

THE WINDOW



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

Inaugural Fellowship on Death and Dying Concludes with Students Crafting Plans to Change Education, Policy, Culture around End-of-Life

The Jewish Healthcare Foundation’s (JHF) and Health Careers Futures’ (HCF) inaugural *Fellowship on Dying & Dying: The Elephant in the Room* came to a successful conclusion on March 30, resulting in several community action plans and an engaged network of alumni Fellows.

The Fellowship, modeled after JHF’s [Closure](#) Community Conversations and curriculum, provided an opportunity for 20 graduate and doctoral students to confront end-of-life issues that they will face in their careers—issues they are rarely exposed to in their programs.

Over the course of six sessions from January through March, the Fellows explored the many medical, legal, social, cultural-familial, and spiritual aspects of death and dying through facilitated conversations and tours of long-term service and support centers. The sessions occurred at the QI²T Center, Allegheny General Hospital, Children’s Hospital of Pittsburgh of UPMC, Family Hospice Inpatient Center—Canterbury, and the Ursuline Support Services’ Good Grief Center for Bereavement Support. Core Fellowship faculty included JHF Consultants Jonathan Weinkle, MD and Tamara Sacks, MD; COO/CPO Nancy Zionts; and Program Manager Robert Ferguson.

In March, the Fellows visited Family Hospice and Palliative Care

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at UPMC Canterbury Place to discuss community resources and options at end of life, met at the Good Grief Center to discuss caregivers' and family members' experiences with death, dying, and grief, and then convened at the QI²T Center to create community action plans that enhance end-of-life care.

At Family Hospice and Palliative Care, the Fellows learned that hospice is a philosophy, not just an insurance benefit, and is normally where the patient is. They also discussed the different levels of long-term services and supports available as well as barriers to accessing them, including funding gaps and reimbursement challenges. The session was led by Family Hospice & Palliative Care Co-Chief Medical Officer Chris Hughes, MD; Inpatient Unit Supervisor Amy Jacobs, RN; and Denise Stahl, MSN, executive director of the UPMC Palliative and Supportive Institute.

At the Good Grief Center, Fellows shared and listened to stories about the various ways that families cope with grief, and how to support informal family caregivers in addition to patients. The session was facilitated by JHF Consultant Nina Butler, EdD; Diana Hardy, MSCP NCC, LPC, director and clinical instructor of Good Grief Center for Bereavement Support; Rabbi Ron Symons, director of Lifelong Learning and director of Tikkun Olam at the Center for Jewish Social Justice; and Anthony Turo, executive director of Ursuline Support Services.

Butler explained that “the end of life is learning about life” and described how she organizes the community around caregivers and families who need help through action groups, websites, and resources. The group also discussed the importance of understanding that people grieve differently in different ways. Nancy Zions encouraged Fellows to begin developing their own networks in different communities and explained that the overall goal is not just the health of the patient, but also the health of those left behind.

In response to the end-of-life challenges that they witnessed, the Fellows crafted plans to change education, policy, and attitudes in their programs and communities. The action plans unveiled during



Rabbi Ron Symons, director of Lifelong Learning and director of Tikkun Olam at the Center for Jewish Social Justice, and JHF Consultant Nina Butler, EdD, describe the various ways families cope with grief during a fellowship session at the Good Grief Center.

INAUGURAL FELLOWSHIP ON DEATH & DYING SESSIONS

- 1. Introduction & Overview of Death and Dying:** QI²T Center
- 2. Advanced Care Planning & Legal Aspects of Death and Dying:** Allegheny General Hospital
- 3. Ethical & Spiritual Aspects of Death and Dying:** Children's Hospital of Pittsburgh
- 4. Community Resources & Options at EOL:** Family Hospice Inpatient Center Canterbury – Lawrenceville
- 5. Caregivers' & Family Members' Experience with Death, Dying, and Grief:** Good Grief Center for Bereavement Support
- 6. Community Action Plans:** QI²T Center

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the Fellowship finale included:

- Creating system defaults and yearly routines to help people use advance care plans as “living” documents
- Providing training on advance care planning conversations with patients as part of students’ core curricula
- Creating an end-of-life resource guidebook for incoming healthcare students
- Developing advance care planning centers in the community, where people can engage in conversations about end-of-life topics and access resources

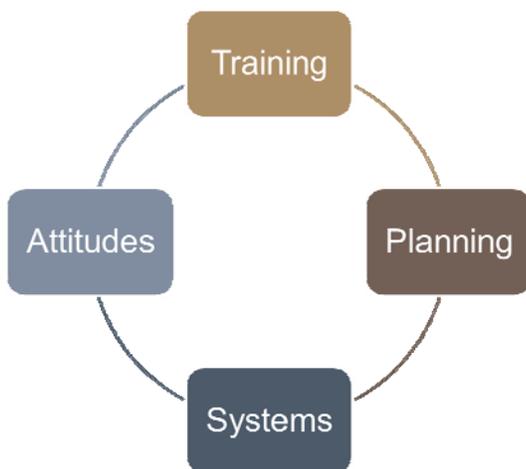
During the closing remarks, Nancy provided ways for the Fellows to continue their engagement with JHF in order to implement these actions plans and stay connected with one another. In their evaluations, the Fellows indicated that they placed a high degree of importance and confidence in implementing these plans.



During the finale of the Fellowship on Death and Dying, JHF COO/CPO Nancy Zionts leads a discussion on end-of-life issues that Fellows encountered.



JHF Program Manager Robert Ferguson describes how palliative care improves quality of life throughout the treatment cycle of terminally ill patients.



Fellows identified four major components in creating a patient-and-family-centric model for end-of-life care.



Guided by Jonathan Weinkle, MD (center), Fellows develop community action plans to change education, policy, and attitudes about end-of-life care.

Latest JHF-Creative Nonfiction Partnership Documents Hardships, Hope for Those Struggling with Mental Health Challenges

Over the past twelve years, JHF and Creative Nonfiction have partnered on anthologies exploring critical issues of patient safety, quality, workforce development, and end-of-life care. During a JHF Board meeting on March 24, the Foundation unveiled its latest collaboration: [*Same Time Next Week: True Stories of Working Through Mental Illness*](#), a collection of 18 essays written by providers who have treated—and sometimes, experienced—profound psychiatric challenges.

“In any given year, as many as one in four Americans struggle with a diagnosable mental illness,” JHF President and CEO Karen Wolk Feinstein, PhD, said during the meeting, which featured select readings from *Same Time Next Week* and a TED Talk-style presentation on storytelling by Creative Nonfiction editor Lee Gutkind. “We often hear of the phrase ‘severe and persistent mental illness.’ So we asked: does mental illness have to be persistent? This anthology is a celebration of those who have gone on to have satisfying lives.”

Two local, distinguished actors, Cynthia Dougherty and Leon Zions, performed readings from the anthology. Among the selected works: “I’m Not a Noun Either” (featuring a psychotherapist who seeks to create a support network for patients following his own experiences with psychosis) and “Jeannie” (recounting a previously catatonic, non-speaking young woman’s breakthrough in speech therapy).

JHF and Creative Nonfiction’s past collaborations include *Rage and Reconciliation*, *Silence Kills: Speaking out and Saving Lives*, *Becoming a Doctor*, *Becoming a Nurse*, and *At the End of Life: True Stories About How We Die*. More than 500 people from around the globe submitted essays for *Same Time Next Week*, Gutkind noted during his presentation. Such true-life accounts inject narrative into complex topics, resonating with specialists and the general public alike.

“Creative nonfiction is true stories, well told,” Gutkind said. “Our world—computers, genetics, brain mapping, illness—is complicated, overwhelming. That’s why readers need a story—to grasp information in a way that’s relatable, compelling, and more easily remembered.”



JHF’s Creative Nonfiction partner, Lee Gutkind, describes the power of story during the March 24 Foundation Board meeting. When Gutkind reads texts, he highlights storytelling portions with a marker. Texts pass the “Yellow Test” if they feature substantial storytelling elements. Other media—including his guilty pleasure, *Law & Order*—also hook audiences with powerful stories.



Acclaimed local actors Cynthia Dougherty and Leon Zions performed select readings from *Same Time Next Week: True Stories of Working Through Mental Illness*, the latest collaboration between JHF and Creative Nonfiction.

JHF Board of Trustees Approves \$481,000 in Grants

On Tuesday, March 24, the Jewish Healthcare Foundation (JHF) Board of Trustees approved three new grants, including a one-year grant to Pittsburgh Filmmakers for PublicSource to add healthcare expertise and coverage to their investigative reporting team, a grant to *Creative Nonfiction* for publication of a volume of personal narratives documenting individual success stories where severe mental illness was not “persistent”, and a grant to develop a new JHF Champions program that will enhance the skills of regional community health workers (CHWs) to improve the health outcomes for seniors living in the community.

Community Health Workers: Better Serving Our Community’s Seniors

The Foundation has funded a number of educational/Champions programs to strengthen the effectiveness of the health workforce: Physician Champions, Nurse Navigators, Pharmacy Agents for Change, EMS Quality Leaders, Long Term Care and MA/LPN Champions. These Champions pursue projects to improve quality in their own domains.

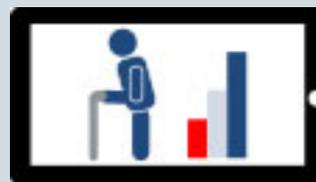
The grant approved by the JHF Board of Trustees will support JHF’s newest Champions program—the Community Health Worker (CHW) Champions to enhance the skills of CHWs to improve the care for community-dwelling seniors.

JHF perceives CHWs as a vital component of the U.S. healthcare system, improving population health and lowering healthcare costs by reducing emergency room visits, hospitalizations, and institutionalizations. They also free clinical team members to practice at the top of their license.

COMMUNITY HEALTH WORKERS CHAMPIONS



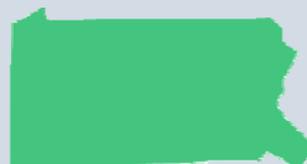
DEVELOP A STANDARDIZED TRAINING CURRICULUM & SERVICE DELIVERY MODEL TO ENHANCE CHWS' SKILLS, HELP SENIORS AGE IN PLACE



USE PREDICTIVE MODELING TO IDENTIFY FACTORS THAT LEAD TO HOSPITAL & NURSING HOME ADMISSIONS FOR SENIORS



PILOT-TEST TRAINING CURRICULUM & SERVICE DELIVERY MODEL IN LOCAL COMMUNITIES



SUBMIT FOUNDATION'S CHW MODEL TO PA DEPARTMENT OF HEALTH FOR STATEWIDE ADOPTION

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“By 2050,” says Dr. Feinstein, “the number of people who are over the age of 65 will be almost double what it was in 2012; and the possibility of seniors and their substantial healthcare needs overwhelming hospitals, nursing homes, and the elderly’s own middle-aged children or other family caregivers is very real.

“There is tremendous opportunity to use CHWs to help slow the rate of age-related decline in vulnerable seniors by ensuring that they have the resources they need as they age in place – including connections to community resources and help with navigating the healthcare system when necessary.”

This first phase of the grant will begin following a statewide invitation-only Summit on CHWs that JHF is holding in April 2015 in Harrisburg, PA, the goal of which is to outline elements of a standardized CHW training curriculum, certification, and reimbursement. Then, JHF will create an advisory group of experts in senior services, first to identify the factors that predict hospital and nursing home admissions for seniors, and second, to develop a competency-based CHW training curriculum and service delivery model focused on preventing hospitalizations and avoidable institutionalization.

Pittsburgh Filmmakers for PublicSource: Cultivating Informed, Empowered Healthcare Consumers

PublicSource, was created in 2011 to cultivate informed communities across Pennsylvania. It is becoming a leading investigative news organization, providing Pennsylvania citizens with balanced, analytical, and in-depth information on selected “hot” topics. Their stories reach millions of readers through their own website and email newsletter, and the websites and airwaves of more than 40 media partners across Pennsylvania. Its newest partner, the Kaiser Family Foundation, will publish PublicSource’s healthcare-related stories in their email newsletter, *Kaiser Health News*, has national reach.

This grant will enable PublicSource to bring on resources in order to deliver in-depth stories on healthcare-related issues that affect the well-being of all Pennsylvanians, with the goal of facilitating informed and empowered consumers.

Bringing the Challenges of Serious Mental Illness into the Mainstream

Creative Nonfiction (CNF), through its journal and books, creates engaging nonfiction prose to explore complicated topics through compelling narrative. JHF and CNF have collaborated on six anthologies over the past twelve years, advancing the Foundation’s agenda concerning patient safety and quality, workforce, and end-of-life issues.

Most recently, JHF and CNF collaborated on a volume that features examples of progress on profound psychiatric challenges from the perspective of the professionals who treat such disorders. Hundreds of

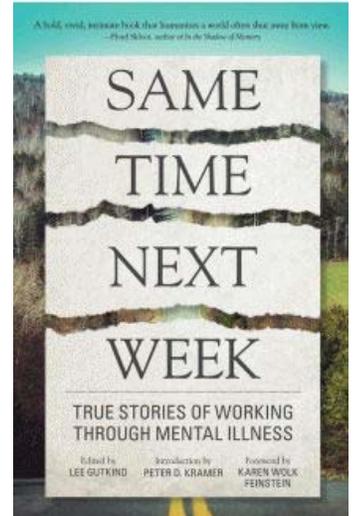


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compelling essays were submitted for this newest book, *Same Time, Next Week*. This grant supports the publication of a companion volume that will feature stories of serious but not persistent mental illness from the perspective of patients and families.

“Together,” noted JHF President and CEO Karen Wolk Feinstein, PhD, “these creative nonfiction works can help to reduce the stigma of severe mental illness and demonstrate that severe mental illness does not equate to an intractable curse. It is possible to change the target from persistent to transitory.”



HPV Vaccination Initiative Spreading Cancer Prevention Message in Local Communities, Hot-Spotting Neighborhoods with Low Rates

In February of 2014, JHF and numerous local partners launched a community-wide campaign to protect our region’s kids and young adults from developing HPV-related cancers that can be prevented with a safe, three-dose vaccine available at little or no cost through insurance or the Free Vaccines for Children program. A year into this multi-stakeholder effort, on March 12, 2015, the Foundation hosted 28 members of the HPV vaccination initiative advisory committee for a meeting in the QI²T Center. Healthcare professionals, community organization leaders, educators, college students, and Grandmother Power volunteers discussed accomplishments and challenges from the initiative’s first year and crafted strategies to bring the cancer prevention message to even more neighborhoods in 2015.

Bill Isler, president of The Fred Rogers Company and HPV advisory committee co-chair, kicked off the meeting by announcing funding for the project. In addition to a grant from JHF, the Foundation has received grants supporting the HPV vaccination initiative from the U.S. Department of Health and Human Services, Office of the Assistant Secretary of Health; the Grable Foundation; and the Eye and Ear Foundation. The committee then

received an update on marketing efforts for the campaign, which include the development of logos for the



Grandmother Power members Eileen Lane (left), and Barbara Greenberg educate the community about the HPV vaccine at a Pitt Volunteer Fair on January 14.

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campaign and for Grandmother Power; two brochures, one aimed [at parents of adolescents](#) and one aimed at our [“catch up” group](#) (young adults who had not gotten the three-dose series when younger); an [HPV Pittsburgh microsite](#) (www.hvpittsburgh.org) that features information on the HPV virus and vaccine, FAQs, news and resources, and ways that people can take action to prevent cancer in their own communities; and a number of items to be used at outreach events, including a branded tablecloth, tabletop posters, and give-aways.

Advisory committee members then showcased their efforts to boost HPV vaccination rates. [Grandmother Power](#) committee co-chairs Eileen Lane and Cecile Springer talked about the local chapter of Grandmother Power established to mobilize grandmothers, and what they’ve done and have planned to convey information on the vaccine and stress its cancer-preventing powers through community outreach events. Under a grant from JHF, Planned Parenthood of Western Pennsylvania developed a two-lesson HPV module for middle and high school students that will be taught to 1,700 youth through Planned Parenthood’s school-based education program. The module is also available free-of-charge to other institutions and organizations wishing to teach their teens and/or young adults about HPV and prevention.

HPV program coordinator Sue Steele and JHF program associate Brandi Kelly are holding education and outreach sessions at health fairs, community events, and parenting centers. The University of Pittsburgh’s School of Pharmacy started a project that will survey more than 500 college students on their vaccination status and knowledge of the vaccine, and create of a five-station outreach activity for student housing residents in an effort to encourage students to visit Student Health or another healthcare provider if they’ve not yet received the three-dose HPV vaccination. The Women and Girls Foundation has formed a teen sub-committee with youth-serving organization members, and they are also hosting teen messaging workshops, reaching out via social media, and planning a contest in the fall where youth will create their own YouTube videos touting the benefits of HPV vaccination.

The advisory committee’s other co-chair, Alan Finkelstein, MD, a family physician on the faculty of the



JHF has created a variety of marketing materials to increase awareness for the HPV vaccination initiative, including water bottles, posters, brochures, lip balm, and GrandmotherPoweraprons.

UPCOMING HPV VACCINATION EVENTS IN THE COMMUNITY

- April 1:** Wellness Expo at the Community College of Allegheny County—North Campus
- April 8:** McKeesport 1st Steps Parenting Program
- April 10:** Sto-Rox Family Center
- April 10:** Middle and high school volunteer fair at the Allegheny Center Alliance Church
- April 15:** Plum Senior Center
- April 16:** Steel Valley Family Center
- April 23:** Lawrenceville Family Care Connection

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JHF Program Associate Brandi Kelly (far left) facilitates a breakout session among HPV advisory committee members to identify outreach strategies for communities with low vaccination rates.

UPMC-Shadyside Family Medicine Residency Program, introduced Todd Wolynn, MD, of Kids Plus Pediatrics, who reviewed results from a survey of local family medicine physicians, obstetricians/gynecologists, and pediatricians conducted in partnership with the Allegheny County Medical Society. The survey revealed that parents are largely receptive to vaccinating their children once providers initiate a conversation, but parents often enter the doctor's office with little previous knowledge of the HPV vaccine.

The committee agreed that providers should emphasize the cancer-preventing powers of the HPV vaccine, and bundle it with vaccines that children must receive to attend school rather than setting it off as a vaccine to be considered differently.

A sub-committee of the HPV advisory has been collecting data from insurance providers to use as a baseline for the project and to identify the neighborhoods with the lowest HPV vaccination rates. Following a presentation by the data sub-committee, HPV advisory members divided into groups and discussed how they could combat low vaccination rates in the communities where they live and work by assessing how people obtain their health information, identifying widely-used communication channels and gathering spots, partnering with trusted neighborhood leaders and organizations, and working to make the vaccination series more accessible to working parents.

JGenesPgh, Magee-Womens Hospital Host Symposium to Educate Community about Jewish Genetic Diseases, Proactively Fight Breast and HPV-Related Cancers

On March 8, more than 100 men and women—from teens to great grandmothers—gathered at Magee-Womens Hospital of UPMC for a free symposium, “I Inherited What??? You and Your Genes: The Explosive New World of Genetics,” that provided education on Jewish genetic diseases as well as the importance of early intervention in preventing breast cancer and Human Papillomavirus (HPV)-related cancers.

JHF Consultant and [JGenesPgh](#) Director Dodie Roskies, MPH, organized the event and also moderated a panel discussion. JHF serves as the fiscal agent and is an advisory committee member for JGenesPgh, which raises awareness about Ashkenazi Jewish genetic diseases and provides information and screening to at-risk young adults. The program was launched with funding from JHF as well as The Pittsburgh Foundation and the Lawrence and Rebecca Stern Family Foundation (which serves as an ongoing

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funder).

Approximately a quarter of Jewish individuals are a carrier for at least one of a number of preventable Jewish genetic diseases. Attendees, including some newly-diagnosed individuals and others considering getting tested for the first time, learned more through presentations and a panel discussion featuring Kara Levine, MS, LCGC, a genetic counselor for GeneDx; David N. Finegold, MD, professor of Pediatrics and Human Genetics at the University of Pittsburgh School of Medicine; Harold C. Wiesenfeld, MD, Obstetrics and Gynecology at Magee-Womens and director of Pitt's Division of Reproductive Infectious Diseases; Sue Steele, program coordinator of the Foundation's HPV vaccination initiative; and Rachel Golden, education ambassador of Bright Pink.

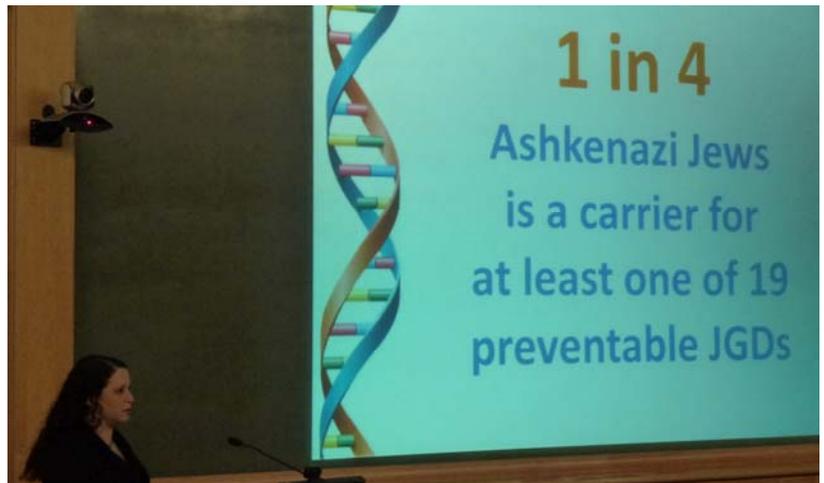


(L-R) Dodie Roskies, MPH, a Foundation consultant and director of JGenesPgh, moderates a panel featuring Kara Levine, MS, LCGC, a genetic counselor for GeneDx; Rachel Golden, education ambassador of Bright Pink; Sue Steele, program coordinator of the Foundation's HPV vaccination initiative; and David N. Finegold, MD, professor of Pediatrics and Human Genetics at the University of Pittsburgh School of Medicine.

Levine emphasized that the best time for parents to be screened for Jewish genetic diseases is before conception. She called efforts to increase awareness of and screenings for Jewish genetic diseases a great success story. Thanks to the work of Roskies, Jewish genetic screenings are covered by both UPMC and Highmark insurance plans.

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Dr. Finegold said we're "in the midst of a revolution" in Jewish genetic screenings. Next-generation sequencing provides a wealth of data that can empower patients, allowing them to become experts in their own genes, but he stressed the need to match public knowledge with technological advances.



Kara Levine describes the critical importance of getting screened for Jewish genetic diseases.

Dr. Wiesenfeld discussed the importance of boys and girls getting vaccinated against HPV, which is responsible for around 90% of cervical cancers as well as lesser numbers of vaginal, vulvar, anal, throat, and penile cancers. The vaccine reduces the risk of developing HPV-related cancers by 99%, Dr. Wiesenfeld noted—and it's recommended for boys ages 11-21 and girls ages 11-26. The Gardasil 9 vaccine, recently approved by the Food and Drug Administration, could

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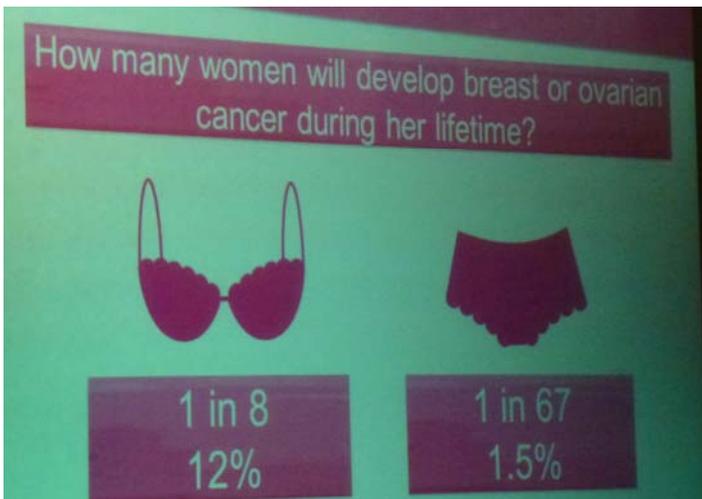
prevent even more cancer cases because it protects boys and girls from nine strains of HPV (a previous version of Gardasil protects against four strains; the other available vaccine, Cervarix, protects against the two strains that cause 70% of cervical cancers).

Sue Steele then spoke about how local, grass-roots grandmothers are raising awareness about the HPV vaccine and helping prevent cancer by joining Grandmother Power. As part of a larger, JHF-led initiative to boost HPV vaccination rates (see page 8), grandmothers are hosting community events to educate and activate their neighbors.

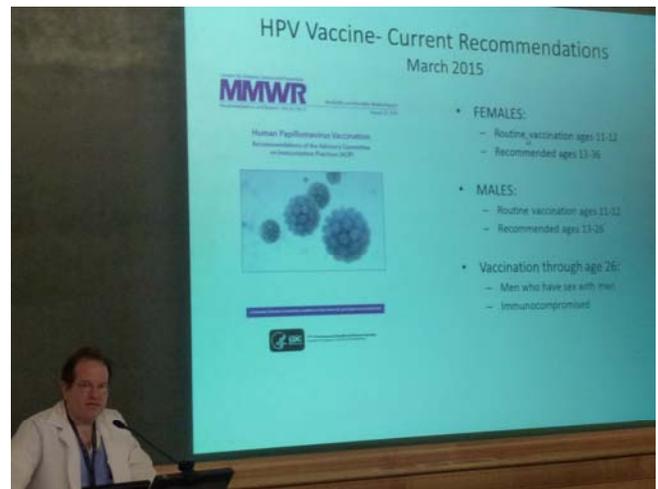
Golden explained how Bright Pink empowers women to be advocates for their own health through “Brighten Up” educational workshops and a new Assess Your Risk online tool. Both the workshops and the tool are designed to raise awareness, particularly among the 52 million women in the U.S. between the ages of 18-45, about the importance of prevention and early detection of breast and ovarian cancers. Patients who know their family history and risk factors, Golden said, can take proactive steps to preserve health.



Genetic counselor Carina Perilman (left) and Dodie Roskies meet with Michael Feinberg and Molly Smooke during a community screening event held on March 31 at the Hillel-Jewish University Center.



Through educational workshops, online risk assessment tools, and outreach, Bright Pink raises awareness among young women about the importance of prevention and early detection of breast and ovarian cancers.



Harold C. Wiesenfeld, MD, Obstetrics and Gynecology at Magee-Womens and director of Pitt’s Division of Reproductive Infectious Diseases, explains that the HPV vaccine is recommended for boys ages 11-21 and girls ages 11-26 and prevents 99% of HPV-related cancers.

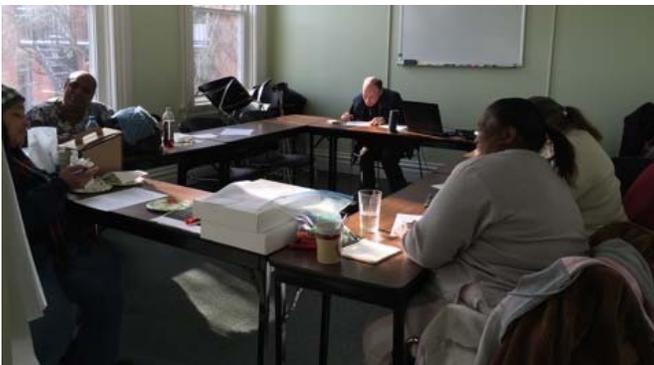
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Consumer Listening Sessions Uncover Ways to Support Activated Patients, Chart Course Ahead for CHIA

Over the past few months, PRHI staff members and consultant Rev. Sally Jo Snyder, director of advocacy and consumer engagement for the Consumer Health Coalition, have blanketed Pittsburgh communities to uncover the values, concerns, and aspirations of patients in a healthcare landscape defined by unprecedented access to information and collaboration with providers on treatment decisions. The goal of the eight listening sessions was to understand how PRHI's [Center for Health Information Activation](#) (CHIA) can help consumers engaged in their own health care and providers cultivate relationships founded upon mutual expertise, shared decision-making, and respect.

On March 24, Rev. Snyder met with Foundation staff to chart next steps for CHIA and discuss what she learned about the current state of patient activation in the Pittsburgh region during the listening sessions, which took place at the Center for Inclusion Health (two sessions), the Consumer Health Coalition, East Liberty Presbyterian Church (two sessions), the Jewish Community Center of Greater Pittsburgh—South Hills, the Kinglsey Center, and Sto-Rox Community Center.

Rev. Snyder outlined key elements of activated patients. Many of the 107 consumers who participated voiced a desire for providers to contextualize health information and explain diagnoses, treatments, and test results free of medical jargon. They also view their providers as part of a larger health “team” of which they are a key member, and that may include social workers, pharmacists, insurers, nutritionists, friends and family, YMCAs, Silver Sneakers clubs, and places of worship, among others. With the rise of high-deductible insurance plans that shift costs to employees, consumers crave healthcare cost transparency. A number of consumers said they use the internet, phone apps, and other self-monitoring health IT products to guide their healthcare decisions—though validating the quality of at-times conflicting information can be a challenge.



PRHI staff and consultant Rev. Sally Jo Snyder, director of advocacy and consumer engagement for the Consumer Health Coalition, conducted eight listening sessions to better understand the state of patient activation in Pittsburgh. Participants met with Rev. Snyder at the Consumer Health Coalition (left) and the Kingsley Association, among other locations.

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“The days of the passive patient are over,” Rev. Snyder said.

Karen Feinstein stated it another way: “Consumers create networks of health intelligence to glean health information, pulling from multiple sources to get what they need. It provides reinforcement to be healthy.”

In July, CHIA will hold an event to spark a patient activation movement, starting in Pittsburgh. Select patient activists, healthcare providers, tech entrepreneurs, academics, policy makers, practice reformers, open-information advocates, and marketing and design specialists will converge to study the DNA of successful social movements and apply those methods in our region.

JHF Sponsors March 2 Arts & Lectures with Sherri Fink, MD

“Five Days at Memorial” an excellent depiction of the difficult decisions health professionals make every day about life and death

During a five-day period in the aftermath of Hurricane Katrina, hundreds of patients were trapped in Memorial Hospital in New Orleans by the rising flood waters. There was no water, no power, temperatures soared above 100 degrees, and the medical staff was told that the timely dispatch of overwhelmed rescue resources to Memorial Hospital was not forthcoming.

A year later, the Louisiana attorney general charged a physician and two nurses with the murder of four patients—he charged them with injecting these patients with lethal doses morphine and another sedative. The criminal case was eventually dropped and charges were expunged.

In her *New York Times* bestselling book, *Five Days at Memorial: Life and Death in a Storm-Ravaged Hospital* (Crown, 2013), author Sheri Fink, MD, tells this story. The Foundation sponsored a literary evening with Dr. Fink on March 2 at Carnegie Music Hall as part of the Pittsburgh Arts & Lectures Series.

“When JHF was presented with the opportunity to sponsor tonight’s lecture,” noted Karen Feinstein during her



JHF Trustee Deb Caplan, with author Sheri Fink, MD and Karen Feinstein.



Karen Feinstein with Stephanie Flom, executive director of Pittsburgh Arts & Lectures.

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introduction of Dr. Fink, “I thought of the medical significance of this tragic situation (the hurricane) in the context of the difficult decisions health professionals make every day about life and death.

“The book offers insights into the challenge of weighing the relative costs and benefits of two negative actions: permitting a patient to endure extreme suffering for a period of time before an inevitable death versus the equally troubling decision to help the patient end their life gently and painlessly.

This terrible “Sophie’s Choice” isn’t limited to national catastrophes. It occurs every day. It is the subject around which we have still to find resolution—and in which JHF is actively engaged—to make peace morally, spiritually and legally, and finally perhaps to establish guidelines of when a patient could elect induced dying at the end of life.”

Sheri Fink is a winner of the National Book Critics Circle Award for nonfiction, the Ridenhour Book Prize, the J. Anthony Lukas Book Prize, the Los Angeles Times Book Prize, the Southern Independent Booksellers Alliance Book Award, the American Medical Writers Association Medical Book Award, and the NASW Science in Society Journalism Book Award. Fink’s news reporting has been awarded the Pulitzer Prize, the National Magazine Award, and the Overseas Press Club Lowell Thomas Award, among other journalism prizes. A former relief worker in disaster and conflict zones, Fink received her MD and PhD from Stanford University. Her first book, *War Hospital: A True Story of Surgery and Survival* (PublicAffairs), is about medical professionals under siege during the genocide in Srebrenica, Bosnia-Herzegovina. She is a correspondent at the *New York Times*.



Sheri Fink, MD, author of “Five Days at Memorial” speaks to a packed Carnegie Music Hall.

24 Staff from Soldiers and Sailors Memorial Hospital, Green Home Graduate Perfecting Patient CareSM University

Two affiliates of the Susquehanna Health System in Wellsboro, PA, have newly-minted graduates of PRHI’s [Perfecting Patient CareSM University](#). Twenty-four total staff from Soldiers and Sailors Memorial Hospital and The Green Home, a nearby skilled nursing and rehabilitation facility, engaged in real-time Lean quality improvement and safety training from March 17-20.

PRHI Senior Quality Improvement Specialists Stacie Bonenberger, MOT; Jennifer Condel; and Anneliese Perry, MS, guided a group that included nurses, materials management staff, paramedics, therapists, surgeons, and finance personnel as they learned Lean concepts, observed current workflows, and identified opportunities to streamline care and services. They examined blood draws in the emergency department, hand washing in intensive care, medication passes, and the cleaning of patients’ and

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residents' rooms, among other processes.

Janie Hilfiger, president of Soldiers and Sailors Memorial Hospital, became a PPC graduate during a training session that PRHI conducted last year. After that experience, she launched a 5S (sort, set in order, shine, standardize, and sustain) contest to spur quality improvement facility-wide.

"We strive to be a high-reliability organization, and that requires everyone to learn new tools to enhance quality, safety, and customer satisfaction," Hilfiger said while kicking off this year's PPC University. "The journey that we're taking with PRHI provides us with those tools and will change our organization by transforming the way that we work."



New PPC University graduates from Soldiers and Sailors Memorial Hospital and The Green Home.

QI²T Health Innovator Fellows Explore User-Centered Design, Launching Start-Ups; Final Pitch Competition on April 14

The 2015 QI²T Health Innovators Fellowship revved up in March, with 30 multidisciplinary graduate students engaging with local experts in creating user-centered products and services as well as navigating the legal and financial aspects of launching tech companies. The fellows also continued to partner with their clinical and entrepreneurial mentors as they develop their own IT products to cultivate empowered, informed healthcare consumers.

On March 3, the fellows discussed product development with Jessica Trybus, a faculty member at Carnegie Mellon University's Entertainment Technology Center and CEO of Simcoach Games, and learned how to take concepts to the marketplace from David Kalson, chair of the Emerging Business Group at Cohen & Grigsby law firm.

Trybus described how Simcoach works closely with client companies to develop simulation games that educate and train employees. She and her staff involve clients as content experts who define game objectives and measurements of success. She said that Simcoach takes an agile, iterative approach to development, creating a minimally viable product and then user-



Jessica Trybus, a faculty member at Carnegie Mellon University's Entertainment Technology Center and CEO of Simcoach Games demos some of her company's interactive, educational products.

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testing with clients to refine the game.

Trybus demoed several Simcoach games for the fellows, including one that helps grocery store clerks learn proper body mechanics to avoid repetitive motion injuries and another that simulates interactions with patients to improve clinicians' communication skills, bedside manner, and multi-tasking ability.

"Games can be highly effective coaching tools because they're not passive," Trybus said.

"Rather than drilling education into you, they can motivate you to engage and make positive changes."

Kalson explained how he advises fledgling IT companies through their life cycle, from starting up to securing intellectual property rights and capital to commercializing ideas. He encouraged fellows to find a "pain" in the marketplace—a problem that current technology and competitors don't solve—and connect with local accelerators that provide early-stage funding.

On March 17, Jodi Forlizzi, PhD, a professor at Carnegie Mellon's School of Design and its Human-Computer Interaction Institute, explored how consumers are taking collective action and changing behavior through crowd and social computing. With unprecedented access to data and online networks, consumers are able to more closely examine their choices and benchmark against their peers.

Dr. Forlizzi then showed how she and her colleagues designed a service to empower consumers and pool their collective wisdom. She co-founded Pratter, a website that allows consumers to share and compare medical costs across specialties, care settings, and geographical regions through a secure web portal. With high-deductible insurance plans increasingly shifting costs towards patients and families, Dr. Forlizzi said, Pratter supports price transparency and informed decision-making.

On March 31, fellows fine-tuned their product pitches to a panel that included Bryan Kaplan, senior vice president of



(L-R) Fellow Chendi Cui; Jodi Forlizzi, PhD, a professor at Carnegie Mellon's School of Design and its Human-Computer Interaction Institute; and fellow Tao Long at the QI²T Center. Dr. Forlizzi engaged fellows in a conversation on how consumers are taking collective action and changing behavior through crowd and social computing.



David Kalson, chair of the Emerging Business Group at Cohen & Grigsby law firm, explains steps that entrepreneurs can take to maximize the value of their innovations.

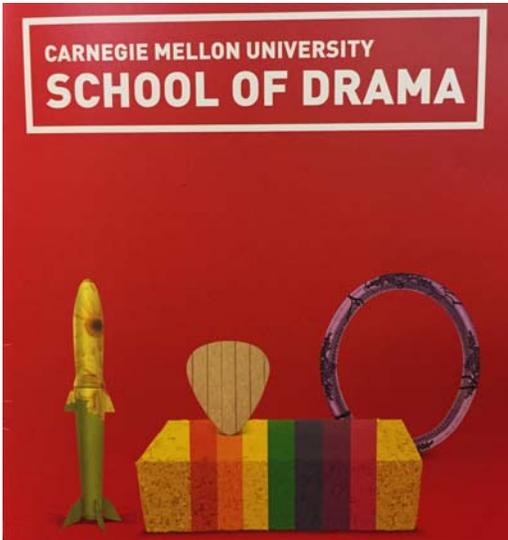
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Intermedix; Justine M. Kasznica, chair of the Innovation Practice Group at Schnader Harrison, Segal and Lewis LLP; and Laurie Mizrahi, president of Mizrahi, Inc.

Please join for the 2015 QI²T Fellowship finale on April 14, when six teams will pitch their products to a distinguished panel of entrepreneurs, clinicians, and consumer advocates for the opportunity to win a \$5,000 prize, and you'll be able to vote for the "audience favorite." To RSVP for the event, contact [Catherine Mutunga](#) by April 7.

Carnegie Mellon University Production Confronts Culture of Rape



JHF staff joined community members and students on March 18 to watch the CMU School of Drama's production of *Steubenville*, a theatrical piece that explores the role of social media, society, and the general culture of rape in America. *Steubenville* recounts the Steubenville, Ohio case involving three minors—Jane Doe, Trent Mays, and Ma'Lik Richmond—in what is considered to be America's first live-tweeted rape.

Tactfully performed by Zach Fifer, Molly Griggs, and Colin Whitney, *Steubenville* allowed the audience to explore the context of the incident, the social media aftermath, and the proceeding trial and adjudication of the minors involved in the case. The cast, directed by Eleanor Bishop, integrated a live conversation with CMU students on healthy sexual interactions and some of the social constricts that make women feel objectified and degraded.

The performance concluded with a voluntary interactive discussion with Pittsburgh Action Against Rape (PAAR).

Bishop led the discussion, asking audience members to reflect on the presentation. Many expressed shock at details of the Steubenville case, revealed through the use of trial transcripts and text messages from the students involved. Students reflected on how difficult it was to watch a classmate portray the experience such a violent and personal assault. One young man admitted that he "teared up" watching his friend cry on stage. A young woman shared that she felt the rape culture in America has become so



Steubenville, a Carnegie Mellon University School of drama production, asks viewers to reflect on the role of social media and campus culture in sexual violence.

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common that individuals are becoming “desensitized to the exposure of rape.” She noted that she “didn’t know one classmate or women who hadn’t been objectified, degraded, or assaulted in some way.”

The discussion continued with another young man stating that the *Steubenville* production made him feel that he is part of the problem. He explained that although he doesn’t support rape or objectifying women, he has treated women disrespectfully in the past. He challenged the audience to help one another and change the culture so that discussions like this are no longer needed: “When someone is talking about a woman like that, you have to tell them to stop and that it’s not OK to talk about an individual like that.”

The fact that one in four college women will experience rape or some degree of sexual assault at some point in their lives is unacceptable. JHF is focused on bringing campus rape to the forefront of discussions in order to facilitate constructive action on myriad fronts. Our colleges and universities need to ensure that they are doing all that they can to deter campus sexual assault, and that students’ concerns are heard and sexual assault allegations are taken seriously. There needs to be an end to bystander inaction, and, across multiple stakeholders, we must work to create an environment where students never have to cope with such trauma in first place.

CMU’s School of Drama hit the mark with this production and ignited passion in its audience to do something about the culture on campuses.

Karen Feinstein Talks Leveraging NRHI’s National Network, Capitalizing on Payment Reform Initiatives during Board Meeting

On March 19, Karen Feinstein traveled to the Omni Shoreham Hotel in Washington, DC, for a Network for Regional Healthcare Improvement (NRHI) Board meeting during which members discussed how emerging federal priorities align with the role of regional health improvement collaboratives, including PRHI. NRHI members also outlined strategies to grow its network of 30-plus multi-stakeholder organizations, continue serving as a key resource for policy decisions, and advance the “Triple Aim” of providing patients with lower-cost, higher-quality, and satisfying care.

Dr. Feinstein took part in a panel discussion on leveraging NRHI’s national network which also featured Sanne Magnan, MD, PhD, president and CEO of the Institute for Clinical Systems Improvement (ICSI); Craig Brammer, MA, CEO of The Health Collaborative; and Tom Evans, MD, president and CEO of the Iowa Healthcare Collaborative. The Board also documented the progress of NRHI’s Collaborative Health Network (CHN), a Robert Wood Johnson Foundation-supported peer network where members can access resources and share disruptive ideas on topics such as patient engagement, data measurement and transparency, and integrated primary care. The CHN now has more than 160 members, including NRHI affiliates,



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community health leaders, foundations, and policy-makers.

JHF Co-Sponsors Conference to Highlight Israel's Innovation Economy, Explore New Opportunities for Partnerships

Israel, much like Pittsburgh, has emerged as a nexus for breakthroughs in health IT, research, and the development of medical devices and pharmaceuticals. On March 26 and 27, JHF proudly co-sponsored "Global Venturing Israel: MedTech and Inclusive Innovation," a University of Pittsburgh conference designed to showcase Israel's innovation economy and forge new links between Tel Aviv and our region.

The Global Venturing Israel event featured an overview of Israel's medical technology sector, presentations from Israeli start-ups working on ventures ranging from a robotic exoskeleton that allows paralyzed individuals to walk to



A paralyzed individual walks at the Global Venturing Israel event thanks to the ReWalk Personal System. Developed by Israeli-based ReWalk Robotics, the ReWalk exoskeleton uses powered hip and knee motions to give mobility to those with spinal cord injuries.



Karen Feinstein welcomes academic, business, and community leaders to the Venturing Israel conference.

blood-based biomarkers for diagnosing Alzheimer's disease, a networking lunch, and a panel discussion on inclusive innovation. The conference is part of a new Global Venturing initiative within the International Business Center at Pitt's Graduate School of Business. Through the initiative, local academic, business, and community leaders will learn from individuals and organizations that are catalyzing global commerce and explore joint research and economic development opportunities.

Dr. Feinstein provided welcoming remarks for the conference during an invitation-only Investor Showcase at UPMC's Center for Connected Medicine. Along with JHF, other Global Venturing Israel sponsors included the African-American Chamber of Commerce of Western Pennsylvania, the David Berg Center for Ethics and Leadership, Global Pittsburgh, Innovation Works, Israel & Co, the Jewish Federation of Greater Pittsburgh, LaunchPitt, the Roberto Clemente MBA Association, the University of Pittsburgh's Library System, UPMC Enterprises, Urban Innovation 21, the Urban Redevelopment Authority of Pittsburgh, Vibrant Pittsburgh, and the World Affairs Council of Pittsburgh.

JHF Medical Advisor Visits Emek Medical Center, Sees Learning from Emek's Palliative Care Team's JHF Visit in Action

JHF Consultant Tamara Sacks, MD, met with leadership from Clalit's Emek Medical Center in Afula, Israel, on March 25 to learn more about Emek's Palliative Care Service. The Palliative Care Service, created in 2014, aims to improve the quality of life for patients and families confronting serious illness by focusing on treatment goals, symptom assessment and management, and enhancing the hospital staff's knowledge of palliative care principles.

Ehud Paz, MD, a specialist in Internal Medicine and Intensive Care, serves as the director of the Palliative Care Service, and Kzia Cohen, RN, MSc, is the Center's nursing coordinator. In May of 2014, Dr. Paz and Ms. Cohen were part of a JHF-sponsored delegation from Emek Medical Center that traveled to the U.S. to learn how best to implement and expand their palliative care services. While in Pittsburgh, the delegation met with many leaders in end-of-life and palliative care, and reviewed materials developed by the Foundation to improve end-of-life care, including the WQED-produced documentary [The Last Chapter](#); the [Closure](#) education, planning, and outreach program; and *At the End of Life: True Stories About How We Die*, a JHF-commissioned collection of creative non-fiction.

During her trip, Dr. Sacks visited with the Palliative Care Service team and Larry Rich, director of Development and International Publications, to hear their experiences in implementing palliative care.



A look at the Jezrael Valley, from atop Mount Gilboa.



(L-R) Kzia Cohen, RN, MSc, nursing coordinator of Emek Medical Center's Palliative Care Service; Larry Rich, Emek's director of Development and International Publications; JHF Consultant Tamara Sacks, MD; Dr. Sacks' husband Ellis Berzon, MD, an anesthesiologist and chronic pain doctor; and Ehud Paz, MD, a specialist in Internal Medicine and Intensive Care and director of Emek's Palliative Care Service.

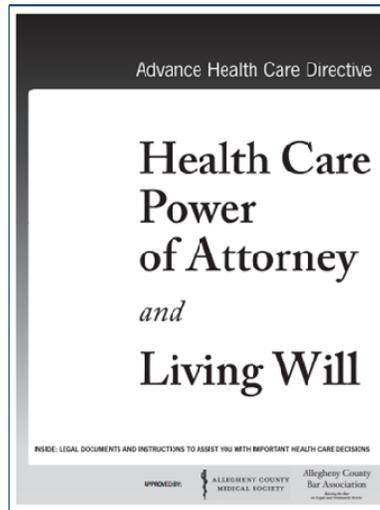
Dr. Sacks also met with Orna Blondheim, MD, CEO of the hospital (who led last year’s delegation to the U.S.), toured two internal medicine wards, and marveled at the view of the Jezrael Valley from Mount Gilboa.

Primary Care Resource Center (PCRC) Helps Patients Achieve End of Life Goals

While exploring reasons for readmissions, Indiana Regional Medical Center’s (IRMC) PCRC team discovered that an unexpectedly high number of patients were dying during a hospital readmission.

Pulling together data from hospital records, newspaper obituaries, and other sources, the IRMC team found that over a nine-month period, 19% of their patients had died, including 24 of 57 patients (42%) during their 30-day readmission.

The three target diseases in the PCRC project (COPD, heart failure, and acute myocardial infarctions) are associated with elevated mortality, so in some ways the findings were not surprising—and likely to be roughly true of patients in all the PCRCs. And yet the data raise the question about whether patients and families would have preferred to avoid readmissions in which the patient died had they known about and been comfortable using supportive alternatives.



[Pennsylvania Advance Care Directive](#)
Must be notarized in WV, but not in Pennsylvania

How can we fashion a special safety net around chronically ill patients and their families to help them think through their goals and preferences, and to ensure that they have access to supportive services well before their final days of life? The safety net includes palliative care consultations aimed at relieving symptoms, pain, and stress (appropriate for any stage of a serious illness); hospice services; and advance directives to help patients communicate their wishes to family members and medical providers.

Also vital is the ability to turn patient wishes into medical orders. This is where the Pennsylvania Orders for Life-Sustaining Treatment (POLST) comes in ([POST](#) in West Virginia). The POLST assists healthcare providers—including physicians, nurses, and emergency personnel—to honor patients’ wishes regarding life-sustaining treatments in emergency situations. It must be filled out by a doctor in consultation with a patient. Its use is voluntary.

This is the safety net that we hope all PCRC patients can access. Each PCRC hospital has developed or is in the process of developing palliative care services that aim to be an integral part of PCRC offerings.

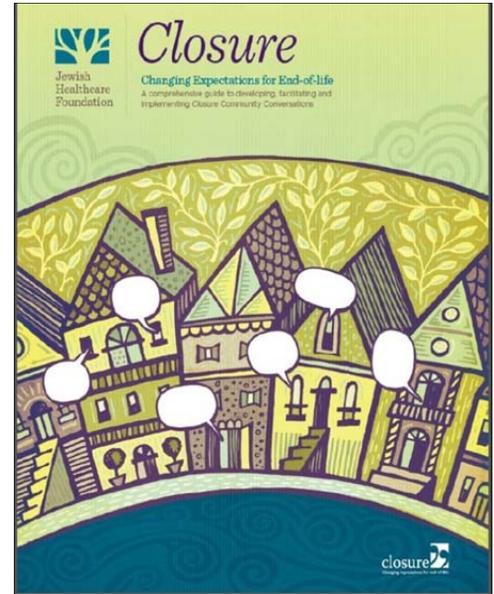
As IRMC care manager Donna Scanlon, RN, notes, the PCRC can be the ideal setting for introducing these programs: “A lot of our patients are elderly. One of the benefits to the PCRC is that we get to know our

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patients a little better. Once you establish a relationship, then it's easier to have some of the more difficult conversations that deal with end of life care. It's not always an easy discussion, but I think that you have to have a relationship before you even begin."

To support planning efforts, PRHI has made available, with grant support, the services of Tamara Sacks, MD, a palliative care physician and JHF's medical advisor on palliative care and end-of-life issues. JHF has also made its [Closure](#) end-of-life planning program available on an as-needed basis to the PCRC hospitals. JHF's *Closure* program is a 6-module learning, community-organizing, and planning forum to help organizations set up end-of-life care appropriate for their particular community. Its goal is to redefine quality care for people with life-threatening illness by raising expectations and empowering them to seek a healthcare experience that aligns with their values, beliefs and wishes, as well as their health status.



Coro Fellows Learn About Western PA's Mental Healthcare System with JHF, Staunton Farm Foundation

On March 23, JHF and the Staunton Farm Foundation hosted 12 Fellows in Public Affairs from the Pittsburgh Coro Center for Civic Leadership for a meeting that examined how well the current mental healthcare system meets the needs of western Pennsylvanians.

JHF Program Manager Robert Ferguson and Joni Schwager, executive director of the Staunton Farm Foundation, had a lunch discussion with the Coro fellows in the QI²T Center that focused on mental health care stakeholders; the financing, delivery, and promotion of mental health services; the impact of mental health care on other quality of life indicators; and specific individual, community, and legislative actions that could improve the system of care for those with mental health issues. Michael Sider-Rose, PhD, senior director of programs and learning development for the Pittsburgh Coro Center, reached out to JHF and the Staunton Farm Foundation to set



Staunton Farm Foundation Executive Director Joni Schwager (far left) and JHF Program Manager Robert Ferguson (far right) lead a discussion on western Pennsylvania's mental healthcare system with fellows from the Pittsburgh Coro Center for Civic Leadership.

up the meeting.

Louis Plung's Community, Philanthropic Work Honored during Yeshiva Schools Dinner

Congratulations to JHF Board of Trustees Treasurer Louis Plung, who was selected as the honoree for the 71st Annual Dinner of Yeshiva Schools held on March 17 at the Westin Convention Center, Downtown. Karen Feinstein served as chair for the event, which supports Yeshiva schools.

Mr. Louis Plung is an accounting consultant, community leader, and remarkable individual, a man whose kindness is legendary, says a declaration from Yeshiva Schools. He has made a tremendous difference in Jewish philanthropy, especially in Pittsburgh, and has been a special friend of Yeshiva Schools for many years.



Louis Plung at the 71st Annual Dinner of Yeshiva Schools.

Recruitment Now Open for the 2015 Patient Safety Fellowship

JHF, PRHI, and Health Careers Futures are now recruiting graduate students for the 2015 Patient Safety Fellowship. The Fellowship will take place this summer on Wednesdays from 3:30-7:30pm on the following dates: June 3, 10, and 24; July 8, 22, and 29; and August 5.

Through structured conversations between exemplars and graduate students who aspire to improve health care, Fellows will gain skills to “see with new eyes” to identify problems, learn patient safety principles, and determine how to overcome organizational challenges. Fellows learn and apply the Pittsburgh Regional Health Initiative’s process improvement methodology, Perfecting Patient CareSM.

Please encourage graduate students of health-related fields, including but not limited to: medicine, nursing, pharmacy, occupational and physical therapy, social work, dentistry, health law, health policy, public health and business, to [apply online](#) by **April 20**.



On March 5, the Foundation’s aging team was invited to tour the Wilksburg facility of Community LIFE, a Program for All Inclusive Care for the Elderly (PACE) which coordinates medical care for the nursing home-eligible elderly and helps participants remain independently at home. During the visit, Community LIFE learned more about JHF’s work in RAVEN and vision of primary care that allows seniors to age in place successfully. In 2013, Community LIFE was honored with a Bronze Award at the *Fine Awards for Teamwork Excellence in Health Care* for its Honoring Choice program, which helps provide patient-centered care and develop comprehensive care plans that meet participants’ goals.



Steven Albert, PhD, from the University of Pittsburgh Graduate School of Public Health, talks to the Health Careers Futures Board on March 11 about aging needs in our region.



Happy St. Patrick's Day, from JHF.

JHF Happenings