

May 2015

THE WINDOW



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

Inside this issue

Princeton Conference on Health Economics and Policy Takes Pulse of U.S. Health System's Quality, Safety

Over the past two decades, an avalanche of research has demonstrated that that world's most expensive healthcare system is also its greatest underachiever. Is the U.S. finally moving the needle in delivering care founded upon prevention, health outcomes, and systems thinking, rather than reaction, volume and quick fixes? JHF President and CEO Karen Wolk Feinstein, PhD, moderated a panel discussion that examined the state of the U.S. health system's quality and safety during the 22nd annual Princeton Conference, held from May 12-14 at the Robert Wood Johnson Foundation in New Jersey.

JHF is a sponsor of the invitation-only Princeton Conference, a confluence of academic, industry, and government thought leaders who meet to explore critical health policy issues through themed presentations and interactive panels. Dr. Feinstein is part of the planning committee for the conference, which tackled topics including the effect of new payment and delivery models on consumer and provider behavior, cultivating a 21st century healthcare workforce, the future of Medicare in an accountable care world, health system consolidation, and specialty pharmaceuticals that could improve health but spike costs.

During her presentation, Dr. Feinstein noted that the U.S. healthcare system has made disappointing progress in

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advancing safety, reliability, and efficiency. She posited that one of the principal reasons is that there's too much time spent thinking about quality improvement methods, and not enough spent considering the specific context in which those methods are applied.

Using Lean to its fullest potential requires an environment that stimulates system-wide quality improvement, with engaged leadership, a culture of quality and safety, defined targets and measurements, consumer and patient engagement, and incentives for performance excellence.

"Lean isn't a flavor of the month, and it's not for spot repairs," Dr. Feinstein says. "It's an enterprise solution that forces you to anticipate, harness technology, and create an infrastructure for problem-solving. Without those layers of QI, there's no spread or sustainability. It's like planting a turnip in cement."

Dr. Feinstein's panel also featured:

- **Michael Millenson**, president of Health Quality Advisors, LLC and author of *Demanding Medical Excellence: Doctors and Accountability in the Information Age*
- **Gordon Mosser, MD, MLitt**, a senior fellow at the University of Minnesota School of Public Health's Division of Health Policy & Management and co-founder of the Institute for Clinical Systems Improvement (ICSI)
- **Neel Shah, MD, MPP**, assistant professor at Harvard Medical School, co-author of *Understanding Value-Based Care*, and executive director of Costs of Care

Millenson also lamented the slow pace of improvement in healthcare quality and safety. He framed the



(L-R): During the 22nd Princeton Conference, JHF President and CEO Karen Wolk Feinstein, PhD, discusses the state of U.S. healthcare quality and safety with Michael Millenson, president of Health Quality Advisors, LLC and author of *Demanding Medical Excellence: Doctors and Accountability in the Information Age*; Gordon Mosser, MD, MLitt, a senior fellow at the University of Minnesota School of Public Health's Division of Health Policy & Management and co-founder of the Institute for Clinical Systems Improvement; and Neel Shah, MD, MPP, assistant professor at Harvard Medical School, co-author of *Understanding Value-Based Care*, and executive director of Costs of Care.



Stuart Altman (left), PhD, Sol C. Chaikin Professor of National Health Policy at Brandeis University's Heller School for Social Policy and Management, chairs the annual Princeton Conference. Karen Feinstein (right) serves on the planning committee.

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issue in terms of duty versus interest, with a fee-for-service environment creating a divide between what's best for patients and what's best for profits. Healthcare reform has started to bridge that chasm by creating financial incentives that reward providers for evidence-based, outcomes-driven care.

Dr. Mosser examined the role of management in fostering a high-performing health system, stating that leadership falls short unless it considers the context of quality improvement efforts and promotes collaboration. Medical schools could begin to address these management shortcomings by creating a learning experience which emphasizes quality improvement and team-based principles.

Dr. Shah drew upon his experiences as an obstetrician-gynecologist, noting that pre-term births in the U.S. have declined over the past decade due to process improvements (such as reducing non-medically necessary cesarean sections), greater access to maternity care, and efforts to reduce smoking among women. That decline, in turn, has led to fewer developmental complications and lower legacy costs. Other healthcare sectors could similarly benefit by crafting multifaceted solutions to complex problems.

"The Princeton Conference is a one-of-a-kind intersection of health economics and policy, with the audience becoming part of the panel and learning experience," Dr. Feinstein says. "You have leaders from various backgrounds—non-profit, for-profit, Republican, Democrat —analyzing issues through different lenses. The culture is to respectfully listen, but occasionally challenge. There are no polemics here."

PCRC Team Shares Model for Smooth Care Transitions, Patient and Provider-Centered Services on National Stage

Through a recent no-cost extension approved by the Centers for Medicare and Medicaid Services, PRHI can harness nearly \$1.5 million in unused grant funding to continue its [Primary Care Resource Center](#) (PCRC) project into the fall of 2015. So far, two of the six hospital-based PCRC sites, which offer complex patients disease-specific education, medication management, and care transition support, have already committed to self-funding their PCRCs after the grant ends.

In April, PRHI showcased the progress its PCRC partners have made in reducing readmissions and improving health for patients with chronic obstructive pulmonary disease (COPD), heart failure, and acute myocardial infarction with national healthcare leaders at Dorland Health's 7th Annual Care Coordination Summit and Current Advantage's Readmissions Penalty Zone Conference.



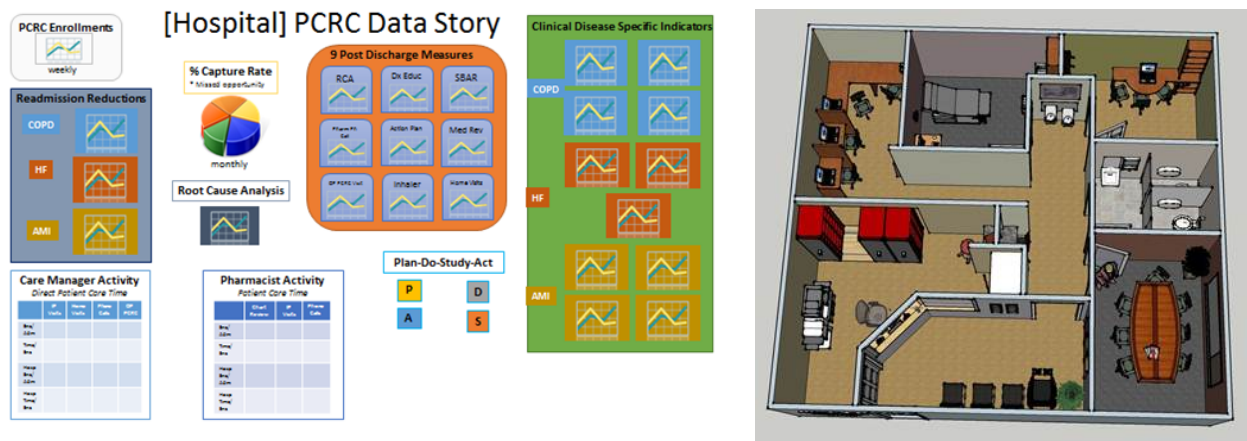
Donna Scanlon RN, lead care manager at Indiana Regional Medical Center, explained how key components of the PCRC model (including patient education sessions like the one pictured here) help complex patients avoid preventable hospital readmissions.

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At the Care Coordination Summit, held May 4-6 in Bethesda, MD, the PCRC team shared how they tailor care management services to the root cause of a patient's hospital admission, and partner with home health agencies and skilled nursing facilities to prevent avoidable bounce-backs.

Nearly half of PCRC patients are initially admitted to the hospital because they're not adhering to care guidelines for their disease and make lifestyle/diet choices that exacerbate their condition, according to data presented by Kathy Kay Brown, RN, MSN (former PCRC project director) and Donna Scanlon, RN, lead care manager at Indiana Regional Medical Center. To address those issues, PCRC staff offer patients services including classes on eating a healthy diet, properly using medication, and quitting smoking. PCRC staff also applies motivational interviewing techniques to uncover why patients would feel compelled to make such changes – be it wanting to attend a grandchild's Little League game, hit the road on a family trip, or plant tomatoes in their garden.



The PCRCs feature dashboards that track progress made in coordinating care, preventing readmissions, and implementing quality improvement projects. To support these efforts, the PCRCs are designed to include space for individual patient counseling and larger education sessions on topics including nutrition and smoking cessation.

Brown and Scanlon also explained that the PCRCs aim to create a smooth transition for patients by coordinating care with skilled nursing and home health providers. The PCRCs, for example, share patient charts during transition-of-care meetings, provide education to skilled nursing and home health staff, and conduct a pharmacist medication review before discharge. Relationships with post-acute care agencies are crucial, considering that patients are more frequently readmitted to the hospital within 30 days when discharged to home health services (21%) and skilled nursing (24%) than when discharged to their home (14%).

The Readmissions Penalty Zone Conference on May 28-29 in Tampa Bay, FL, focused on best practices for treating patients with COPD and heart failure. Susan Campus, BSN, lead care manager at Monongahela Valley Hospital, presented on how the PCRC pilot site developed care paths, physician outreach

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strategies, and data collection tools that led to a 45% reduction in COPD readmissions – and provided a blueprint for the larger project.

PRHI Chief Medical Officer and PCRC Project Director Keith Kanel, MD, gave a presentation on how PRHI applies design thinking to make care pathways and procedures sustainable for participating hospitals. Nurses at Monongahela Valley Hospital, for instance, felt they needed additional resources to support COPD patients trying to kick a nicotine habit. With PRHI's assistance, the PCRC nurses became certified as smoking cessation instructors and set up their own clinic.

"The best adjustments to workflow are accomplished by those actually performing the work," Dr. Kanel says. "We made sure that everyone taking part in the PCRC project received training in Lean quality improvement as well as advanced disease management. Then, we helped each person to examine their own work flow and craft more efficient, durable procedures. When ways of working become embedded into the daily life of the site, you've created sustainable change."

Robert Ferguson Named JHF's Director of Government Grants and Policy

Robert Ferguson has a new title—one that Karen Feinstein and Foundation leadership say now fully reflects the many responsibilities that he has assumed since joining JHF back in 2009. Ferguson has been named Director of Government Grants and Policy.

"It's a unique and rewarding opportunity to work in an environment that challenges you to work on different projects and topics, gain and apply diverse skills, and develop networks at the local, state, and national level with support and guidance from JHF's leadership," Ferguson says. "It's an honor, and I look forward to new opportunities and partnerships."



JHF's newly-appointed Director of Government Grants and Policy Robert Ferguson (right, pictured at JHF's Community Health Workers Summit on April 22 speaking with Pennsylvania Health Funders Collaborative Executive Director Ann Torregrossa) has played a key role in advancing integrated primary care initiatives since joining the Foundation in 2009.

During his tenure at JHF, Ferguson has played a key leadership role in designing, implementing, and managing multi-state initiatives to provide integrated behavioral and physical health services in primary care settings, including the [Partners in Integrated Care](#) (PIC) and [Care of Mental, Physical, and Substance Use Syndromes](#) (COMPASS) projects. He also supports the 30-plus organizations that comprise the

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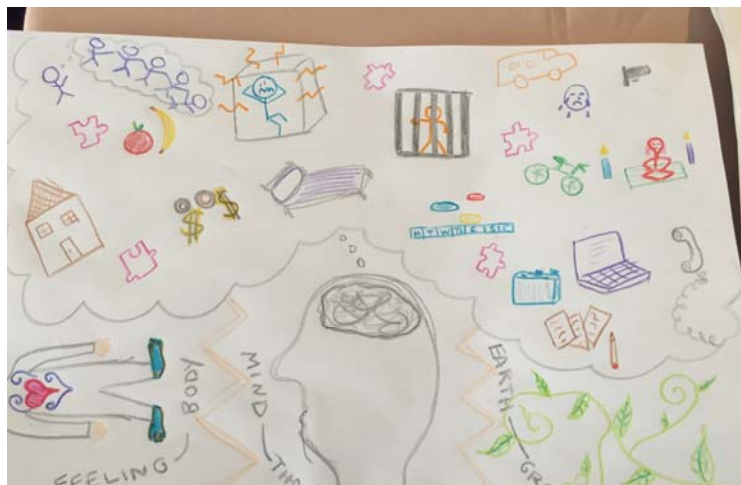
[Pennsylvania Health Funders Collaborative](#) (PHFC) as they advance policy priorities, and contributes to JHF's various fellowship and internship programs.

MAI Outreach Workers Map Road to Retention for HIV-positive Clients

One by one, [Minority Aids Initiative](#) (MAI) outreach workers stepped in front of their peers and sketched items that symbolize their profession. Comedy and tragedy masks, representing clients' ever-changing moods. A handbag, packed with snacks and bus tokens to keep clients nourished and on time for appointments. A bridge, depicting how they connect those in need and help shoulder the “two tons of problems” that lead some HIV-positive individuals to fall through the cracks of the healthcare system.

The impromptu art show was part of an MAI shared learning session, facilitated by the Foundation in Philadelphia on April 30. Through interactive sessions, participants from the nine Pennsylvania AIDS service organizations currently partnering with JHF to link and retain HIV-positive clients in medical treatment—and ultimately lower community viral loads—gathered to define successful outreach strategies and plan for sustainable lost-to-care practices.

MAI outreach workers tailor interventions to diverse populations and unique agency settings, including both hospital-based clinics and community organizations. Agencies used scenarios representing each of their client populations to identify triggers that influence clients becoming lost-to-care, such as loss of benefits, incarceration, unstable housing, and co-morbidities. Then, by mapping each client's “road to retention,” they outlined a variety of ways to remove barriers—



During a Minority AIDS Initiative learning session held in Philadelphia, AIDS service organization workers designed their ideal outreach worker.



JHF Senior Quality Improvement Specialist Jennifer Condel, SCT (ASCP)MT, facilitates a group discussion on the triggers that lead HIV-positive clients to become lost to care, and ways that the MAI program can address social determinants of health such as housing, food access, and transportation.

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including assisting clients to obtain identification and benefits, setting individual client goals, and maintaining a trusting relationship.

During the learning session, JHF Program Coordinator Sue Steele discussed the Foundation's efforts to prevent HPV-related cancers by boosting vaccination rates in southwestern Pennsylvania. Agency partners then looked for opportunities to promote this preventative intervention among HIV-positive and at-risk individuals.



On April 30, representatives from all ten Minority AIDS Initiative sites gathered to share strategies for linking HIV-positive individuals to medical care and sustaining their outreach programs.

Several agencies also had the opportunity to participate in on-site peer exchange visits while in Philadelphia. On April 29, Aaron Arnold, community resources coordinator at Pittsburgh AIDS Task Force and Christina Farmartino, executive director at The Open Door attended a prison-linkages seminar facilitated by Action AIDS followed by a site visit to learn about processes for coordinating outreach with comprehensive case management. Farmartino also visited Prevention Point Philadelphia to discuss their plans to replicate The Open Door's harm reduction housing model. This partnership was initiated as a result of the collaboration through the MAI grant. Team members from both the clinical and social work teams at Pinnacle REACCH visited Philadelphia FIGHT and Albert Einstein Medical Center to observe clinic-based outreach processes.

"Through the MAI grant and these meetings, we learn a lot from each other and motivate each other," one participant in the learning session said. "JHF brings us together to see what's possible."

Robert Ferguson Shares Impact of Community Health Workers in MAI Program at Statewide Summit

Since late 2012, the 20 AIDS service organizations who have partnered with the Foundation through the MAI program have contacted more than 1,500 HIV-positive individuals who had fallen through the cracks of the healthcare system, and linked 84% of those people to medical care. On May 5, Robert Ferguson presented a poster on the vital contributions of outreach workers in the MAI program at the inaugural Community Health Worker (CHW) Summit, a daylong event sponsored by the Eastcentral Pennsylvania Area Health Education Center and the Pennsylvania Office of Rural Health.



Odessa Summers, an outreach worker with ActionAIDS, is partnering with JHF through the Minority AIDS Initiative. "I'm happy to see the fruits of our labor on display," Summers said while attending the Community Health Worker Summit at Penn State on May 5. "JHF truly understands our needs."

Several of the participating organizations in MAI were at the summit in State College, PA, including Odessa Summers, senior prison medical case manager for ActionAIDS. Many summit attendees expressed interest in how MAI pairs motivational interviewing with Lean quality improvement, tailoring the initiative around the needs and goals of each AIDS Service Organization.

One day after the summit, Ferguson and Summers attended the Pennsylvania Community Health Worker Strategic Planning Session, which helped to lay the groundwork for creating CHW task forces as a follow-up to both the CHW Summit in Penn State and the Foundation's CHW Statewide Policy Summit, which took place in Harrisburg on April 22.

Karen Feinstein Honored as a 2015 Woman of Distinction by the Crohn's & Colitis Foundation of America

Shortly after his seventh birthday, Patrick May was diagnosed with Crohn's disease. The South Hills native has undergone a myriad of tests, treatments, and surgeries to address the chronic inflammatory bowel disease, but he says an "infusion army" of new drugs keeps his immune system strong. Now twelve, Patrick's running 5Ks, playing the cello, and even indulging in cheesecake.

This inspirational pre-teen was wise and articulate well beyond his years.

"Research will eventually find a cure," Patrick said while welcoming guests to the Crohn's & Colitis Foundation of America (CCFA) Western Pennsylvania/West Virginia Chapter's Seventh Annual Women of Distinction Awards Luncheon, held at the Fairmont Pittsburgh on May 8. "And the CCFA is funding lots of

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research. I hope to inspire everyone to walk, run, and fundraise so my army stays effective.”

The Women of Distinction Awards Luncheon honored three local leaders who have demonstrated a commitment to Patrick and the 1.6 million other Americans who suffer from Crohn’s disease and ulcerative colitis. Karen Feinstein, MARC USA President and CEO Michele Fabrizi, and Roslyn Neiman of Howard Hanna Real Estate Services were selected as the 2015 Women of Distinction by the CCFA, which strives to improve the quality of life for patients with Crohn’s disease and colitis—and one day eradicate those conditions through research, fundraising, and advocacy.

During the luncheon, Dr. Feinstein was introduced by Debra L. Caplan, secretary of JHF’s Board of Trustees and a Health Careers Futures Board member. Caplan said Dr. Feinstein has shaped JHF into a national leader in patient safety, healthcare quality, and workforce advancement, and has pioneered initiatives for women’s health including Working Hearts® and the current campaign to [prevent cancer through HPV vaccination](#).

“Karen has boundless energy,” Caplan said. “Her intellect, wisdom, and determination to make a difference for our community are inspiring. I’m honored to present my friend and colleague as the 2015 honoree in regional vitality.”

While the heart is associated with love and affection, and the brain with cleverness and intelligence, intestines are associated with things much less attractive, Dr. Feinstein noted during her acceptance speech. They are “25 feet of mysterious, uncharted territory navigated by distraught passengers.



2015 Crohn’s & Colitis Foundation of America Women of Distinction (L-R): Roslyn Neiman of Howard Hanna Real Estate Services (honoree in business); Karen Feinstein (honoree in regional vitality), and MARC USA President and CEO Michele Fabrizi (honoree in corporate philanthropy).



During the luncheon, Patrick May, a pediatric patient and volunteer for the CCFA, explains that each bead of his necklace represents a treatment or triumph in his struggle with Crohn’s Disease.

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“We, the honorees,” Dr. Feinstein said, “honor the CCFA for supporting those worried, weary travelers.”



Debra L. Caplan (left), a secretary of JHF’s Board of Trustees and a Health Careers Futures Board member, and Karen Feinstein.

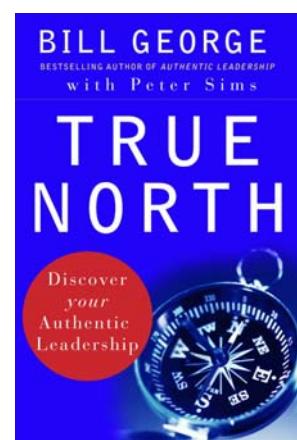


CCFA Women of Distinction Awards Luncheon host Nancy Polinsky Johnson, Owner and Publisher of SHADY AVE Magazine, calls Karen Feinstein “a force of nature, making a mark on our community.”

Karen Feinstein Explores Finding Health Care’s True North at Academic Consortium Meeting

In his bestselling book, *True North*, former Medtronic CEO Bill George implores readers to discover an authentic leadership style that helps craft high-performing organizations. On May 3, Karen Feinstein shared her keys for creating authentic healthcare leaders during the Academic Consortium for Integrative Medicine & Health’s annual meeting, held at the Sheraton Pittsburgh at Station Square Hotel.

The Academic Consortium is a mosaic of more than 60 academic medical centers and affiliate institutions which accelerates integrative medicine principles through clinical, educational, policy, and research working groups. The group’s 2015 meeting featured a “Discovering Your True North” seminar with George. Dr. Feinstein built upon George’s theme by identifying four ways that healthcare professionals can lead: by creating a culture of quality improvement, bolstering



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the capacity of primary care, helping seniors stay in their homes and communities, and re-shaping medical education to produce systems thinkers who welcome two-way communication with patients.

“The Academic Consortium is exploring dramatically new models of primary care, and a more comprehensive approach to healing,” Dr. Feinstein says. “It’s far beyond having a social worker in a physical health setting. It’s everything from massages to meditation to stress reduction techniques. They realize that healthcare leadership is an ongoing journey, and what you learn in medical school isn’t the sum total of what helps people live pain-free, engaged lives.”

Nancy Zionts Explores Health Reform with other Conversion Foundations at JFNA Summit

On May 21, Chief Operating and Program Officer Nancy Zionts traveled to Cleveland to discuss JHF’s experiences as a conversion foundation and the implications of the Affordable Care Act during the Jewish Federations of North America’s (JFNA) 2015 Health and Long-Term Care Summit. Conversion foundations are established as the result of a merger or acquisition of a nonprofit hospital or healthcare organization. Federal law requires that the proceeds from the sale of assets of tax-exempt entities be directed to charitable purposes.

Zionts was a featured speaker on a panel that included leaders of several other conversion foundations, including Marsha Atkind, executive director of the Healthcare Foundation of New Jersey; Mt. Sinai Health Care Foundation President Mitchell Balk; and Mt. Sinai Board of Directors Chair Keith Libman.

JHF has been a “health reform champ” since its creation, Zionts noted during the panel. The Foundation has disbursed a total of \$120 million in grants over the years, and those investments have leveraged \$550 million in grants. And, much of the Pittsburgh Regional Health Initiative’s original agenda—increasing health access and coverage, strengthening workforce development and IT, controlling costs, and testing new models of care—forms the bedrock of the 2010 ACA.

In 2014, JHF provided a grant to support JFNA’s Strategic Health Resource Center (SHRC), which will



(L-R): During the Jewish Federations of North America’s 2015 Health and Long-Term Care Summit, Nancy Zionts discussed the implications of health reform and JHF’s experience as a conversion foundation with leaders including Marsha Atkind, executive director of the Healthcare Foundation of New Jersey; Gerald D. Temes, MD, founding board member of the Jewish Heritage Fund for Excellence of Louisville; and Mt. Sinai Health Care Foundation President Mitchell Balk.

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launch this year. The SHRC will serve as a research and policy development hub for issues crucial to the Jewish community, including promoting screening and prevention initiatives for Jewish genetic diseases, home and community-based models of long-term care, and primary care that treats both body and mind. Zionts serves on the SHRC's advisory committee.

JHF Takes HPV Education, Cancer Prevention Message into Communities

From Downtown to Clairton, and from Mt. Oliver to McKees Rocks, JHF is blanketing the Pittsburgh region to ensure that kids and young adults [are protected from preventable human papillomavirus \(HPV\)-related cancers](#). Through health fairs and community education events in May, Foundation staff and [Grandmother Power](#) members engaged more than 500 parents, healthcare providers, and teachers in conversations about preventing cancer through HPV vaccination. JHF also provided support for Planned Parenthood of Western Pennsylvania to develop separate two-lesson modules on HPV for middle and high school students, which have reached more than 300 young adults thus far.

These events provide community members with the opportunity to learn more about the HPV vaccine, which is recommended for boys ages 11-21 and girls ages 11-26 and is covered by insurance or the federal Vaccines for Children program. The vaccine can reduce the risk of developing HPV-related cervical, vaginal, vulvar, anal, throat, and penile cancers by up to 99%. Yet just 38 percent of girls and 14 percent of boys receive all three doses of the vaccine, according to the Centers for Disease Control and Prevention.

Response to JHF's community presence has been positive, with some participants sharing stories of how HPV touched their lives and expressing joy that they can keep their children and grandchildren from enduring similar struggles. Members of the grassroots Grandmother Power group—including Joyce Penrose, CRNP, an adjunct associate professor at the University of Pittsburgh's School of Nursing, and Cecile Springer, co-founder of the Women and Girls Foundation—are forging community connections and letting friends, family, and peers know how they can take action to prevent HPV-related cancers. JHF staff is preparing for another busy month in June, with a focus on increasing their presence in communities with the lowest vaccination rates.



Joyce Penrose (left), CRNP, an adjunct associate professor at the University of Pittsburgh's School of Nursing, and Cecile Springer, co-founder of the Women and Girls Foundation, represent Grandmother Power and spread the cancer prevention message during the 5th Annual Allegheny Family Network Mental Health Expo, held on May 5 at the Pittsburgh Marriott City Center.

Motivational Interviewing: Focusing the Conversation

When providers ask open-ended questions, they're applying a [motivational interviewing](#) (MI) skill that allows patients to share their goals, values, and fears. This initial MI step of Engaging is vital in establishing a relationship, and unearthing a patient's inspiration for making positive health changes ranging from quitting smoking to losing weight to better managing a chronic disease.

Though this certainly "meets the patient where they are," new MI learners often feel frustrated with conversations that seem vague and almost like...therapy. Moving to the next MI step of Focusing, which guides the conversation to meet both patient and provider goals, takes patience and practice.

Terri Aspinall, RN, a [Primary Care Resource Center](#) (PCRC) care manager with Butler Health System, is honing techniques that focus patient conversations. "It has been a journey," Aspinall says. "After spending time at PRHI's motivational interviewing workshops and



The steps of motivational interviewing.

receiving on-site coaching, I've become better at picking out themes in patients' conversations—themes that lead to mutually beneficial changes."

During a recent PCRC patient home visit, Terri met with a patient who chatted about his experiences in the military, theories on secret agents, and desire to eat more fresh vegetables. Above all, he feared becoming dependent on others if his heart condition worsened.

"You really know what you want for yourself," Terri affirmed. "Where do you see yourself a year from now?"

The patient paused and said, "I want to be in my home."

LEARN MORE ABOUT MI

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

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

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

Mark Valenti Showcases PRHI's Approach to MI at Cleveland Clinic Summit

From May 17-20, the Cleveland Clinic Patient Experience: Empathy + Innovation Summit brought together patient experience leaders, healthcare executives, nursing leaders, and other stakeholders for presentations, debate, and candid discussion of key issues that drive a positive patient experience.

Over 2,100 attendees had a chance to hear how organizations around the world deliver the best clinical, physical, and emotional experience to patients and families.

At the summit, Mark Valenti presented a poster on PRHI's unique approach to training healthcare professionals in [motivational interviewing](#) (MI). Valenti explained how MI helps forge partnerships between patients and providers, and identify goals that drive healthy lifestyle changes. Valenti also had the opportunity to connect with new organizations and potential partners, and learn about innovative approaches to patient and family activation. Some of these ideas have the potential to impact PRHI's [Center for Health Information Activation](#) (CHIA) and other projects where provider-patient collaboration is key.

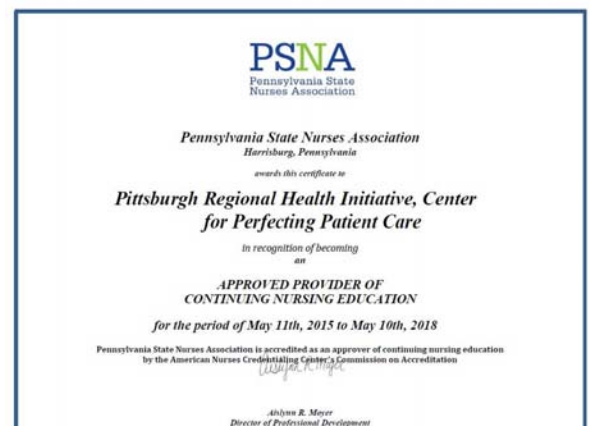


At the Cleveland Clinic Patient Experience: Empathy + Innovation Summit, PRHI Director of Education and Coaching Mark Valenti explains how motivational interviewing guides patients toward their health goals.

PRHI Recognized for Excellence in Nursing Education

The Pennsylvania State Nurses Association (PSNA) has renewed PRHI's certification as an approved provider of Continuing Nursing Education (CNE) credits. The renewal, through May of 2018, recognizes PRHI's commitment to developing education materials that advance the nursing profession.

Senior Quality Improvement Specialist Terri Devereaux, MPM, worked on PRHI's renewal along with Program Associate Brandi Kelly. Devereaux will spearhead the development of nursing education, including events and self-directed learning opportunities, to ensure that they meet PSNA standards and align with the goals of PRHI and its project partners and grantees. The renewal allows, for example, nurses to receive CNEs for completing [Perfecting Patient CareSM University](#) or



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engaging in learning activities through [Tomorrow's HealthCare™](#), PRHI's web-based knowledge network.

"We're designing educational experiences that are grounded in adult learning theory—they're evidence-based and can be applied daily on the front lines," Devereaux says. "We created a standard work process for developing nursing education credits, and the PSNA is interested in using that framework across the Commonwealth."

Nancy Zionts Talks *Closure*, PA POLST at Caregiver Support Conference

More than 120 professional and informal caregivers gathered at Edgewood County Club in Churchill on May 13 to discuss patient advocacy, end-of-life care, work/life balance, and tapping community resources during the Ursuline Support Services 2015 Conference. JHF sponsored the daylong continuing education event, called "Stocking the Caregiver's Toolbox: Techniques and Tips for Families and Professionals."

During the conference, Nancy Zionts presented on JHF's 25-year commitment to providing caregivers and seniors with the tools, resources, and information they need to achieve their goals and make informed healthcare decisions through initiatives such as Caregiver Champions and [Closure](#). Zionts also discussed the importance of advance care planning at all stages of life, and the role of the Pennsylvania Orders for Life-Sustaining Treatment (POLST) form in ensuring that seriously ill patients receive the kind of medical treatment they desire in the event they are unable to make/communicate decisions for themselves.

The conference's featured speaker was Theresa Brown, PhD, RN, a clinical nurse and author who contributed to the JHF-supported Creative Nonfiction Foundation work *I Wasn't Strong Like This When I Started Out: True Stories of Becoming a Nurse*.



Conference-goers had the opportunity to network with fellow caregivers and talk with the dozen-plus exhibitors representing caregiver support programs in Allegheny County, including AgeWell Pittsburgh, the Jewish Community Center, Presbyterian SeniorCare, and the United Way of Allegheny County.

Inspired by JHF Visits and *Closure*, Israel's Emek Medical Center Expands Services to Enhance End-of-Life Care, Communication

Clalit Health Services' Emek Medical Center is changing the conversation around end-of-life care in Israel. Emek, which serves more than 500,000 patients each year from its facilities in the Jezreel Valley, has collaborated with JHF to cultivate end-of-life and palliative care services that promote patient autonomy and clear communication with providers. Now, those services will be available to even more patients, families, and medical staff.

A JHF-sponsored delegation from Emek traveled to Pittsburgh last May to meet with experts in end-of-life care and explore the Foundation's work in this space, from education, planning, and outreach initiatives ([*Closure*](#)) to documentaries ([*The Last Chapter*](#)) to creative nonfiction (*At the End of Life: True Stories About How We Die*).

That visit influenced the development of Emek's Palliative Care Service, 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. Two members of the JHF-sponsored delegation lead the Palliative Care Service program: Director Ehud Paz, MD, a specialist in Internal Medicine and Intensive Care, and Nursing Coordinator Kzia Cohen, RN, MSc.

This spring, Emek partnered with two organizations working to improve Israeli seniors' quality of life to launch projects focusing on advanced care planning and medical staff communication skills, among other items. Moving forward, Emek is planning a long-term expansion of its Palliative Care Service that would create a model featuring in-hospital consultations and care, an outpatient clinic, and home hospice care.



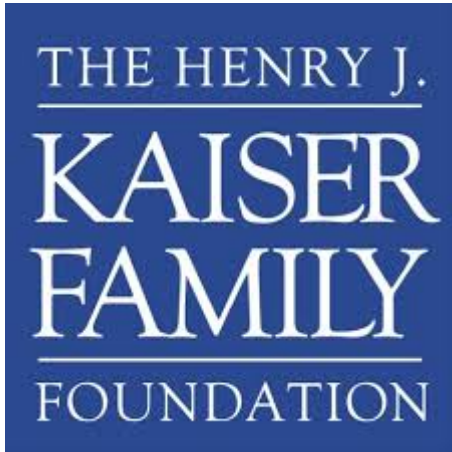
Inspired by *Closure*, JHF's education, planning, and outreach initiative to raise expectations for end-of-life care, Israel's Emek Medical Center has established a forum for professionals working in palliative care. More than 20 people — including staff from home hospice, long-term care, and retirement communities — attend the first session of Shula's Forum, named in memory of long-time EMC nurse Shula Barbivai.

Inspired by *Closure*, Emek has also developed a forum (Shula's Forum) for palliative care workers in Northern Israel to provide professional enrichment activities and identify ways to strengthen services

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both in the hospital and the community. Shula's Forum was established through a donation in memory of Shula Barbivai, a long-time nurse at Emek who received end-of-life care from Dr. Paz.

Kaiser Foundation Media Fellows Learn More About PRHI's Approach to Health Reform



How is Pennsylvania implementing provisions of the Affordable Care Act—and how is PRHI helping lead the charge toward value-based care that better meets patients' needs? On May 14, a contingent of national and local health policy and business journalists met with PRHI Chief Learning and Medical Informatics Officer Bruce Block, MD, Chief Communications Officer Laurie Gottlieb, and Nancy Zionts to discuss PRHI's health reform experience as part of the Kaiser Foundation's Media Fellowships program. Since 2011, the Kaiser Foundation has sponsored similar briefings for journalists in California, Florida, Georgia, Massachusetts, Texas, and Washington State.

The PRHI briefing, held at Hotel Monaco, included national reporters from Modern Healthcare, The New York Times, the Los Angeles Times, and Kaiser Health News, as well as state-based journalists from PublicSource, the Philadelphia Inquirer, and The Patriot-News.

Karen Feinstein Discusses Successful Aging, Med Ed Reform at Pitt's Geriatric Division Conference

On May 1, Karen Feinstein shared the Foundation's vision for aging well—and the medical education needed to help create that experience for seniors—during a conference held for faculty and students from the University of Pittsburgh's Division of Geriatric Medicine.

A component of Pitt's larger Institute on Aging, the Geriatric Division conducts federally-funded research, offers integrated medical, psychological, and social care, and trains both future and current providers to address the full gamut of seniors' needs. Dr. Feinstein was invited to speak by Neil Resnick, MD, chief of Pitt's Division of Geriatric Medicine and a JHF board member.

During the conference, Dr. Feinstein highlighted JHF's 25-year commitment to improving seniors' quality of life, including providing support and training for caregivers and championing models of care that allow

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more seniors to remain in their homes and communities, rather than in nursing homes. Current graduate medical education, Dr. Feinstein noted, doesn't necessarily prepare students to deliver such systems-based, prevention-focused senior care.

"Geriatricians are dedicated to the health status of seniors," Dr. Feinstein says. "They're focused not on a particular disease or organ, but on an elderly person's all-around well-being. We need more of that thinking in medical education, and we need faculty to lead by example. Our current organized settings of care too often fail elderly patients with complex physical and social needs."



During a Pitt Division of Geriatric Medicine conference, Karen Feinstein explained that JHF's aging agenda is designed to tip the scales toward home- and community-based care.

From Allegheny County to Atlanta, 2015 Summer Interns Bring Impressive Credentials to JHF

This year's cohort of 12 JHF summer interns includes burgeoning biostatisticians, epidemiologists, pharmacists, public health and policy leaders, social workers, and economists. Some have volunteered abroad to serve vulnerable populations, rushed to accident scenes as an EMT, and advocated for higher-quality senior care. Starting June 1, they'll bring their talents to the Foundation to learn lean quality improvement concepts and contribute to JHF, PRHI, and Health Careers Futures projects.

The 2015 interns hail from five different universities, ranging from local spots (Allegheny College, Carnegie Mellon University, the University of Pittsburgh) to those in the Midwest (Washington University in St. Louis) and Deep South (Emory University). All interns will receive training in [Perfecting Patient CareSM](#), PRHI's flagship quality improvement methodology for rooting out waste, errors, and inefficiency in health care. They will also partner with staff to work on Foundation/PRHI/HCF projects that align with their career interests.

This year's projects include using predictive modeling to enhance home-and-community-based services for seniors; researching community health worker (CHW) policies to help shape JHF's new CHW Champions program; and developing tools, content, and marketing strategies for [Tomorrow's HealthCareTM](#), PRHI's online knowledge network.

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2015 JHF SUMMER INTERNS



Michael Backman
University of Pittsburgh
PhD Biostatistics



Damilola Bamidele-Abegunde
University of Pittsburgh
MPH in Epidemiology



Nayanika Basu
University of Pittsburgh
Doctor of Pharmacy



Tayler M. Bungo
Washington University in St. Louis
Master of Public Health



Breann Farrier
University of Pittsburgh
Master of Social Work



Gabriel Gan
Emory University
Human Health & History



Sarah Howard
Allegheny College
Economics



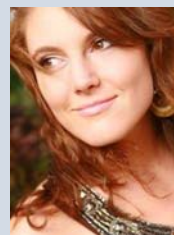
Nova Hubbard
University of Pittsburgh
Master of Social Work



Nayana Nagaraj
University of Pittsburgh
PhD in Epidemiology



Haley Roberts
Carnegie Mellon University
MS in Health Care Policy & Management



Elizabeth Sierminski
University of Pittsburgh
Master of Public Health



Minal Singhee
Carnegie Mellon University
MS in Health Care Policy & Management

No Health Without Mental Health Recognizes PRHI as Leader in Integrated Care

In a [Director's Blog post](#), No Health Without Mental Health (NHMH) Executive Director Florence C. Fee highlights PRHI's efforts to deliver integrated physical and behavioral health services in primary care settings. Fee notes that through programs including Integrating Treatment in Primary Care (IPTC), Partners in Integrated Care (PIC), and COMPASS (Care of Mental, Physical, and Substance Use Syndromes), PRHI has uncovered "system requirements" for



No Health Without Mental Health's website (nhmh.org) features several PRHI-created videos which make the case that integrated care achieves better patient outcomes at a lower cost.

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integrated care such as practice leadership, data-driven quality improvement, and health IT that supports the way that providers work.

NHMH is a non-profit organization with offices in San Francisco and Washington, DC, that seeks to advance integrated care principles through social marketing and communications strategies.

“We congratulate the healthcare innovators of Pittsburgh—an area rapidly becoming a center and driver of 21st century mental health systems reform and improvement,” Fee says in her post.

Karen Feinstein Discusses Employee Engagement, Workplace Culture at Pitt School of Nursing’s Interdisciplinary Leadership Forum

How can healthcare leaders promote the development of engaged employees who emerge as leaders themselves? On May 29, Karen Feinstein discussed the role of leadership in changing workplace culture and enhancing patient care during the University of Pittsburgh School of Nursing’s Interdisciplinary Leadership Forum.

The forum, co-sponsored by the Pitt School of Nursing’s Continuing Education Department and the Western Psychiatric Institute and Clinic’s Child and Adolescent Services Leadership Institute, invites experts from health care, business, and education to share their leadership experiences with professionals from backgrounds including nursing, hospital administration, social work, pharmacy, and mental health.

PRHI Board Member Spotlights VA’s Commitment to Rehabilitation Services

The Veterans Integrated Service Network (VISN) 4—part of the U.S. Department of Veterans Affairs—served more than 320,000 patients in 2014, including some requiring significant visual, speech, and physical rehabilitation. David S. Macpherson, MD, MPH, a PRHI Board member who serves as VISN-4’s chief medical officer and acting director of the VA Pittsburgh Healthcare System, [pays tribute](#) to veterans and rehabilitation staff working towards a higher quality of life in the latest edition of Vision for Excellence, the VISN-4’s bi-annual newsletter.



David and Meryl Ainsman Honored as Guardians of Israel

On May 18, JHF Board Trustee David Ainsman and his wife, Meryl, were honored during the Jewish National Fund's Western Pennsylvania Guardian of Israel Award Dinner at Phipps Conservatory. Since 1988, the Guardian of Israel Award has recognized leaders committed to the betterment of the Jewish community locally, nationally, and globally.



JHF Board Trustee David Ainsman and his wife, Meryl, were recently honored with the Guardian of Israel Award by the Jewish National Fund's western Pennsylvania chapter.

JHF Happenings



(L-R): Senior Quality Improvement Specialist Terri Devereaux; Quality Improvement Specialist Anneliese Perry; Communications Director Carla Barricella; Research Associate Emily Stahl; Quality Improvement Specialist Deborah Murdoch; Quality Improvement Specialist Stacie Bonenberger; HIV/AIDS Program Manager Richard Smith; and Accounting Manager Lindsey Kirstatter Hartle were among those who represented JHF during the Pittsburgh Marathon 5K Run on May 2.



On May 27, Karen Feinstein (far right) held a debrief meeting with a group of entrepreneurs and healthcare professionals who served as mentors during JHF's 2015 QI²T Health Innovators Fellowship. The mentors provided guidance to 30 interdisciplinary graduate students as they developed products designed to activate patients and help them make informed healthcare choices. Neil Busis, MD, UPMC Neurology (speaking); Larry Miller, executive in residence at Innovation Works; and Evan Facher, PhD, director of Enterprise Development, University of Pittsburgh Innovation Institute were among those who shared their experiences and helped the Foundation plan future fellowship programs.