

THE WINDOW

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



Inside this issue

Pittsburgh Creates Community Action Plan for Improving Adolescent Behavioral Health Services

On January 27, the Jewish Healthcare Foundation (JHF) convened 60 behavioral health service providers, health plan representatives, non-profit leaders, funders, family and patient advocates, and state and county leaders to create a 2017-18 community action plan focused on strengthening the Pittsburgh region's capacity for responding to behavioral health crises among adolescents.

The community action plan will serve as a catalyst for the multi-year [Adolescent Behavioral Health Initiative](#) (ABHI), which aims to improve access to effective services from crisis to stabilization among adolescents experiencing a mental health or substance use crisis in Allegheny County. Launched in the spring of 2016, the ABHI is guided by a 40-member advisory committee and is supported by JHF, the Staunton Farm Foundation, and The Pittsburgh Foundation.

During the January 27 meeting, community members broke into groups and developed action plans related to coordination and communication capacity and workforce, disruptive innovation, quality assurance and feedback, and research. Attendees then voted on which component they consider the highest priority, with care coordination and communication and disruptive innovation receiving the most support. Danny Rosen, PhD, MSW, the David E. Epperson Associate Professor of Social Work at the University of

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Pittsburgh, facilitated the crowd voting and presentation of action plans.

“We crowdsourced some key priorities for improving our region’s adolescent behavioral health services,” says JHF Director of Government Grants and Policy, who oversees the ABHI. “The attendees emphasized the importance of expanding evaluation and crisis response services in the community, to reduce the time from crisis to stabilization. We heard great ideas about deploying community paramedics for mental health. The participants also prioritized developing behavioral health concierge systems with peer supports to improve navigation and get the right information to the right person, at the right time. These insights will guide the ABHI in the years to come.”

“Identifying gaps in policies, systems, and practice for teens to receive timely, effective treatment and stabilization is crucial,” says Staunton Farm Foundation Executive Director Joni Schwager. “The group looked at out-of-the box ideas to be tested for future implementation. The Staunton Farm Foundation is happy to be part of the process of finding solutions.”

During a panel discussion, Adam Tobias, MD, MPH, assistant professor of Emergency Medicine at the University of Pittsburgh School of Medicine explained what currently happens to patients with a mental health or substance use crisis when they call 911 and arrive at the emergency department. Dr. Tobias also offered ideas to improve the region’s behavioral health crisis response system by applying principles from emergency preparedness and management.

Brad Stein, MD, PhD, MPH, a senior natural scientist at RAND Pittsburgh, offered ideas for how to define



(L-R): JHF Director of Government Grants and Policy Robert Ferguson moderates a panel discussion on improving the quality of and access to adolescent behavioral health treatment in the Pittsburgh region. The panel featured Adam Tobias, MD, MPH, assistant professor of emergency medicine at the University of Pittsburgh and assistant medical director for Pittsburgh EMS; Brad Stein, MD, PhD, MPH, senior natural scientist at RAND Pittsburgh; Armando Rotondi, PhD, associate professor at the University of Pittsburgh and core faculty for the Center for Behavioral Health and Smart Technology; and Representative Dan Frankel.

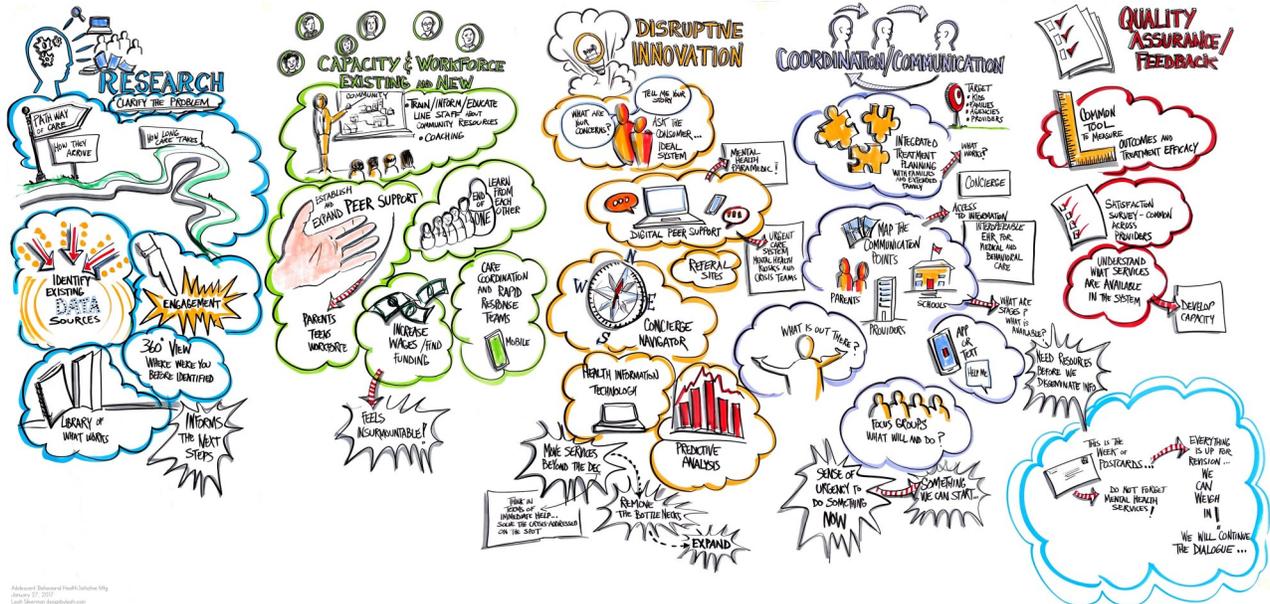


Allegheny County Health Department Director Karen Hacker, MD, MPH (center) outlines a capacity and workforce action plan during JHF’s Adolescent Behavioral Health Initiative event.

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who is in a crisis and how to use existing data sources to track access to and engagement in treatment. Dr. Stein also encouraged the group to consider the child, family, provider, community, and policy factors that are associated with access and treatment engagement.



During the January 27 event, graphic illustrator Leah Silverman sketched out participants' ideas for improving adolescent behavioral health treatment

Armando Rotondi, PhD, an associate professor at the University of Pittsburgh, explained that people living in the community with serious mental illness (SMI) who have had behavioral health treatment are more likely to say they would rather solve it on their own, compared to people with SMI who have never had treatment.

ABHI MAKING HEADLINES

[“Pittsburgh creates community action plan for teen mental health”](#) (Kidsburgh)

“We need to make our systems wrap around the person, and put them at center of care, rather than putting our treatments at the center,” Dr. Rotondi noted. “Currently, people have to adapt to care; care isn’t adapting to them. Treatment needs to be individualized, adaptable, and customizable.”

Representative Dan Frankel, Pennsylvania House Democratic Caucus Chairman, serving the 23rd Legislative District in Allegheny County, discussed the health insurance and economic benefits of the Affordable Care Act.

As a next step, JHF is working with University of Pittsburgh Graduate School of Public Health to conduct focus groups. JHF has awarded a grant to the Patients' View Institute [to collect stories from parents](#) about their experience accessing behavioral health services for their adolescents. The Foundation is also working on a model for a demonstration to expand behavioral health crisis services in the community for adolescents.

WHAM Global's Agenda for Pittsburgh Region Taking Shape

[On the TEDxBeaconStreet stage last fall](#), Karen Feinstein launched the Women's Health Activist Movement Global (WHAM Global)—a “network of networks” designed to empower and cultivate female leaders who advance health care systems that are transparent, respectful, accountable, and equitable.

Since then, the movement has only grown stronger. WHAM Global, co-founded by Dr. Feinstein and Joanne Conroy, MD (CEO of the Lahey Hospital and Medical Center), is bringing its vision to life through launching an [online community](#) ([whamglobal.org](#)), introducing chapters in cities across the U.S. featuring in-person events, and establishing a Champions program that will allow communities to unify behind addressing a specific health issue. WHAM Global is supported by the Heinz Family Foundation and JHF.

Pittsburgh will launch WHAM Global's first in-person chapter and Champions program during the summer of 2017, with Boston and Washington, D.C. to follow.

On February 27, JHF invited around 25 female leaders from local health, human service, academic, and philanthropic organizations to the QI²T Center for a meeting to introduce WHAM Global, and pool their ideas for the health issue that the Pittsburgh Champions program will soon tackle. During the meeting, WHAM Global Coordinator Pat Mastors, JD, provided an overview of WHAM Global's mission, goals, and online community.

Dr. Feinstein then explained that WHAM Global is looking for one to two-minute video submissions from local community members that highlight an urgent health issue, and a strategy for improving it. The five topics for video submissions are behavioral health and/or substance misuse, patient and consumer activation (including healthcare safety, quality, access, and equity), social determinants of health, violence, and women's health issues.



Karen Feinstein explains that WHAM Global will build off the momentum of the Women's Marches, looking for “levers” that can propel improvements in women's health and health care issues.



(L-R): Patricia Downey PT, PhD, DPT, professor and dean for School of Health Sciences at Chatham University; National Council of Jewish Women—Pittsburgh life board member Eileen Lane; and JHF Board Secretary Debra L. Caplan, MPA were among the 25 local female leaders who attended a WHAM Global planning session at the QI²T Center on February 27.

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PRHI Hosts Event to Create Stellar Health System Boards

On February 22, the Pittsburgh Regional Health Initiative (PRHI) hosted an event for leading healthcare executives, providers, and techies to help them imagine healthcare boards as a prime competitive asset. Through “Star Wars”-themed presentations and an [animated video](#), PRHI shared a glimpse into the future of health care at home, new roles for providers, and a transformed hospital of tomorrow—made possible by the digital health revolution, artificial intelligence, new forms of payment, and revolutionary building design.

Through a live theatrical performance of “the worst board meeting in history” and a facilitated audience discussion, attendees learned strategies to create active, engaged boards that can help health systems thrive in a rapidly changing world. Boring, it was not.

The event kicked off with “the worst board meeting in history” skit, which showed some of the pitfalls that can prevent board members from actively shaping the organization’s strategy and culture (think death by PowerPoint slides, an over-packed agenda, and zero time for discussion).

PRHI and JHF President and CEO Karen Wolk Feinstein, PhD, then discussed the current state of health system boards, and her ideal board—a “Jedi Council” of sorts. Dr. Feinstein discussed the mega-trends that are disrupting health care (including digital health technology, artificial intelligence, new workforce roles, payment reform, and activated consumers). She noted that these trends require marked shifts in strategy for health systems—and markedly different methods for selecting and engaging their boards.



JHF and PRHI President and CEO Karen Wolk Feinstein, PhD, welcomes guest to the “Healthcare Boards: Awaken the Force” event on February 22.



Christopher Garnett (raising hand), MSS, JHF’s HIV Planning and Evaluation Coordinator, tries to ask a question during the “worst board meeting in history skit,” which showed some of the pitfalls that can prevent board members from actively shaping the organization’s strategy and culture. Sadly, Garnett’s question remains unanswered.

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Dr. Feinstein said that her “Jedi Council” would include board members with expertise on technology, biomedical science, policy, industrial engineering, finance and investment, economics, design, hospitality, nursing, pharmacy, mental health, and ethics. These board members—selected because they’re passionate about health care and share the organization’s values—would be encouraged to ask questions, walk the floor, and help set both goals and accountability standards.

During the event, St. Clair Hospital CEO Jim Collins shared his insights on creating an engaged, diverse, and contemporary board. Collins noted that technology executives are becoming coveted members of health system boards due to the board array of digital innovations that are transforming the industry. St. Clair Hospital has a leading technology executive and two experts in technology venture capital on its board. The tech-focused members bring a host of positive attributes to the St. Clair Hospital board, including rapid problem-solving skills, strategic insights, and managerial courage.

Dr. Feinstein will further discuss the role of board governance in an evolving healthcare landscape during the national [Pay for Performance Summit](#) in March. PRHI is also developing an insider’s guide to board governance, featuring strategies and case studies to help health systems create their own “Jedi Council.”



During PRHI “Healthcare Boards: Awaken the Force” event, St. Clair Hospital CEO Jim Collins shares his insights on creating an engaged, diverse, and contemporary board.

JHF Partner Clalit Health Services a Leader in Preventing Hospital-Acquired Infections in Israel

Sometimes, the fruits of worthy efforts aren’t immediately visible. When the good news does arrive, however, we pause to celebrate. This is the case with JHF’s multi-year partnership with Israel’s Clalit Health Services—the largest of four government-contracted HMOs. JHF recently learned that a Clalit partner hospital, Emek Medical Center, was the only hospital in Israel to achieve zero Central Line-Associated Blood Stream Infections (CLABSIs) among patients in its Intensive Care Unit (ICU).

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CLABSIs can cause sepsis, a life-threatening response to an infection, which can lead to tissue damage, organ failure, and death. Having sepsis doubles a patient's risk of dying, and can add another 30 days to a hospital stay.

JHF's own work has proven that a zero infection rate is reachable. In one of our first quality improvement efforts, 32 hospitals in southwestern Pennsylvania reduced CLABSIs in their ICUs by 68%.

The roots of the JHF-Clalit partnership, and the Emek Medical Center achievement, go back to 2009. That year, as healthcare reform debates began heating up in the U.S., JHF began searching for promising local, national and international health system models. Israel stood out. Spending just 8% of its GDP on health care (less than half the U.S. rate), Israel had achieved population health outcomes that surpassed those of the U.S.

Intrigued, JHF led several fact-finding missions to Israel. We were inspired not only by what JHF could learn from Israel, but also by what JHF might teach. With support from the JHF board, in 2010 the Foundation launched a comprehensive, multi-year quality improvement partnership with Clalit.

Clalit selected 20 physicians and nurses, as well as senior Clalit leadership, to receive training in the Foundation's Lean quality improvement methodology called Perfecting Patient CareSM (PPC)—first in Pittsburgh, and then later in



In 2010, frontline staff and senior leaders from Israel's Clalit Health Services visited Pittsburgh to learn the Lean-based quality improvement principles behind PRHI's (Perfecting Patient CareSM (PPC) methodology.



(L-R): Karen Feinstein; Ran Balicer, MD, PhD, MPH, chief physician office of Clalit Health Services and director of the Clalit Research Institute; and JHF COO/CPO Nancy Zions at the 2011 Israel Society for Quality in Health Care Conference. Dr. Feinstein delivered the keynote address during the conference, showcasing how industrial engineering principles can successfully be applied to health care.

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Israel with the help of a PPC-trained, Israeli quality improvement coach. The teams then returned to Israel, determined to demonstrate the power of PPC methods to improve patient care. Three hospitals decided to focus on preventing CLABSIs in chronic dialysis patients—among them Emek Medical Center.

In November 2011, JHF leaders and quality improvement coaches strategized with Clalit leadership on the support needed to engage the Clalit Health System more widely in hospital quality improvement. Karen Feinstein had the honor of delivering the keynote address, “Can Industrial Engineering Perfect Patient Care?” at the Israel Society for Quality in Health Care’s annual conference—Israel’s largest annual healthcare conference with 700 attendees.



Clalit Health Services and JHF staff in Pittsburgh during the fall of 2010.

Fast forward to 2017: In January, the Israeli Ministry of Health released a first-ever report on CLABSI rates in hospital ICUs across Israel. In the U.S. and Canada, there are between one and two CLABSIs for every 1,000 days that central line catheters are inserted into patients. By contrast, in Israel’s biggest hospitals, there are between six and eight infections for every 1,000 catheter days, contributing to between 5,000 and 6,000 preventable deaths every year. Achieving zero infections in this environment is reason to celebrate.

JHF and Clalit maintain an active partnership, which has been strengthened by additional learning missions in both countries to explore the role of community health workers, the potential of health IT, and the need for more patient-and-family-centered palliative and end-of-life care, among other topics.

JHF is thrilled that Clalit’s commitment to quality and safety is becoming visible. Prof. Ran Balicer, MD, PhD, MPH, director of the Clalit Research Institute and a leader in the partnership, recently wrote to JHF, “Thank you for your support of Clalit, and for your role in creating a safety-seeking culture at Clalit hospitals.”

Karen Feinstein Chairs Plenary on Disruptive Innovations in Health Care at National AcademyHealth Conference

Spurred by technological advances, a shift to value-based payment, and consumer demand for greater convenience and quality, the U.S. health system is entering a period of rapid change. At the 2017 AcademyHealth National Health Policy Conference (NHPC) on January 30, Karen Feinstein chaired a plenary session on innovations that are disrupting health care, which featured some of the country's leaders in convenient care, telehealth, and healthcare entrepreneurship.

Dr. Feinstein's plenary session was part of the two-day NHPC in Washington, D.C., which gathered nearly 700 senior healthcare decision-makers, legislators, policy analysts, researchers, and clinicians to explore the policy implications of the new presidential administration and Congress.

The plenary session on disruptive innovations in health care featured Nancy Gagliano, MD, CMO of management consulting firm Culbert Healthcare Solutions; M. Chris Gibbons, MD, MPH, chief health innovation advisor for the Federal Communications Commission; and Rasu Shrestha, MD, MBA, UPMC's chief innovation officer and executive VP of UPMC Enterprises.

Through plenaries, presentations, and poster sessions, the NHPC also explored topics including implementing new value-based delivery models, including the Medicare Access and CHIP Reauthorization Act (MACRA); expanding the definition of health equity and inclusion; creating a more diverse healthcare workforce; and overcoming barriers to reducing unnecessary medical testing and treatment.



During the 2017 AcademyHealth National Health Policy Conference, Karen Feinstein chairs a plenary on disruptive innovations that featured (L-R): Rasu Shrestha, MD, MBA, UPMC's chief innovation officer and executive VP of UPMC Enterprises; Nancy Gagliano, MD, CMO of management consulting firm Culbert Healthcare Solutions; and M. Chris Gibbons, MD, MPH, chief health innovation advisor for the Federal Communications Commission.

Community Health Worker Champions Developing Projects to Improve Senior Care

When Walter Hall wasn't shooting three-pointers or scoring touchdowns as a teen, he was often helping his grandmother. Caregiving is in the native Pittsburgher's blood—his mother, a registered nurse, was a constant presence in scrubs. As a Community Health Worker (CHW), Hall is carrying on the family

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tradition of providing compassionate senior care.

The seniors that Hall works with have good days, and bad. But he always finds the positives.

“Sometimes [the seniors] give you wisdom. Sometimes they make you laugh,” Hall says. “For me, it’s always good.”

Since the fall of 2016, Hall and 19 fellow staff members from Community LIFE (Living Independently for Elders) and LIFE Pittsburgh have partnered with JHF coaches and trainers through the CHW Champions program. The program, which runs through July of 2017, is designed to equip CHWS who provide in-home care to seniors with the advanced skills and resources to monitor seniors’ health, communicate effectively when cognitive and mental health issues are present, and become part of a larger, coordinated senior care team.

In January and February, the CHW Champions focused on applying their new skills by starting to develop improvement projects that align with their organization’s priorities and help seniors remain well in community settings. The improvement projects center on health monitoring, mental health and dementia, or communication and care coordination.



JHF Quality Improvement Specialist Anneliese Perry, MS (left), leads Walter Hall (a Community Health Worker Champion from LIFE Pittsburgh) and Kelli Williams (a supervisor from LIFE Pittsburgh) through an exercise designed to show the difference between traditional supervising and coaching.



Community Health Worker Champions learn principles related to teamwork, communication, efficiency, and workflow in unconventional ways—including through LEGO building (left) and taking part in the “Marshmallow Challenge,” in which small groups compete the build the tallest tower out spaghetti and marshmallows.

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JHF led a training session at the QI²T Center for LIFE program supervisors and frontline workers to introduce Lean-based quality improvement principles, and to form improvement project teams. Each team features three or four CHW Champions, an assigned JHF trainer, a supervisor, and additional clinical/administrative staff in a supportive role. Then, JHF held an on-site coaching session to help the teams perform a root cause analysis of identified problems, and consider metrics to track the success of their improvement projects.

In addition to the JHF-facilitated collaborative learning sessions and on-site training, the CHW Champions are sharing ideas and furthering their improvement projects through webinars and between-session exercises.

Hall and other CHW Champions can't wait to apply lessons from the program to support their LIFE participants.

"The field changes almost every day—you've got to be ready to change with it," Hall says. "You never stop learning."

JHF Launches Long-Term Care and Community Health Worker Training Center

In keeping with its commitment to improving the quality of care provided to seniors, JHF is providing free training and coaching sessions to long-term care and community health workers.

The Foundation's newly-launched Long-Term Care and Community Health Worker Training Center, the result of a partnership with the Pennsylvania Department of Education, offers a range of educational courses designed for frontline healthcare workers. The trainings will take place through June of 2017.



JHF's Stacie Bonenberger (far right) leads a training session on making positive, incremental change with staff at Baptist Homes.

JHF's experienced trainers and coaches have developed customizable courses around quality improvement education and coaching, work flow design and process improvement, leadership and communication, customer service in long-term care, and dementia awareness and education.

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Quality Improvement Specialist Stacie Bonenberger, MOT, OTR/L; Judy Black, MD, a geriatrician and JHF medical consultant; and Quality Improvement Specialist Anneliese Perry, MS, are partnering with frontline staff through the Long-Term Care and Community Health Worker Training Center. Dr. Black is providing courses on end-of-life and palliative care, as well as Pennsylvania Orders for Life-Sustaining Treatment (PA POLST), the Commonwealth's endorsed program to help seriously ill patients indicate the treatment they want or do not want to receive in a medical crisis. Nancy Zionts leads the Foundation's long-term care team.

JHF staff has scheduled education sessions with community partners such as Presbyterian Senior Care, Baptist Homes, and the Allegheny County Area Agency on Aging among others.

For more information or to schedule trainings, contact JHF Program Associate Mara Leff (Leff@jhf.org).

Future Leaders Learn Crucial End-of-Life Conversation Skills during Fellowship on Death and Dying

Too often, there's a chasm between the sort of end-of-life care that patients and families desire, and what they actually receive. Communication between patients, families, and providers—or lack thereof—contributes to this gap. To change that, JHF and Health Careers Futures (HCF) launched the Fellowship on Death and Dying in 2015. The Fellowship empowers graduate students and early-career healthcare professionals to learn, confront, and discuss the legal, medical, social, cultural, familial, and spiritual aspects of death and dying in a low-pressure environment.



Kristen Slagle, RN (center), a registered nurse at UPMC Shadyside, discusses advanced care planning with other Death and Dying Fellows as well as Judith Black, MD (far right), a geriatrician and JHF medical consultant.

On January, 29 students and professionals with backgrounds in medicine, nursing, social work, pharmacy, public health, occupational therapy, healthcare administration, and business began their journey to delivering patient and family-centered end-of-life care.

“JHF is a fantastic organization, and this is a safe space to learn and connect with people,” said one of the

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Fellows. “I Hope that I can use this both professionally and personally.”

The 2017 Fellowship on Death and Dying began in late January with a session at the QI²T Center that focused on the current state of end-of-life care in the U.S. During the session, fellows learned that while 80% of Americans would like to talk to their doctor about end-of-life care, less than one in ten actually do so [according to a survey conducted by the California Healthcare Foundation]. Ninety percent of Americans think it’s important to discuss end-of-life care with their families, yet only 30% follow through.



Fellows tour the intensive care unit at UPMC Shadyside.

During a session at UPMC Shadyside, the Fellows explored the importance of advance care planning and the legal aspects of death and dying. Following a tour of the Shadyside ICU, the Fellows received an overview of advance care planning and Pennsylvania Orders for Life Sustaining Treatment (PA POLST) from JHF Medical Consultant and geriatrician Judy Black, MD, and PA POLST Coordinator Marian Kemp. PA POLST is the Commonwealth’s endorsed program to help seriously ill patients indicate the treatment they want or do not want to receive in a medical crisis. UPMC Shadyside Manager of Medical Ethics Jason Byron and internal medicine physicians Rachel Schuster, MD and Ron Stiller, MD, offered tips on preparing for advance care conversations.

“Early communication with [the] patient and family is key,” another Fellow noted. “Before there’s a crisis, you need a plan.”

In February, the Fellows toured Children’s Hospital of Pittsburgh of UPMC and engaged in discussions on pediatric palliative care, spirituality, and family dynamics with Children’s Manager of Pastoral Care Rev. Richard Freeman, Sr.; Betsy Hawley, director of the Pediatric Palliative Care Coalition; Manager of Supportive Care Carol May, RN, MSN, MBA, CHPPN; and Jonathan Weinkle, MD, a physician consultant for JHF as well as an internist and pediatrician at the Squirrel Hill Health Center. Dr. Weinkle is the author of *A Fellow Creature in Pain: Creating Covenant Between Healers and Patients*, a soon-to-be-released book on patient-provider communication.

During the fourth session, Fellows visited West Penn Hospital to discuss hospice services. The Fellows toured a hospice with Lori Marshall, RN, hospice director of Allegheny Health Network’s Healthcare@Home program; gleaned insights on having difficult conversations from Randy Hebert, MD, CMO of AHN Healthcare@Home; and learned about tools and technologies to support advance care

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planning with Bill Gammie, MHA, president of AHN Healthcare@Home.

“In a perfect world, my job wouldn’t exist—everyone would be treating symptoms and talking to their patients,” Dr. Herbert said during the session. “But we don’t live in that world yet. My job is to facilitate those conversations.”



JHF’s 2017 Fellowship on Death and Dying features graduate students and early-career professionals with backgrounds in medicine, nursing, social work, pharmacy, public health, occupational therapy, healthcare administration, and business.

In future sessions, the Fellows will explore community resources and options at end of life at the Jewish Association on Aging, and learn about the experience of family caregivers at the Good Grief Center—Ursuline Support Services. In late March, students will apply their experiences and skills from the fellowship by creating community action plans to improve end-of-life care, and by practicing one-on-one conversations on end-of-life care with professionals in the field. Professionals interested engaging fellows in conversations during the session should contact Nancy Zionts (Zionts@jhf.org).

At the beginning of the Fellowship, around 30% of participants indicated that they were comfortable having patient and family-centered end-of-life care conversations. Halfway through the fellowship, that total has climbed to about 70%.

“Establishing trust, first and foremost, with the family furthers end-of-life-discussions,” a Fellow said. “It shows that you’re patient-centered and you’re there to support them.”

Future of Health Care on Display at CES 2017

Imagine: A sensor-enabled bed that tracks your heart rate, breathing, and motion throughout the night, and sends results to your smartphone. Smart socks that monitor your running form, helping you avoid a pulled hamstring. Caregiver tech that preserves Mom’s independence, while letting you keep track of her vitals, diet, and other activities of daily living.

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These were just a few of the thousands of innovations on display at CES 2017, held in Las Vegas, NV from January 5-8. CES (formerly called the Consumer Electronics Show) is an international showcase of the wearables, trackables, VR experiences, and decision-support tools that will soon make our world a healthier, safer, and more accommodating place.

Karen Feinstein and Nancy Zionts attended the CES' Digital Health Track, which featured tech demos, presentations, and panel discussions that focused on the role of mobile technology, machine learning, and precision medicine in accelerating breakthroughs in health and medicine.

Dr. Feinstein and Zionts were invited to CES 2017 by senior leadership from the Consumer Technology Association (CTA) Foundation. Established in 2012, the CTA Foundation strives to link life-enhancing technology with seniors and individuals with disabilities.



During CES 2017, Karen Feinstein immerses herself in a virtual reality experience. VR is being deployed in the health realm in a variety of ways, including to reduce stress and better manage pain symptoms.

AIDS Free Pittsburgh, Community Activism Take Center Stage at Latest Regional HIV Strategic Collaborative Meeting

On December 1, 2015—World AIDS Day—a band of government agencies, healthcare institutions, and community-based organizations stood together at Pittsburgh's City-County Building and expressed their vision for a community in which new HIV infections are rare, HIV-positive individuals receive timely care, and young people grow up in a world without AIDS.

The group, known as AIDS Free Pittsburgh (AFP), began to collaborate about ways to eliminate new AIDS diagnoses in Allegheny County and reduce the rate of new HIV infections by 75%. Building on the learnings of similarly committed regions in the U.S., AFP has been working to achieve these goals through a three-pronged strategy: normalizing HIV testing, increasing access to the HIV prevention medication

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known as Pre-Exposure Prophylaxis (PrEP), and standardizing early linkage to care.

On February 7, AFP Project Manager Julia Och shared the initiative's year-one progress and outlined plans for 2017 during the latest meeting of the Regional HIV Strategic Collaborative. Established by JHF in 2014, the Regional HIV Strategic Collaborative features healthcare providers, researchers, health department officials, and consumers who are committed to elevating the quality of HIV/AIDS services in southwestern Pennsylvania.

Och explained that over the past year, AFP has furthered its mission by conducting community outreach; forming an advisory committee comprised of clinicians, researchers, and service providers; connecting with other regions in the U.S. that are working to eliminate HIV/AIDS; offering provider education on HIV testing; and creating a website (aidsfreepittsburgh.org), which has linked more than 3,000 unique users to information on HIV testing sites and services, medication and insurance, and volunteer/advocacy opportunities. The initiative recruited nine new organizations in 2016 and now features 20 partners.



During the February 7 Regional HIV Strategic Collaborative meeting, AIDS Free Pittsburgh Project Manager Julia Och (far left) shared the initiative's year-one progress and outlined plans to build on that success in 2017.

AIDS FREE PITTSBURGH MAKING HEADLINES

[“AIDS Free Pittsburgh launches website, campaign on medicine”](#) (Pittsburgh Business Times)

[“AIDS Free Pittsburgh helps ramp up HIV prevention”](#) (Pittsburgh Tribune-Review)

To build upon its year-one momentum, AFP is rolling out a multi-faceted campaign ([called PrEPPGH](#)) to increase awareness of and access to PrEP services (for more information, see page 16). In 2017, AFP is also planning to conduct a community survey on HIV stigma; host a training session in the spring on PrEP and rapid linkage to HIV/AIDS care in partnership with the San Francisco Department of Public Health and Allegheny County Health Department; and identify new potential partnerships, advocacy opportunities, and funding streams.

The February Regional HIV Strategic Collaborative meeting also featured a trio of activist-minded guests who offered tips on communicating with key stakeholders on important HIV/AIDS issues. Jose de Marco

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of ACT UP (AIDS Coalition to Unleash Power) Philadelphia and Jaron Benjamin and Paul Davis of New York-based Housing Works discussed strategies to preserve health coverage protections, reduce health disparities, and increase access to treatment, housing, and employment/educational opportunities.

AIDS Free Pittsburgh Launches Campaign to Boost PrEP Awareness, Access

[AIDS Free Pittsburgh](#) (AFP), an initiative comprised of government agencies, healthcare institutions, and community-based organizations, has launched a new campaign called PrEPPGH to increase awareness of and access to Pre-Exposure Prophylaxis (PrEP), a medication that can reduce the chances of becoming infected by human immunodeficiency virus (HIV) by more than 90% if taken daily.

In support of the PrEPPGH campaign, AFP has launched a new website (preppgh.com) that features information about PrEP, tips on talking to healthcare professionals about PrEP, and a list of local PrEP providers who can help patients access the medication if they are uninsured or underinsured. AFP will also seek to raise awareness about PrEP through social media and through print advertisements placed in public spaces and on Port Authority buses.

While PrEP is a highly effective HIV prevention tool, public awareness about the medication remains low. In a 2016 survey of more than 700 community members from the Pittsburgh region, AFP found that about 73% of respondents had never heard about PrEP. Of those who knew about PrEP, only 40% knew where to find the medication.

The PrEP awareness and access campaign is in support of AFP's mission to eliminate new AIDS diagnoses in Allegheny County and reduce new HIV infections by 75% within five years. AFP was officially launched on World AIDS Day on December 1, 2015 to support and improve the care of people living with HIV/AIDS, as well as those who are HIV-vulnerable. AFP does not provide services directly, but rather works to raise awareness and build collaboration among community stakeholders.



The image shows a screenshot of the PrEP Pittsburgh website. At the top, there is a navigation bar with the PrEP Pittsburgh logo and links for "Questions to ask at your appointment", "Where to get PrEP", "What if I think I've been exposed to HIV?", and "Resources & Information". Below the navigation bar is a large image of two men smiling, with the text "One pill a day to protect against HIV." overlaid. Below this image is a section titled "WHAT IS PrEP?" which includes a small image of a PrEP pill bottle and a brief description: "PrEP, or 'Pre-Exposure Prophylaxis,' is a pill that can reduce your chances of becoming infected with HIV by over 90%, if taken daily. PrEP (brand name Truvada) is given to people who are HIV-negative, but who may be at risk for contracting the virus."

New Staff Members Strengthen Efforts around Feinstein Fellowships, Health Activist Network, WHAM Global

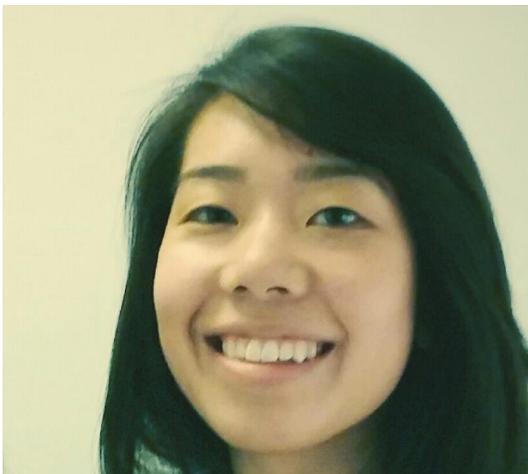
Kevin Beckovich, MBA, has joined JHF as the manager of the [Adolescent Behavioral Health Initiative](#). Beckovich brings 15 years of nonprofit experience to the Foundation. He most recently served as prevention/intervention supervisor at Pittsburgh Mercy Health System (PMHS), where he oversaw school-based prevention services for 30 local schools. Previously, he served as the quality manager at PMHS. He possesses more than a decade of experience in facilitating group and classroom presentations to at-risk youth; facilitating crisis services; and facilitating workshops for parents, school staff, and community partners.



Kevin Beckovich, MBA

Beckovich earned his bachelor's degree in education from Duquesne University and his MBA in management from Point Park University.

Currently, he is pursuing his CAPM certification in project management from the Project Management Institute.



Ashley Chung, MPH

Ashley Chung, MPH, has joined JHF and PRHI as a program associate. In this role, she supports the development and growth of PRHI's Health Activist Network for reform-minded healthcare professionals. She also provides research and communications support to the [AIDS Free Pittsburgh](#) initiative. She earned a bachelor of science in physiology and neurobiology from the University of Maryland. Upon graduating from the University of Maryland, Ms. Chung spent two years working at the Food and Drug Administration developing more stable Anthrax and Pertussis vaccines.

In 2016, Chung participated in JHF's summer internship program and Jonas Salk Fellowship. She also earned a Master of Public Health from the University of Pittsburgh Graduate School of Public Health with a focus on infectious disease management, intervention, and community practice.

Andy Gaul, MPH, is a new program associate for JHF, focusing on coordination of the Foundation's [Feinstein Fellowships and internships](#) for multidisciplinary graduate students; the [Fine Awards for Teamwork Excellence in Health Care](#); and the Health Activist Network. A participant in JHF's 2016 Jonas Salk Fellowship, Gaul earned his bachelor's in neuroscience from Thiel College. He recently earned an MPH in healthcare policy and management at the University of Pittsburgh Graduate School of Public

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Health, with a focus on emergency management and health preparedness. He has also performed emergency preparedness work and analysis as a volunteer at the Allegheny Health Department.

As a program specialist for JHF and PRHI, **Pauline Taylor** supports the [Women's Health Activist Movement Global](#) (WHAM Global) and the *Senior Connections* initiative. Her work on *Senior Connections* includes planning charrettes on housing and geriatric friendly primary care and planning for the Virtual Senior



Andy Gaul, MPH

Academy, which provides engagement opportunities for community-dwelling seniors.

Prior to joining the Foundation, Taylor served for more than two decades as a practice director for Genesis Medical Associates, where she supervised a team of providers, implemented new quality improvement and technology initiatives to expand the scope of practice, and achieved Patient Centered Medical Home (PCMH) status. She is a member of the Allegheny County Medical Society and the Medical Group Management Association. Taylor earned a bachelor's in English and history from Runshaw College, and a certification in practice management from Robert Morris University.



Pauline Taylor

JHF Hosts Statewide Learning Collaborative for Minority AIDS Initiative Partners

Since 2012, JHF has provided coaching and training to AIDS Service Organizations (ASOs) in Pennsylvania that participate in the Minority AIDS Initiative (MAI), which aims to link HIV-positive individuals with medical, behavioral, and social services to help them better manage their condition and ultimately reduce community viral loads.

One of the hallmarks of MAI, which has connected more than 1,400 HIV-positive people to care since it began, is a spirit of collective learning. From explaining the power of community health workers to showcasing new outreach and data management approaches, the ASOs have shared their experiences of successful initiatives, helping to improve HIV/AIDS care from Pittsburgh to Philadelphia.

On January 31 and February 1, JHF hosted a collaborative learning session in Harrisburg, PA for the 11

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organizations participating in MAI. During the session, the ASOs gained a greater understanding of hepatitis C prevention initiatives across the Commonwealth, and learned what two champion MAI participants have done to address the issue. The ASOs also identified their priorities as frontline workers for a spring mini-conference designed to strengthen their outreach and linkage-to-care efforts.

Charlie Howsare, MD, the Pennsylvania Department of Health’s viral hepatitis prevention coordinator, gave a presentation on the intersection of injection drug use and hepatitis C. According to the CDC, HIV-positive individuals are disproportionately affected by viral hepatitis. Approximately 80% of HIV-positive people who inject drugs also have hepatitis C. Dr. Howsare offered a strategy for preventing new hepatitis C infections, detecting and treating existing infections, and reducing chronic infections.



In late January, the service organizations participating in the Minority AIDS Initiative gathered in Harrisburg for a JHF-hosted collaborative learning session. Since 2012, JHF has provided coaching and training to MAI participants, who are linking HIV-positive individuals with crucial medical, behavioral, and social services.

Two ASOs—Einstein Medical Center and Prevention Point Philadelphia—then explained how they have applied the outreach, patient engagement, and harm reduction strategies gleaned through MAI to treat chronic health conditions in addition to HIV/AIDS, including hepatitis C. Pinnacle Resources, Education, and Comprehensive Care for HIV (REACCH), another MAI participant, explained how its clinical care team—comprised of infectious disease doctors, a nurse practitioner, and a registered nurse—works to reduce health disparities and improve treatment adherence in the Harrisburg region.

During a poster pitch competition, the ASOs outlined their priorities for an upcoming, JHF-hosted mini-conference. The most popular front-line topics included addressing HIV/AIDS stigma among providers, delivering trauma-informed care, understanding the implications of possible policy changes on clients,

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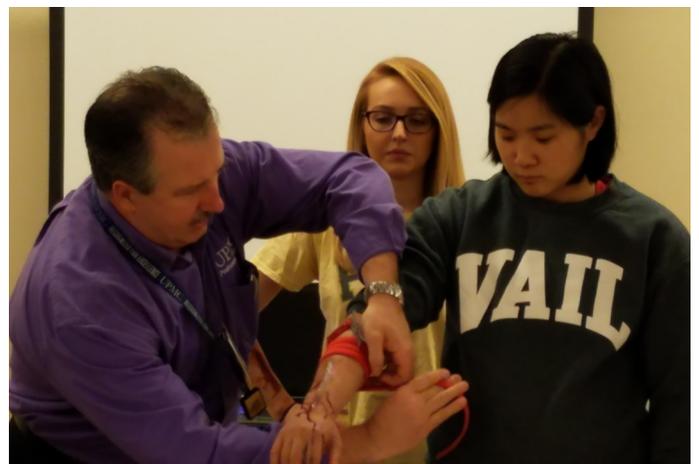
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and learning new HIV prevention methods among youth, transgender, and female populations.

Stop the Bleed Symposium Equips EMS Professionals with First Responder Training, Tools

In 2016, JHF approved a \$100,000 grant to implement a regional *Stop the Bleed* initiative, which is a community outreach, training, and action program that equips health professionals and the general public with the first responder skills and equipment necessary to stop or slow life-threatening bleeding. The Foundation is supporting a regional planning effort and providing resources (including bleeding control kits and training) to the local community.

As part of this effort, JHF, the Allegheny County EMS Council, and the Emergency Medical Services Institute sponsored a *Stop the Bleed* Symposium for emergency medical services professionals on February 27 at Sheraton Pittsburgh Hotel at Station Square. During the sold-out, day-long symposium, more than 200 EMS professionals engaged in hands-on bleed control training, received a complimentary tactical tourniquet, and learned from local and national experts through presentations. Stephen Rush, MD, a Lieutenant Colonel in the U.S. Air Force and medical director for the Pararescue Program, delivered the keynote address.



During the JHF-sponsored *Stop the Bleed* Symposium on February 27, more than 200 EMS professionals engaged in hands-on bleeding control training, and received a complimentary tactical tourniquet.

Chris Dell, executive director of the Elizabeth Township Area EMS and chairman of the Allegheny County EMS Council, was among the organizers of the *Stop the Bleed* Symposium. Dell participated in JHF's EMS Champions program, during which he developed a mass casualty incident kit that was deployed by first responders during a mass stabbing event at Franklin Regional High School in April of 2014.

JHF, Jewish Federation of Greater Pittsburgh Partner with FBI for *Stop the Bleed* Training on March 14

JHF and the Jewish Federation of Greater Pittsburgh have partnered with the Federal Bureau of Investigation (FBI) to offer a *Stop the Bleed* training on March 14. FBI Pittsburgh will facilitate the session from 9-11 am at its training facility in Monroeville (2465 Johnstown Road, Monroeville PA, 15146).



The session offers participants an opportunity to train alongside local, state, and federal law enforcement professionals, and learn from UPMC trauma surgeons who will lead the class. The training will include classroom sessions as well as hands-on education that emphasizes the importance of properly using tourniquets, applying direct pressure, and wound packing to control life-threatening bleeding. The training will focus on responding to injuries during a mass casualty event, as well as techniques for self-rescue.

At the end of the training, each attendee will receive a small trauma kit and an FBI Certificate of Completion.

To express interest in participating in the March 14 *Stop the Bleed* training, contact Jewish Federation of Greater Pittsburgh Director of Jewish Community Security Bradley Orsini (borsini@jfedpgh.org).



Film Screenings of “Pink and Blue: Colors of Hereditary Cancer” Still Available

JHF has partnered with JFilm and the producers of “Pink and Blue: Colors of Hereditary Cancer” to make the film available to audiences throughout the Pittsburgh region. Five film screenings have been held thus far, and additional screenings are still available through the summer of 2017.

“Pink and Blue” explores the clinical, social, and familial implications of BRCA1 and BRCA2 genetic mutations, which put both women and men at a higher risk of developing numerous cancers.

Without treatment, women who have a BRCA genetic mutation are seven times more likely to develop breast cancer and 30

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times more likely to develop ovarian cancer by the age of 70, according to the Centers for Disease Control and Prevention. BRCA mutations may also increase the risk of pancreatic, prostate, and breast cancer among men. Ashkenazi Jews are at a higher risk of possessing BRCA genetic mutations than the general population.

Organizations that schedule a film screening will receive a DVD copy of the film (to be returned within 48 hours of a screening), a film screening guide with information on cancer risks and early detection, and cards that attendees can use to request a film screening for their own organizations.

If you are interested in arranging a screening of “Pink and Blue” for your organization, contact Nancy Zions (Zions@jhf.org).

Screening and Counseling Event Empowers Community with Information on Jewish Genetic Diseases, Planning Options

On February 28, Hillel Jewish University Center hosted a daylong Jewish genetic diseases screening and counseling opportunity for community members. Participants were screened for Jewish genetic diseases—which are carried by an estimated quarter of Jewish individuals of Ashkenazi heritage—and those screening positive received genetic counseling to help them make informed family planning decisions.

The screening and counseling opportunity was made possible through a partnership between [JGenes Pittsburgh](#), [JScreen](#), and Magee-Womens Hospital of UPMC.

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. The Lawrence and Rebecca Stern Family Foundation funds the program.

Headquartered out of Emory University School of Medicine in Atlanta, GA, JScreen is a community-based public health initiative dedicated to preventing Jewish genetic diseases.



(L-R, back row): JHF Consultant Dodie Roskies, MPH, executive director of JGenes Pittsburgh; Emily Masiello, a genetic counseling student at the University of Pittsburgh; Rachel Shaffer, an MSW intern at Hillel JUC; and (front row) JScreen counselors Aishwanya Anunan and Hillary Kener.

Karen Feinstein a Featured Speaker during Healthcare ‘Teach-In’ at Pitt

With a new presidential administration, a smorgasbord of recent health reforms that have benefited millions of Americans—including expanded Medicaid, premium support for insurance, and guaranteed coverage regardless of pre-existing health conditions—are now in flux.

On February 28, Karen Feinstein was a featured speaker during a healthcare “teach-in” at the University of Pittsburgh, which designed to discuss the implications of possible changes in health policy and how students, faculty, and the broader community can respond during the first 100 days of the administration. The event also featured Tomar Pierson Brown, Esq., a clinical assistant professor of law and director of the Health Law Clinic at the University of Pittsburgh School of Law; and Sally Jo Snyder, director of advocacy and consumer engagement at the Consumer Health Coalition.

The event—the first of four such “teach ins”—was organized by Daniel Rosen, PhD, the David E. Epperson Professor of Social Work at the University of Pittsburgh School of Social Work. Dr. Rosen is also a member of the JHF Board of Trustees.

During the teach-in, Dr. Feinstein discussed what’s at stake locally if the Affordable Care Act is repealed. A recent report by the Pennsylvania Health Funders Collaborative (PHFC, of which JHF is a member) revealed that nearly 350,000 children, adults, and seniors in Allegheny County—more than one quarter of the county’s population—would lose either health insurance or protection from high prescription costs if the Affordable Care Act were repealed.

Dr. Feinstein then highlighted three ways that reform-minded students can engage with JHF: through the Foundation’s annual [Feinstein Fellowships and summer internship program](#); the Health Activist Network, which connects interdisciplinary health professionals who are passionate about health reform, quality improvement, and patient safety; and the [Women’s Health Activist Movement Global](#) (WHAM Global), which empowers women to lead efforts to advance healthcare systems that are transparent, respectful, accountable, and equitable.

These engagement opportunities all interface with [Tomorrow’s HealthCare™](#)— JHF’s virtual platform to

(Continued on page 26)

THE FIRST 100 DAYS

A series of forums and dialogues on the new Presidential administration and its policies

Learn about key issues

Tools to respond

Save the date:
March 22nd (4-6 pm)

Next topic:
Women & Gender

FEBRUARY 28, 2017
2017 Cathedral of Learning 4:00–6:00 pm
(with food and refreshments)

**TEACH-IN:
HEALTH CARE**

PANEL

- Karen Feinstein: President, Jewish Healthcare Foundation
- Tomar Pierson-Brown: Director, PITT Health Law Clinic
- Sally Jo Snyder: Director of Advocacy & Consumer Engagement, Consumer Health Coalition

It is estimated that 670,000 Pennsylvanians, many from poor and rural areas, will lose their health insurance if the Medicaid expansion under the Affordable Care Act is repealed. Another 400,000 residents who signed up for coverage through the ACA exchange will also be left uncovered.

COME AND LEARN WHAT YOU CAN DO!!!!

LISTEN ENGAGE
ACT RESPOND

(Continued from page 25)

facilitate learning, communication, collaboration, and engagement—and will include in-person events and Champions programs.

Karen Feinstein Talks Leadership with Early-Career Pitt Medicine Faculty

On January 11, Karen Feinstein was a featured speaker during a University of Pittsburgh School of Medicine workshop designed to provide leadership coaching to junior faculty and staff who aspire to be heads of research groups and chairs of medical departments.

The workshop was co-sponsored by the University of Pittsburgh’s Division of Geriatrics and the Claude D. Pepper Center, and was organized by B. Jean Ferketish, PhD, and Neil Resnick, MD. Dr. Ferketish is an associate professor in the Department of Administrative and Policy Studies. Dr. Resnick, a JHF board member, is the Thomas Detre Professor of Medicine and chief of the Division of Geriatric Medicine at the University of Pittsburgh, as well as the associate director of the Aging Institute of UPMC Senior Services and University of Pittsburgh.

JHF Makes Connections for Adolescent Behavioral Health Initiative, Fine Awards at PROCAP Event

On February 24, Robert Ferguson held an exhibit on the [Adolescent Behavioral Health Initiative](#) and [Fine Awards for Teamwork Excellence in Health Care](#) at the Pittsburgh Regional Council of Child & Adolescent Psychiatry’s (PROCAP) meeting, “Achieving the Promise of Population Based Pediatric Psychiatric Health Care” at the Children’s Institute.



Components of the multi-year Adolescent Behavioral Health Initiative.

Greg Fritz MD, president of the American Academy of Child & Adolescent Psychiatry, gave the keynote on integrating primary and behavioral health care. Abigail Schlesinger, MD, clinical director of Community-Based Services in the Behavioral Science Division of Children’s Hospital of Pittsburgh of UPMC, presented Children’s Hospital’s integrated model and Telephonic Psychiatric Services (TiPS). The event was organized by Alan Axelson, MD, PROCAP program chair.

Karen Feinstein Discusses Fusion of Social Work, Public Health with Pitt's Evans Fellows

Throughout her life, Karen Feinstein has blended her background in social work with her passion for social movements in an effort to improve public health. On January 24, Dr. Feinstein shared her career journey with students pursuing a similar path as a guest speaker for the University of Pittsburgh School of Social Work/Graduate School of Public Health's "Leadership in Public Health Social Work" seminar series.

Dr. Feinstein spoke with a select group of joint Master of Social Work/Master of Public Health students who have been selected for Pitt's Juanita C. Evans Fellowship Program. The Evans Fellows, who are focusing on a community organizing/social action track, are cultivating their leadership skills through field placements at local organizations. Dana Heilman, a JHF intern who is supporting the Foundation's HIV/AIDS prevention and service improvement initiatives, is a graduate of the Evans Fellowship Program.

JHF's Mara Leff Returns to Pitt to Share Inspiration for Career in Public Health

Before Mara Leff joined JHF, where she contributes to the Foundation's senior wellness and adolescent behavioral health projects, she earned her MPH from the University of Pittsburgh's Department of Behavioral and Community Health Sciences (BCHS). On January 27, Leff and a handful of other BCHS MPH graduates returned to Pitt for a forum with current students to discuss what inspired their pursuit of a career in public health, and how they're applying lessons learned to improve health in the Pittsburgh region.

The forum also featured BCHS alumni who are working at the Allegheny County Health Department, Planned Parenthood of Western PA, the University of Pittsburgh's Clinical & Translational Science Institute, and UPMC Health Plan.



Mara Leff, MPH

JHF Partnering with CMU Students on Senior, Tech-Focused Initiatives

Twenty-five Carnegie Mellon University (CMU) students enrolled in the Health Care Information Systems course taught by Rema Padman, PhD, are applying their brain power to help advance JHF projects related

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to seniors and technology.

In January, Nancy Zions and JHF Consultant Jim Osborn (previously executive director and co-founder of CMU's Quality of Life Technology Center) visited Dr. Padman's class to give an overview of the Foundation, and look for opportunities to link students' passions with JHF's ongoing initiatives.



Rema Padman, PhD

The students will further JHF's *Senior Connections* initiative (which focuses on strengthening services and supports that the region's older adults require to live safely and satisfyingly) and the Museum to the Future of Health Care. The museum is an online, evolving space for healthcare experts, technologists, futurists, policy makers, community leaders, students, and other stakeholders to learn about cutting-edge healthcare innovations, spread best practices, and collaborate on new breakthroughs.

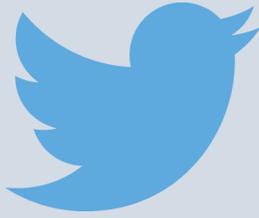
The CMU students will present their ideas to JHF staff in early May, and those ideas will be built upon during the Foundation's Quality Improvement meets Information Technology (QI²T) Fellowship, which will return in 2017.

Dr. Padman is a Health Careers Futures board member and is professor of Management Science and Healthcare Informatics at CMU.

Photos from Women's Marches in Pittsburgh, D.C., Beyond



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