

THE WINDOW

FEBRUARY 2018



JHF news, events, milestones, publications, and more

Karen Feinstein Showcases JHF's Senior-Friendly Initiatives at Snowbird Health Summit

It started with a simple premise: A few dozen healthcare leaders from across the U.S. would gather in the powdery mountains of Utah to discuss their work, envision the industry's future, and hit the ski slopes. But last year's inaugural Snowbird Health Summit proved so buzzworthy that it's quickly becoming a can't-miss event.

Jewish Healthcare Foundation (JHF) President and CEO Karen Wolk Feinstein, PhD, was invited to participate and present at the 2018 Snowbird Health Summit, which was held from February 16-19 in Salt Lake City. Dr. Feinstein presented JHF's vision for successful aging during an interactive panel discussion entitled, "Aging: it's inevitable, so why aren't we planning for it?"

The 2018 Snowbird Health Summit featured panels and breakout sessions organized around themes of health system innovation and redesign. The themes included bringing joy back into practicing medicine; redesigning payment models holistically; embracing community-based care aided by technology; translating reams of data into better disease prevention, diagnosis, and treatment; taking a page from behavioral economics to make health education more fun and actionable; and thinking about health as what happens between medical appointments.

The nearly 40 attendees included health system and insurance executives, philanthropic leaders, academics, journalists, game designers, health and behavioral economists, patient advocates, communications and marketing experts, and health IT strategists.

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Dr. Feinstein's panel on innovative senior-focused initiatives, held on February 17, also featured Terry Fulmer, PhD, RN, FAAN, president of the John A. Hartford Foundation, and Robert S. Kaplan, PhD, senior fellow and Marvin Bower Professor of Leadership Development, Emeritus at the Harvard Business School.

During her presentation, Dr. Feinstein showcased *Senior Connections*—JHF's multifaceted initiative to strengthen a suite of service opportunities for older adults in western Pennsylvania and beyond, including transportation and housing, exercise and recreation, geriatric-friendly health care, nutrition, and caregiver supports. She also explained how the Foundation has worked to transform practice by keeping seniors out of hospitals (including through the CMS-funded RAVEN initiative to prevent avoidable hospitalizations and readmissions in skilled nursing), helping older adults stay at home (through a champions program for senior-serving community health workers and helping with the successful launch of Community HealthChoices), designing and establishing the senior-friendly Squirrel Hill Health Center, and improving end-of-life care through a fellowship and the [Closure](#) education, outreach, and advocacy initiative.

Dr. Fulmer, who has devoted her career to geriatrics, highlighted a partnership between the John A. Hartford Foundation and the Institute for Healthcare Improvement (IHI) to create age-friendly health systems. The goal of the initiative is develop standards for senior-friendly health systems and have at least 20% of systems across the country meet the criteria by 2020. The initiative prioritizes four high-level interventions, called the "4 M's": what matters (senior health and life goals), mobility, medications, and mentation (addressing behavioral health and cognitive challenges). Dr. Kaplan presented "a tale of two clinics": a case study of two organizations that



(L-R): Vivian S. Lee, MD, PhD, MBA, a senior fellow at the IHI and professor at the University of Utah; Karen Feinstein; and Robert S. Kaplan, PhD, senior fellow and Marvin Bower Professor of Leadership Development, Emeritus at the Harvard Business School. (Photo credit: Kristan Jacobsen)



The Snowbird Health Summit class of 2018, which featured health system and insurance executives, philanthropic leaders, academics, journalists, game designers, health and behavioral economists, patient advocates, communications and marketing experts, and health IT strategists.

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WINDOW: SENIOR CONNECTIONS EDITION



Want to learn more about JHF's commitment to seniors, and see how you can get involved? [Click here](#) to read our special *Senior Connections* edition of the WINDOW.

resigned care teams and delivery models to better serve seniors at a high risk for physical or cognitive decline.

The Snowbird Health Summit was organized by Vivian S. Lee, MD, PhD, MBA, a senior fellow at the IHI and professor at the University of Utah. The IHI, University of Pennsylvania Center for Health Incentives and Behavioral Economics, and the University of Utah sponsored the summit.

WHAMglobal Hosts Doula, Maternity Health Services Leaders

JHF's newest supporting organization, the [Women's Health Activist Movement Global](#) (WHAMglobal), is on a mission to identify the root causes of maternal mortality and better understand how to support mothers and families through the entirety of their care. WHAMglobal is focused on learning best practices from the Pittsburgh region and other states, and on studying successful global models of maternity care. The maternal mortality rate in the U.S. is nearly three times higher than in any other peer nation, and it's climbing while others countries are reducing their rates.



On February 15, the Foundation's WHAMglobal team met with a dynamic group of doulas, birth educators, lactation consultants, and community organization leaders from the Pittsburgh region.

On February 15, the Foundation's WHAMglobal team met with a dynamic group of doulas, birth educators, lactation consultants, and community organization leaders from the Pittsburgh region. Natalie Stewart, a doula with Shining Light Prenatal, helped to organize and facilitate the conversation. The purpose of the meeting was to learn more about the services they provide and the challenges they face in providing care, and to identify potential avenues of advocacy. WHAMglobal looks forward to continuing this conversation and engaging even more partners.

Established in 2016, WHAMglobal forms networks of advocates and experts in women's health and wellness to improve healthcare delivery and outcomes, equity, and leadership. WHAMglobal aims to inspire regional, national, and international advocacy and action to advance women's health, healthcare quality and safety, health professions workforce development, and pay equity. WHAMglobal is supported by JHF and the Heinz Family Foundation, and was founded by Karen Feinstein.

Dear Amazon: Please Deliver Health Care Prime

What if the U.S. healthcare system was more like Amazon Prime—timely, high-quality, customized, affordable, and convenient? With Amazon recently announcing a major healthcare venture in partnership with Berkshire Hathaway and JPMorgan, Karen Feinstein offered her vision for “Health Care Prime” in a Pittsburgh Post-Gazette op-ed. To read the op-ed, [click here](#).

#MeToo Founder Tarana Burke Inspires Pittsburghers to Speak Up, Act Together

By BeLinda Berry, Women’s Health Activist Movement Global contributor and 2017 JHF summer intern

Tarana Burke, founder of the #MeToo movement, delivered a powerful speech to more than 1,000 Pittsburghers who packed into the Calvary Episcopal Church in Shadyside on February 6 for an event that was hosted by PublicSource and co-sponsored by JHF.

#MeToo took off across social media in 2017, serving as a rallying cry for women who have been harassed, abused, and marginalized. But Burke’s movement had been in the works for decades. She put in the hours, listened to the stories, and led in her community for 25 years. She reminded those gathered for the event that #MeToo is a movement for everyone, and that the conversation must be inclusive.

For Burke, part of the power in #MeToo is that it gives women the language to vocalize what happened to them. So often, women do not realize the things that have happened to them are wrong, that it is not okay, and it is not something that has to be endured in silence. She teaches girls everywhere that collectively, they have a voice. One action can set off a chain of reactions, and that’s how community organizing and change happen. Burke notes that #MeToo aims to erase the stigma and misinformation on what sexual violence is, who it happens to, and why it happens. #MeToo is a movement, a global community of survivors, committed to fighting sexual violence wherever it lives.



During a community event held at Calvary Episcopal Church on February 6, Tarana Burke explains the origins of the #MeToo movement that she founded. The event, attended by more than 1,000 people, was hosted by PublicSource and co-sponsored by JHF.

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Survival is hard work. In healing, Burke discovered the importance of cultivating all of the places where she finds love, joy, and happiness. Survivors must know where the joy comes from and focus on that, not on the trauma. Individual healing cannot be defined in any one way, as every person must define it for themselves.

“As allies, listen to people. People know what they need, and if they don't, they don't. If they figure it out, and you can give it, you'll know,” Burke said during the February 6 event, while discussing the role that the broader community can play in helping survivors.

Beyond survivors healing themselves, Burke believes that it's important to focus on healing communities.

“We cannot heal in the community that harmed us,” Burke said. “We must change policies and laws to heal our communities. We must find the gaps and address them. Working together is healing and creating it together is healing. When what is available is not making a difference, take what you do have and make what you need.”



(L-R): JHF HIV/AIDS Program Coordinator Christopher Garnett, MSS; COO/CPO Nancy Zions, MBA; Global Health Associate Hanifa Nakiryowa, MID; Tarana Burke; Women's Health Activist Movement Global Project Director Karen Hochberg, MS; and Women's Health Specialist Kate Dickerson, MSc.

JHF Sponsors Literary Evening with Susan Faludi

Susan Faludi is a Pulitzer Prize-winning journalist and feminist. Her acclaimed books—*Backlash: The Undeclared War Against American Women*, *Stiffed: The Betrayal of the American Man*, *The Terror Dream: Myth and Misogyny in an Insecure America*, and *In the Darkroom* among them—explore the complexities of political, cultural, and gender identity. She is, in many respects, an inspiration for



(L-R): JHF Board Trustee Wendy Mars, PhD; Hanifa Nakiryowa; Susan Faludi; Karen Feinstein; Karen Hochberg; Kate Dickerson; Debra L. Caplan, MPA, WHAMglobal Board Chair and interim CEO of workforce development organization Partner4Work; and Program Manager Mara Leff, MPH. (Photo credit: Renee Rosensteel)

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organizations like JHF's Women's Health Activist Movement Global.

On February 26, JHF proudly sponsored a Literary Evening with Faludi at the Carnegie Music Hall as part of the Pittsburgh Arts & Lectures Series. Since 1991, the Lecture Series has brought world-renowned authors to Pittsburgh to discuss their works. During past seasons, JHF sponsored Siddhartha Mukherjee, Sheri Fink, Jared Diamond, Yann Martel, Michael Pollan, Andrew Weil, Atul Gawande, Laurie Garrett, Susan Love, Betty Friedan, Gail Sheehy, and Andrew Solomon.

Faludi was introduced by Steve Irwin, JD, co-chair and treasurer of the Pittsburgh Regional Health Initiative (PRHI, another supporting organization of JHF). Irwin and Faludi were in the same Harvard University graduating class and were both reporters and editors of the school's newspaper.



Steve Irwin, JD co-chair and treasurer of the Pittsburgh Regional Health Initiative, and Susan Faludi.



Pittsburgh Arts & Lectures Series Executive Director Stephanie Flom interviews Susan Faludi on February 26.

MAI Partners Share Tailored Outreach Strategies, Universal Elements of Success during Statewide Learning Session

Since 2012, JHF has provided coaching and training to AIDS Service Organizations (ASOs) in Pennsylvania that participate in the Minority AIDS Initiative (MAI). MAI links HIV-positive individuals with medical, behavioral, and social services to help them better manage their condition and reduce transmission of the virus.

Over the years, the ASOs have formed a learning community to share effective outreach tactics and overcome challenges that stand in the way of better care for their HIV-positive clients. Statewide Collaborative Learning sessions, which JHF organizes, are a cornerstone of this community-building.

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On January 30-31, the Foundation convened the latest statewide session in Philadelphia at the offices of Action Wellness, which is one of 11 ASOs currently participating in the MAI program.

The Foundation's MAI partners serve a wide range of clients, in a variety of settings. During the latest collaborative, the ASOs shared lessons learned in linking and retaining clients in care in rural and urban settings, and in medical and community-based settings. They also shared ways to engage HIV-positive women.

While the ASOs deliver care to diverse clients in diverse environments, there are also core elements of success that cut across all MAI partners. The ASOs offered their perspectives on leadership and organizational factors that promote successful outreach, provided tips on addressing HIV-related stigma, and shared examples of how they collect, analyze, and act upon data during their daily work.

With those core elements in place and a deep understanding of the unique communities that they serve, MAI partners are engaging even more HIV-positive individuals in their care. During the first six months of the 2017 MAI grant year, ASOs provided outreach services to 669 clients, and 315 clients attended multiple medical appointments. Those numbers are on pace to exceed the full-year totals for the 2016 grant year, when 850 clients received outreach services and 506 attended multiple medical appointments.

The organizations participating in MAI include Action Wellness, AIDS Resource, Allies for Health + Wellbeing, Caring Communities, Community Cares Management, Co-County Wellness Services, Einstein Medical Center, Philadelphia FIGHT, Pinnacle REACCH, Prevention Point Philadelphia, and the Dorothy Mann Center at St. Christopher Hospital.



The HIV/AIDS outreach team from Caring Communities, the most recent organization to partner with JHF through the Minority AIDS Initiative.

Health Activist Network Focused on Adolescent Behavioral Health, Successful Pregnancy, Affordability in 2018

In 2017, PRHI launched the [Health Activist Network](#)—an in-person and online hub for health professionals from across the continuum to create the health system they want to work in by accelerating policy and care delivery improvements. The network, which started with participants in

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JHF's Fellowship, internship, and champions programs, has since grown to include a broad swathe of Pittsburgh's healthcare community as well as some national policy and advocacy leaders. PRHI manages the Health Activist Network, with funding from the DSF Charitable Foundation and JHF.

On February 1, PRHI hosted members of the Health Activist Network advisory committee to recap accomplishments during the network's first year (see page 9 of our [Best of 2017 WINDOW](#) for more information), and preview more targeted advocacy efforts around the network's three areas of focus in 2018. The network will concentrate on improving the adolescent behavioral health system, reducing maternal mortality and perinatal failures, and addressing health care's escalating costs through new payment and delivery models that reduce waste and improve patient outcomes.



On February 1, members of the Health Activist Network advisory committee discuss strategies to advance the network's three areas of focus in 2018: improving the adolescent behavioral health system, reducing maternal mortality and perinatal failures, and addressing health care's escalating costs through new payment and delivery models.

Israeli Healthcare Innovator Visits the U.S.

During the winter, JHF had the privilege of being joined by a leader in shaping an Israeli health system that largely achieves better population health outcomes than the U.S. at a fraction of the cost. Chen Shapira, MD, MPA, spent part of her sabbatical getting to know more about JHF's work and Pittsburgh's role in an evolving U.S. healthcare landscape.

Dr. Shapira is the longtime CEO of Israel's Clalit Health Services, which is the largest of four government-contracted health maintenance organizations. Over the past decade, JHF and Clalit have formed an enduring bond based upon a shared commitment to high-quality, safe, and responsive health care.

In 2009, JHF led several fact-finding missions to Israel to learn how the country's practices could inform health reform efforts in the U.S. The following year, the Foundation launched a multi-year quality improvement partnership with Clalit that included training and coaching in the Foundation's [Perfecting Patient Care](#)SM methodology. Clalit staff then launched a host of QI projects, including one that led to Clalit's Emek Medical Center becoming the only hospital in Israel to achieve zero Central Line-Associated Blood Stream Infections among patients in its intensive care unit.

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

In addition to her role at Clalit, Dr. Shapira is a mentor for Israel's new Inbar-Healthcare Management Program. Through the Inbar program, fellows work directly with an Israeli public health system organization while also receiving academic and values-based leadership training. The goal of the program is to cultivate the next generation of public health leaders in Israel.



Karen Feinstein and Chen Shapira, MD, MPA, the longtime CEO of Israel's Clalit Health Services.

JHF Leading Consumer, Provider Listening Sessions to Strengthen Community HealthChoices

Since 2015, JHF has convened community partners and stakeholders for education and training meetings focused on Community HealthChoices—a program to deliver long-term services and supports to seniors, individuals with disabilities, and people who are Medicaid-eligible or dually eligible for Medicare and Medicaid. The goal of the program is to improve service coordination and strengthen eligible consumers' options for receiving community-based care.

Community HealthChoices officially rolled out in southwestern Pennsylvania at the beginning of 2018, and will be implemented in other regions of the Commonwealth through 2019. To track and improve the Community HealthChoices experience in our region and inform the rollout of the program elsewhere, JHF will coordinate a series of listening sessions for both consumers and contracted providers throughout the spring of 2018.

The listening sessions, which JHF is organizing as a subcontractor of Medicaid Research Center at the University of Pittsburgh, will take place in local community and health facility settings. JHF will also lead several listening sessions via webinar. Themes from the listening sessions will be shared with the Pennsylvania Departments of Human Services and Aging, the University of Pittsburgh, and the managed care organizations that are coordinating physical health care and long-term services

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and supports through Community HealthChoices.

JHF, in partnership with the Southwestern Pennsylvania Partnership for Aging, will convene the first provider listening session on March 7 from 9:30-11:30 AM at Community Living and Support Services (1400 South Braddock Ave, Pittsburgh, 15218).

In addition to organizing the listening sessions, JHF participates with the Commonwealth on weekly advocacy calls to track the implementation of Community HealthChoices, along with partners that include the Consumer Health Coalition, Pennsylvania Health Access Network (PHAN), and the Pennsylvania Health Law Project. JHF and PHAN also developed a series materials for consumers and providers to help them navigate through the new Community HealthChoices program, and the Foundation developed a tracking mechanism for consumer and provider calls.

JHF's Community HealthChoices initiatives are supported by co-funders The Pittsburgh Foundation, McCauley Ministries, and FISA Foundation.

JHF Welcomes New Marketing and Community Engagement Specialist

Scotland Huber, MS, has joined JHF as a marketing and community engagement specialist. Huber will support the Feinstein Fellowships, the Health Activist Network, and other communications projects.

Originally from Boston, Huber most recently served as the director of communications for Codman Square Health Center, a multi-site health and social services center located in Dorchester, MA. Before that, he worked as an outreach and technology coordinator with SCI AmeriCorps. He's also a professional photographer who founded his own business, Give and Take Pictures.

Huber earned a BA in philosophy from Gordon College, and an MS in health communication from Boston University.



Scotland Huber, MS, the Foundation's new marketing and community engagement specialist.

Strong Women, Strong Hearts

JHF showed its ongoing support for women's heart health on National Wear Red Day, observed on February 2. The Foundation has led a variety of women's health initiatives over its more than 25-year history, including Working Hearts®. Launched in 2002, Working Hearts® was a grassroots campaign

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to educate and empower women to improve their heart health, and recognize the signs and symptoms of heart problems. More than 70 community organizations rallied behind the credo of “Strong Women/Strong Hearts.”



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