerable populations.

In March, JHF caught up with leaders from fellow conversion foundations in Washington D.C., to share projects and priorities, and look for opportunities to work together. JHF COO/CPO Nancy Zions, MBA, and Program Manager Mara Leff, MPH, provided an overview of the Foundation's *Senior Connections*, [Health Activist Network](#), and [Women's Health Activist Movement Global](#) initiatives.



In March, JHF reconnected with fellow conversion foundations in Washington D.C., to share projects and discuss partnerships. Pictured from JHF are Mara Leff (back row, third from the left) and Nancy Zions (front row, far right).

(Continued on page 17)

During the visit, the conversion foundations also met with Center on Budget and Policy Priorities VP for Health Policy Judith Solomon and Senior VP for Government Affairs Ellen Nissenbaum, who presented on the implications of increased state flexibility for the Medicaid program.

## **JHF Welcomes Policy Consultant, Health Technology-Focused Program Associate**

Many of JHF's strategic initiatives—from removing wasted healthcare spending and investing in value through new payment and demonstration models, to reducing maternal mortality and ensuring healthy pregnancies, to bolstering the adolescent behavioral health safety net—will require key policy reforms. To advance this work, the Foundation recently hired Aviva Rosenberg, JD, as a policy consultant.

Rosenberg comes to JHF with nearly two decades of experience in health care, law, business, budget management, and advocacy work. She is the president and owner of Rosenberg Health Law, which represents clients from across the U.S. in areas that include grant development and management, health IT, and health privacy. She has also served as an adjunct professor at the University of North Carolina and Carnegie Mellon University, and has held board leadership positions at a number of local, public service-oriented organizations in the Jewish and general communities. Rosenberg earned her bachelor's in politics and women's studies from Brandeis University, and her JD from Northwestern University.

JHF is also pleased to welcome Megan Steinmetz, MS, as a program associate. Steinmetz will support the Foundation's health technology innovation work, and also provide research and analytical insights to maternal health, adolescent behavioral health, and senior-focused initiatives. Previously, she was a project manager for Treatspace, Inc., a referral management software company, where she created project plans and managed software implementations in medical practices. Steinmetz earned a BS in Policy and Management and Decision Science and an MS in Healthcare Policy and Management from Carnegie Mellon University.



JHF Policy Consultant Aviva Rosenberg, JD.



JHF Program Associate Megan Steinmetz, MS.



## Give Love, Not HPV: JHF participates in International HPV Awareness Day

On March 4, the International Papillomavirus Society launched the first International HPV Awareness Day. Over 80 partners around the globe, from Argentina to South Africa to the U.K., joined together to create greater global awareness about the importance of HPV vaccination. The campaign, [#GiveLoveNoHPV](#), reached around 2 million unique users on social media and online conversation about HPV increased over 5,000%. JHF, together with champions from the regional HPV Vaccination Initiative, amplified the message.

### WATCH THE HPV VACCINATION INITIATIVE VIDEO



[Check out the video](#) that JHF created to spread this important message and raise the voices of parents, teens, healthcare providers, and coach John Rhodes, a survivor of HPV-related cancer. The video was shown as part of a presentation by Jonas T. Johnson, MD, professor and chairman of the University of Pittsburgh's Department of Otolaryngology, at the Allegheny County Immunization Coalition Conference in November 2017. You may recognize some of our local champions for HPV vaccination! Please feel free to use the video for your own outreach and education efforts.



(L-R): JHF Consultant Judith Black, MD, MHA; Moshe Torem, MD, a family physician and a palliative care specialist for Clalit Health Services; Quality Improvement Specialist Nicole Greer, RN, MPH/MPA; Tamara Sacks, MD from Community LIFE; Nancy Zionts; JHF Consultant Jonathan Weinkle, MD; and Myles Zuckerman, MD from Family Hospice & Palliative Care.

## Israeli Palliative Care Doctor Visits Pittsburgh

Over the years, Clalit Health Services' Emek Medical Center has partnered with JHF to develop end-of-life and palliative care services that promote patient autonomy and open communication with providers and loved ones. That cross-national learning spurred the creation

*(Continued on page 19)*

(Continued from page 18)

of Emek's Palliative Care Service, which was established in 2014 to support patients and families facing serious illness by emphasizing treatment goals, symptom assessment and management, and hospital staff knowledge of palliative care principles.

In March, JHF staff and several local leaders in end-of-life and palliative care welcomed Moshe Torem, MD, to Pittsburgh. Dr. Torem is a family physician and a palliative care specialist for Clalit Health Services. He was part of a JHF-sponsored delegation from Israel that initially visited Pittsburgh five years ago. During Dr. Torem's 2018 trip, he met with JHF COO/CPO Nancy Zionts, MBA and Consultants Judith Black, MD, MHA and Jonathan Weinkle, MD; as well as Bob Arnold, MD, medical director of UPMC's Palliative and Supportive Institute; Tamara Sacks, MD from Community LIFE; and a team from Family Hospice & Palliative Care that included Myles Zuckerman, MD.

## JHF Happenings



Happy St. Patrick's Day, from JHF!

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