

THE WINDOW

APRIL 2019



JHF news, events, milestones, publications, and more

JHF Assembles Healthcare Leaders at the International Women’s Forum in Barcelona

During the International Women’s Forum conference in Barcelona, Jewish Healthcare Foundation (JHF) helped to organize the April 11 breakfast meeting for IWF leaders who share an interest in health and health care. The first formal program of IWF’s Women in Health Care Special Interest Group — initiated by JHF President Karen Wolk Feinstein, PhD, and WHAMglobal Chair Debra Caplan, MPA, last year — attracted a global potpourri of 130 women from IWF.

The International Women’s Forum is an invitation-only organization of more than 7,000 women from 33 nations on six continents. Dr. Feinstein was a founding member of its Pittsburgh chapter. Ms. Caplan, who is also Vice Chair of JHF’s Board of Trustees, traveled to Barcelona for the conference; she is incoming president of IWF’s Pittsburgh chapter.

The IWF Women in Health Care Special Interest Group makes a global network of women’s health activists a reality. “We want to create a space where groups with mutual interests can form, so when we come to these conferences and when we

return, we can connect to each other,” said Dr. Feinstein.

The presentation at the breakfast program focused on women’s singular periods of transition across the life cycle:



Karen Feinstein, PhD, speaks at IWF’s Women in Health Care Special Interest Group in Barcelona.

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Puberty, Maternity, Menopause, and Seniority. Dr. Feinstein presented the Maternity part of the program, building on WHAMglobal's Maternity Care Study Tour of Australia in June 2018. "As we saw throughout the tour, moms and families are supported with a physical and mental health safety net throughout their pregnancy and well into the child's development," she said. Those insights have guided WHAMglobal's policy and advocacy work this year.

WHAMglobal Board Member J. Usha Raj, MD, the Anjuli S. Nayak Endowed Professor of Pediatrics at the University of Illinois at Chicago College of Medicine, delivered remarks on Puberty. Dolores Sukhdeo, president of South Florida PBS — creator of the Health Channel: All Health All the Time — spoke on Menopause. Dorthy Miller Shore, president and CEO of the media group Prime Women: Redefining the Over 50 Woman, spoke about Seniority.



Speakers from IWF's Women in Health Care Special Interest Group in Barcelona (from left to right): J. Usha Raj, MD, Anjuli S. Nayak Endowed Professor of Pediatrics, University of Illinois at Chicago College of Medicine; Dorthy Miller Shore, CEO, Prime Women; Karen Wolk Feinstein, PhD, CEO and President, Jewish Healthcare Foundation and WHAMglobal; Debra Caplan, MPA, chair of WHAMglobal; Dolores Sukhdeo, president and CEO, South Florida CBS.



The Pittsburgh delegation at IWF Spain including (from left to right): Darryl Ford Williams, Vice President of Content, WQED; Barbara Mistick, President, National Association of Independent Colleges and Universities; Debra Caplan, MPA, chair of WHAMglobal; Cassandra Pan, Retired President, Fenner Dunlop Americas; Esther Bush, Urban League of Greater Pittsburgh; Deborah Trudeau, President, IWF Board of Directors; Stefani Pashman, CEO, Allegheny Conference; Aradhna Oliphant, President and CEO, Leadership Pittsburgh Inc.; Susie Shipley, President, Western Pennsylvania and Ohio Valley Region, Huntington Bank; Nancy Zions, COO, Jewish Healthcare Foundation; Karen Wolk Feinstein, PhD, CEO and President, Jewish Healthcare Foundation and WHAMglobal; and Heather Arnet, CEO, Women & Girls Foundation.

JHF Staff Conduct Study Tour of Spain's Dementia Strategies

Before and during the April 10-12 International Women's Forum conference in Barcelona, JHF staff studied the outstanding work in Alzheimer's research and senior care in Spain, which has one of the world's highest longevity rates. JHF President Karen Wolk Feinstein was joined by JHF COO and Chief Program Officer Nancy Zions, MBA, and Women's Health Specialist Kate Dickerson, MSc. They visited two sites in Barcelona and, before the conference, facilities in Madrid and Valencia.

The life expectancy in Spain is on target to surpass that of Japan by the year 2050. To prepare for the challenges that will accompany an aging population, Spain is focused on developing models of care to address the expected increase in neurological disorders such as Alzheimer's and Parkinson's disease.

Spain's approach to Alzheimer's emphasizes early identification and diagnosis, personal attention to patients, and programs for families. People living with the disease are kept in the community for as long as possible. Other strategic areas include increasing awareness to reduce stigma, training professionals and promoting research in areas such as epidemiological studies, risk factors, new drug therapies or non-drug therapies.

At Madrid's Queen Sofia Alzheimer Center, for example, 100 percent of the patients have the diagnosis and the entire staff is trained in dementia care — in contrast to U.S. facilities, where dementia is present in a majority of facilities serving the elderly, but is not a condition for admission, or a consistent focus of staff training. Throughout Spain, there are many neighborhood



Professor Merce Boada Rovira, MD, PhD, speaks with the group on a visit to ACE Foundation's Barcelona Alzheimer Treatment & Research Center.

“zip code” level associations providing training on symptoms and management for families. The goal is to raise awareness of the disease and to create community-level engagement to support persons with dementia and their caregivers throughout their journey.

In Madrid, JHF staff learned from leaders of the Queen Sofia Foundation about their work in Alzheimer's disease research and treatment which treats persons with all stages of dementia in stratified day and inpatient programs. In Valencia, they visited the Ribera Salud Hospital System, which is reinventing chronic care management using a care



Meeting with the Ribera Salud Hospital System (from left to right): Santiago Delgado Izquierdo, chief business development officer; Alberto de Rosa, CEO; Karen Feinstein; and Manuel Bosch Arcos, chief information and innovation officer.

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and finance model akin to and predating Accountable Care Organizations in this country. And the two site visits in Barcelona were focused on dementia care: the ACE Foundation, which operates a day center and a research facility; and the Pasqual Maragall Foundation for Research on Alzheimer's, named for the popular former mayor of Barcelona who announced his Alzheimer's diagnosis in 2007 as a means of raising awareness and funds to combat the disease.

Overflow Crowd at the First Learning Collaborative of PA PQC in Harrisburg

The statewide kickoff for the Pennsylvania Perinatal Quality Collaborative (PA PQC) was standing-room only. The April 24 event at the Harrisburg Hilton was the first gathering of healthcare professionals who will work across disciplines to improve maternity care for mothers and infants and prevent needless mortalities.

"We planned for 150 people, got another 50 at the last minute, and then had 50 appear unannounced. We had to up the rooms, up the seating, up the food," said JHF

administrative assistant Jessica Bombassaro, who fortunately has years of experience in the hospitality industry. "Everyone was telling me how excited they were that Pennsylvania finally has a PQC. I could tell there was such a yearning for it."

Pennsylvania is the 35th state to create a PQC, which are encouraged by the Centers for Disease Control and Prevention for their successful track record in improving health outcomes for mothers and babies. PQCs are networks of teams comprised of physicians, nurses, midwives, social workers, pharmacists, administrators, quality and safety leaders, and other licensed and unlicensed professionals. They identify processes that need to be improved and quickly adopt best practices to achieve collective aims.

Administered by JHF and its operating arm WHAMglobal (Women's Health Activist Movement Global), the PA PQC is an action arm of the state's Maternal Mortality Review Committee (MMRC). The MMRC was created by the Legislature and Administration last year to address the high rate of women dying before, during, or after childbirth — a statistic that has doubled since 1994. The Wolf Administration is contributing \$500,000 to support the creation of the PA PQC. The Henry L. Hillman Foundation also contributed a \$120,000 grant.

"This is a statewide effort with strong leadership from maternity and neonatal providers, health systems, delivery sites, health plans, state agencies, and other stakeholders across the Commonwealth," said JHF Director of Government Grants and Policy Robert Ferguson.



The capacity crowd at the first learning collaborative of the PA PQC.

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Over 40 birth hospitals or facilities and over 10 health plans from across the state have joined the PA PQC. These community partners will also collaborate to improve care for pregnant and postpartum women and newborns affected by opioids. The PQC will be addressing other quality markers in years to come.

“Today is a culmination of over five years of work, but as the opioid crisis became more evident, we knew that this is the key issue we need to focus on now. But this is just the start. This is going to grow to address other perinatal issues,” said Jim Cook, MD, executive director and neonatal lead of the PQC that operates in Northeastern Pennsylvania.

“The PA PQC validates what we are innovating at a local level,” said Marcia Klein-Patel, MD, PhD, an obstetrician and gynecologist who serves as vice chair of the Women and Children’s Institute at Allegheny Health Network. “Whether it’s around substance use, mental health, social determinants of health, or clinical best practices, we can work together as a collaborative to identify and disseminate the data and information that improves care for women.”

“This has been a long time coming and much needed but there is so much enthusiasm in the state for the PA PQC,” said UPMC Vice President of Women’s Health Services Maribeth McLaughlin, MPM, BSN, RN. “There is an incredible amount of expertise here and we’re working in a collaborative manner. Part of this is about the opioid crisis but it goes beyond that. We have wonderful perinatal centers across state but there is a lot we need to do and can for rural obstetrics. When you look at the work going on across the country, everyone is moving toward focusing on levels of care and regionalizing care.” Ms. McLaughlin is also vice president of operations at UPMC Magee-Womens Hospital.

The work of the PA PQC is documented on the WHAMglobal website at www.WHAMglobal.org/papqc.

Nina Butler Starts Work as Project Coordinator of 15217 Neighborhood-based Teen Mental Health Initiative

Nina Butler, EdD, an educator with extensive experience in the nonprofit world, was named by the Foundation as Project Coordinator for the 15217 Neighborhood-based Teen Mental Health Initiative. She joined the staff on May 1.

The initiative, a collaboration among JHF, the Jewish Community Center, Jewish Federation of Greater Pittsburgh, and Jewish Family and Community Services, is based at the JCC.

“We must act with urgency to bring mental illness out of the shadows. In the aftermath of Tree of Life, that need is even greater within the 15217 community,” Dr. Butler said. “Teens, their families, their teachers, and all who touch their lives must learn to recognize red flags and where to turn for help. It’s thrilling that there is a coalition of organizations collaborating on this initiative as we strive to build a model that other communities can replicate.”



Nina Butler, EdD

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“Nina Butler is uniquely qualified to lead this initiative. She brings a wealth of professional experience working directly with young people, and on health and mental health issues,” said JHF President and CEO Karen Wolk Feinstein, PhD. “She will help us realize our vision of a neighborhood safety net for teens, building from the bottom up.”

The Jewish Healthcare Foundation launched its Adolescent Behavioral Health Initiative three years ago, in response to evidence that teens in crisis were not getting timely treatment and that families could not navigate an under-resourced mental health system. A new direction emerged last year when Jeffrey Finkelstein, CEO of the Jewish Federation of Greater Pittsburgh, pointed Dr. Feinstein to the work of the Jewish Federation of Metropolitan Detroit, which has been addressing youth mental health needs through its “We Need to Talk” campaign. Leaders from the Detroit program traveled to Pittsburgh to help inform and guide the work here.

Dr. Butler most recently served as Pittsburgh coordinator of Legacy Heritage OnBoard, a leadership development program for promising board members of Jewish organizations. As an independent consultant, she has provided strategic guidance to school boards, professional leadership such as developing online projects for teens at risk, and consulting to the United Way and UPMC Children's Hospital. In 2014, with a grant from the Jewish Healthcare Foundation, she developed a curriculum for genetic health and immunization for Pittsburgh's Jewish day schools. As a volunteer, she runs Bikur Cholim of Pittsburgh, which provides resources for Jewish observance by visiting patients and their families who are receiving medical treatment in the Pittsburgh area.

She has advocated for individuals with disabilities since the Special Needs Task Force, the first organized group within Pittsburgh's Jewish community, met over 30 years ago. “My interest and commitment was cemented after three of our sons were diagnosed with different special needs,” Dr. Butler said. “And I'm proud that my uninterrupted activism has led to my being named the incoming Chair of the ARC of Greater Pittsburgh/Achieva.”

Dr. Butler holds three degrees from the University of Pittsburgh: an EdD in Educational Administration & Policy Studies, a Master's in Special Education, and a Master's in the Art of Teaching.

Teen Mental Health Efforts Underway in Zip Code 15217



The teen panel at the Community Conversation on Teen Mental Health at the Jewish Community Center.

The 15217 Neighborhood-based Teen Mental Health Initiative, a joint effort of JHF and other Jewish organizations, is giving rise to events even before the initiative begins its work in earnest.

On April 28, the JCC hosted a “Community Conversation on Teen Mental Health” with Jean Twenge, PhD, a psychology professor and author of “iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy and Completely Unprepared for Adulthood.” JHF provided financial support for the event, organized by the JCC Center for Loving Kindness and JCC Camps and generously funded by the Staunton Farm Foundation.

Dr. Twenge addressed the mental health effects on teens from being addicted to their smart phones

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and social media. Abby Rickin-Marks, a Fox Chapel Area High School sophomore who is part of JHF's Youth Mental Health Advocacy Movement, was among the teens who spoke.

On April 22 and 30, the JCC and Friendship Circle held staff training in Youth Mental Health First Aid, a national course to prepare professionals to be early responders to the mental health needs of youth. Eight JCC staff, including staff and leadership of the Emma Kaufmann Overnight Camp and afterschool programs, as well as three Friendship Circle staff with a focus on membership and activities, participated in the training.



JCC and Friendship Circle staff at training in Youth Mental Health First Aid.

Pennsylvania Health Funders Collaborative Relays Legislative Agenda to Harrisburg Leaders

The Pennsylvania Health Funders Collaborative held its spring meeting with a dozen state legislators and administration officials on April 29 in Harrisburg. The 25 members from PHFC, a network of 45 health foundations across the state, focused on four areas:

WIC (Women, Infants and Children). For its 45th anniversary, Gov. Tom Wolf proclaimed May as "WIC Month." PHFC regards the nutrition program as a cornerstone for producing a healthy mom and baby — physically, socially and mentally. JHF COO Nancy Zionts, MBA, emphasized that without a healthy and engaged mom and family, all other social service programs fall apart.

Integration of Physical and Behavioral Health. Substantial evidence shows improvements in health outcomes and satisfaction, with reductions in costs, when services for mental health, substance use, and



Members of the Pennsylvania Health Funders Collaborative in Harrisburg.



Sen. Jay Costa in conversation with PHFC members.

primary care are integrated at the patient-provider level.

2020 Census. Pennsylvania is at risk of losing hundreds of millions of federal dollars due to an undercount of residents in the 2020 Census. PHFC seeks state government support to promote cooperation with Census takers and underscore its importance.

Social Determinants of Health. As much as 70% of health care costs are driven by factors such as food and housing insecurity, physical violence, and poor transportation. These social

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ills contribute to poor health, in ways that may not be quantified directly but can be addressed with broad policy changes.

The PHFC members met with several legislators from Western Pennsylvania: Sen. Jay Costa, Rep. Frank Dermody, Rep. Dan Frankel, Rep. Dan Miller, and Rep. Sara Innamorato. The other elected officials included Rep. Seth Grove and Sen. Kristin Phillips-Hill, both from York County; Rep. Matthew Bradford of Montgomery County; and Rep. Michael Schlossberg from Lehigh County. Erica Fricke, executive director of the House Democratic Caucus' Health Committee, joined in. Department of Human Services Secretary Teresa Miller and Sarah Newman Boateng, executive deputy secretary of the Department of Health, met separately with the PHFC members.

The sessions were led by PHFC Executive Director Ann S. Torregrossa and HealthSpark Foundation President Russ Johnson, who co-founded the collaborative with JHF President Karen Feinstein in 2008.

WHAMglobal Participates in U.S. Birth Summit IV

Over 150 leaders met in Santa Fe, New Mexico, from March 30 to April 2 to envision an equitable maternity care system. The Jewish Healthcare Foundation and WHAMglobal were among the sponsors of the U.S. Birth Summit IV, created and organized by the University of British Columbia and its Birth Place Lab. A Pittsburgh delegation — including maternal and child health thought leaders that represent community-support organizations, an independent midwifery group, a reproductive health service organization, and a major regional system — joined the Summit to shape this new vision.



U.S. Birth Summit IV participants, including JHF Women's Health Specialist Kate Dickerson (first row, second from right).

“The U.S. Birth Summit will contribute to WHAMglobal’s approach moving forward,” said Kate Dickerson, women’s health specialist at WHAMglobal. “We are fortunate to have amazing, collaborative organizations in Pittsburgh and throughout Pennsylvania committed to addressing our shared responsibility in the inequities that exist in our communities and systems. We are dedicated to working together to create safer maternity care for all.”

Using a proven model for transdisciplinary engagement, the Summit had delegates from 12 different perspectives — consumers, community health, service providers, consumer advocates, innovative models of care, health systems, health policy and law, research, payment reform, health professional educators, health administration, and quality and safety — co-create an implementation strategy. The

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goal was to ensure that evidence-based resources and best-practice models become standards of care across the United States.

Summit participants arrived at a strategy that used a reproductive justice framework, with best practices and accountability tools for the entire healthcare system.

To achieve these goals, delegates created concrete action plans and have been submitting materials and links to existing tools, resources, and models to the Birth Place Lab. A listing appears on its website [here](#).

WHAMglobal is part of the workforce development and health equity curricula development task forces. It will continue to be active an participant in this national delegation of maternal and child health leaders from across the country.

Death & Dying Fellowship Concludes With Post-Gazette Feature Story



Dr. Bob Arnold, chief of Palliative Care and Medical Ethics at the University of Pittsburgh, addresses the Fellows.

The 2019 Death & Dying Fellowship concluded on April 1 with the fellows practicing their skills in conducting end-of-life conversations, after receiving guidance from guest speaker Dr. Bob Arnold, chief of Palliative Care and Medical Ethics at the University of Pittsburgh, and medical director of the UPMC Palliative and Supportive Institute. Post-Gazette staff writer Gary Rotstein, who writes regularly on aging, was also in attendance. His Sunday April 21 PG article, "[Health Care Fellows Learn the Tough Task of Discussing Death and Dying](#)," summarized the fellowship and the Foundation's motivation for working in this field.

JHF President Karen Wolk Feinstein, PhD, reminded the fellows that their charge is to "challenge existing systems from the inside out. This fellowship, together with our Closure Initiative and focus on palliative care and Changing Expectations for Care at End of Life, is a perfect place for that activism."

As described in Mr. Rotstein's article, Dr. Arnold told the fellows that "patients are fearful about the end of their lives and doctors lack incentives to discuss it. 'We collude not to talk about it,' he said," while urging the fellows "to make end-of-life care part of their professional 'identity.' Their knowledge, if shared properly, can assist patients in weighing the merits of more procedures versus more comfort."

To help the fellows practice the end-of-life conversations, a dozen facilitators were on hand for the rotating sessions. They included Judith Black, MD, a JHF consultant; Eric Horwith, MSW, a vice

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president at Family Hospice & Palliative Care; and JHF Trustee Theresa Brown, PhD, RN. Dr. Brown, a hospice nurse, is the author of two books about health care and a regular contributor to The New York Times.

Her April 28 oped in the Times, "[How to Make Doctors Think About Death](#)," called for end-of-life treatment guidelines to help families, physicians and nurses confront the inevitable. "Our society makes admissions of medical futility in the face of human frailty harder by equating 'cure' with 'fighting back' and 'comfort' with 'giving up,'" she wrote. "A set of guidelines won't change that. But it would help nurses and doctors acknowledge when cure is impossible, and comfort is the most compassionate, ethical route."



Fellows Abhishek Chaturvedi, MD, Patrick Ebbert, and Michael Roth practice end-of-life conversations with Dr. Leslie Scheunemann, Hospice Director for Sivitz Hospice at the Jewish Association on Aging.

Minority AIDS Initiative Holds Learning Session in Philadelphia

The Jewish Healthcare Foundation's HIV/AIDS Team hosted its Minority AIDS Initiative (MAI) Learning Session in Philadelphia on April 24-25, bringing together 25 frontline staff from 11 agencies across the state. Every year, JHF convenes this group twice for sharing best practices and for networking. Attendees described their strategies around providing outreach services to re-engage individuals who are lost-to-care, bringing them back into HIV care and treatment.

JHF staff facilitated discussions and led interactive activities focused on sharing successes and challenges in their daily outreach work, analyzing and understanding their agency's linkage to care data to see how their daily work informs a larger picture. They learned about quality improvement and work design strategies, and created action plans to use what they learned to transform their work.

At the end of the two-day training, attendees had established connections with one another and made plans to follow up and learn from each other's agency.

Attendees reported that MAI provides them the opportunity to be present in places they would not normally visit, giving them the ability to interact with people they normally would not be able to reach. MAI supports the work of case managers, social workers, and nurses to go into the community and help vulnerable populations. Odessa Summers, senior case manager from Action Wellness, said, "It's brave for a soul to admit they need help, and then even braver for them to get there [to recovery]."



Participants in the Minority AIDS Initiative Learning Session in Philadelphia.

PRHI Coordinates Statewide Learning Network for PCMH Program

As part of coordinating a statewide Learning Network for the primary care practices in the Medicaid HealthChoices Patient-Centered Medical Home (PCMH) program, the Pittsburgh Regional Health Initiative (PRHI) held two regional sessions in April, one in the QI²T Center in Downtown Pittsburgh for Western Pennsylvania and the other in Scranton for Northeastern Pennsylvania.

PRHI is working with the HealthChoices Managed Care Organizations (MCO) to facilitate the quarterly sessions.

PCMH is an approach that provides comprehensive primary care for a patient. The quarterly learning collaborative sessions include clinician champions and practice manager champions and representatives from the Medicaid MCOs

The regional sessions in April focused on screening for social determinants of health (SDOH), including pharmacy resources in the PCMH's community-based care management teams, and educating patients about the PCMH program and their care management teams.

The Health Federation of Philadelphia (HFP), PRHI's partner in the effort, will run the May programs in the Lehigh/Capital area and the Southeast.



The PCMH Learning Network session in the QI²T Center.

PRHI Facilitates Statewide Learning Network Session for the Opioid Use Disorder Centers of Excellence



The Learning Network session for Opioid Use Disorder Centers of Excellence.

PRHI and the University of Pittsburgh's School of Pharmacy's Program Evaluation and Research Unit (PERU) held a Learning Network session on April 17 for the 45 Opioid Use Disorder (OUD) Centers of Excellence (COEs) in the Commonwealth. During the Harrisburg session, the COEs identified best practices from other COEs to inform their work, learned strategies to support peer specialists and Certified Recovery Specialists on their community-based care management teams, and identified strategies for engaging and retaining clients with OUD in treatment and comprehensive services.

The Learning Network sessions are part of the COE Technical Assistance Project, which is funded by the Pennsylvania Department of Human Services (DHS) to provide technical assistance to the Commonwealth's 45 COEs.

Dementia Friends Reaches a Cool Thousand, Expands Reach Across State

Dementia Friends Pennsylvania, a program of the Jewish Healthcare Foundation, reached a milestone last month. With its April 24 session at the Sewickley Public Library, more than 1,000 people have participated in a Dementia Friends Information Session since the program launched in July 2018.

“We are over the moon with the success we have had over the past few months,” said Stacie Bonenberger, MOT, OTR/L, who co-coordinates the program with fellow JHF Senior Connections staff member Anneliese Perry, MS, NHA, CECM. “As part of our statewide reach, we created over 50 champions in Adams and York counties. During April, one of our newest Champions was able to make over 85 new Dementia Friends in the youth and teen sectors.”



The Dementia Friends session at Jewish Family and Community Services.

Continuing its work within the family of Jewish organizations in Pittsburgh, Dementia Friends held a session for the senior care team at Jewish Family and Community Services on April 23. “Some caregivers have said that this was one of the best trainings that they have experienced,” said Linda Geistman, administrator for JFCS’s Caregiver Connection. “All of them felt that it was relevant to what they encounter on a daily basis with their clients.”

As noted in last month’s Window, [Dementia Friends received a \\$25,000 grant](#) from the Jefferson Regional Foundation Board of Directors for work in the South Hills.

If you are interested in learning more about the initiative, please contact Anneliese or Stacie at info@dementiafriendspa.org.

‘Closure’ Program Adapted for Course at CMU’s Osher Lifelong Learning Institute



Judith Black, MD (center), leads the CMU Osher class in “Closure.”

Extending the Foundation’s work in end-of-life issues, two members of the JHF team recently taught a class at Carnegie Mellon University’s Osher Lifelong Learning Institute. “Closure: Discussing the Last Chapter” was led by Judith Black, MD, a medical adviser to JHF who is a geriatrician for Allegheny Health Network, and Nicole Greer, RN, MPH/MPA, a quality improvement specialist at JHF.

The five weekly sessions that ended in early April were a modified version of the Closure curriculum developed by JHF.

The classes focused on the history of end-of-life care, advance directives, POLST (Physician’s Orders for Life-Sustaining Treatment), and hospice and

palliative care.

Dr. Black and Ms. Greer discussed advance-care planning and provided resources to help people talk with family members about what they would want at the end of life.

JHF Trustee Jeffrey Finkelstein to Carry Torch at Israeli Independence Day Ceremony

JHF Trustee Jeffrey Finkelstein, president and CEO of the Jewish Federation of Greater Pittsburgh, will be among the 12 torchbearers at the 71st Israeli Independence Day ceremony on May 8 on Mount Herzl in Jerusalem. Honored for his work in the aftermath of the Tree of Life attack, Mr. Finkelstein will light the beacon that represents Diaspora Jewry.

Back home, Mr. Finkelstein was recognized by the Pittsburgh Business Times as one of the Outstanding CEOs and Top Executives of 2019. He was among the 15 leaders honored at the April 17 event. Mr. Finkelstein has served for over a decade as president and CEO of the Jewish Federation of Greater Pittsburgh.



JHF Trustee Jeffrey Finkelstein, president and CEO of the Jewish Federation of Greater Pittsburgh.

JHF Trustee Douglas Kress and Sue Kress Honored by Hillel



Douglas Kress, MD, along with his wife Sue Berman Kress, PhD, were the 2019 Honorees at Hillel's Campus Superstar event on April 14. At the annual singing competition, Hillel honors people for their commitment, dedication, and support of Hillel Jewish University Center of Pittsburgh.

Dr. Douglas Kress, a JHF Trustee, is a doctor in the Division of Pediatric Dermatology at UPMC Children's Hospital of Pittsburgh and a faculty member of the University of Pittsburgh's Dermatology Department. Dr. Sue Kress, a clinical psychologist, has served as chair of the Hillel JUC Board of Governors and is a Hillel Board Emeritus Trustee.

Sue Berman Kress and Douglas Kress at the Hillel Campus Superstar event.

A New Feature

Starting with this issue, The Window will include profiles of a JHF Board member and a JHF staff member.

'I am probably a bit more meat and potatoes than some... I don't necessarily need to take a trip around the world every day'

JHF Trustees Profiles: David Ehrenwerth, Board Chair, Jewish Healthcare Foundation



When David Ehrenwerth became JHF board chair in 2018, there was no need for an orientation session. He was present at the creation of the Foundation in 1990. As a board member of Montefiore Hospital and one of its lawyers, he handled the sale of Montefiore to UPMC and the transfer of funds to establish the Jewish Healthcare Foundation. Mr. Ehrenwerth served as one of the original trustees. He has supported the Foundation's work every step of the way.

A partner at K&L Gates since 1979, Mr. Ehrenwerth, a native of Duquesne in the Mon Valley, has been involved in politics and public service throughout his career. After graduating from Harvard Law in 1972, he worked as an assistant attorney general for Pennsylvania before joining the firm in 1974. He started out supporting moderate Republicans like John Heinz and Dick Thornburgh, and later switched allegiances to the Democratic

Party. He served in the Obama Administration from 2010 through 2012, serving as a regional administrator of the General Services Administration and later associate commissioner of the U.S. Public Buildings Service.

His attitude toward public service was enhanced by, of all people, the folk singer Mary Travers. "Long ago, I met her at an event after a Peter, Paul & Mary performance. She asked what I was doing. I said that I used to be in government, but kind of meekly told her that I was at a private law firm now. She said, "You know, David, there are many seasons in life. And you have to be in and out of all of them to live a well-rounded life. So you enjoy what you are doing now, and maybe you will go back some other time." I said, "Thank you, Mary." I always remember that."

While he keeps busy with his law practice and charitable work, Mr. Ehrenwerth did find time to write a book about his family and personal history: "From Duquesne, the Town, to Duquesne, the Club: My Journey."

Mr. Ehrenwerth's son, Justin, is a lawyer who worked in the White House Counsel's Office and the Commerce Department in the Obama Administration; he now president of an international environmental non-profit based in the Gulf Coast. His daughter, Lindsey, is a family therapist specializing in working with children and their parents. He has two stepdaughters: Lissa, a psychologist, and Alexis, a physician. He and wife, Judy, live in Squirrel Hill.

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What do you envision and hope to accomplish during your time as the board chair?

My goal is onward and upward! The machine is well established and well oiled. Once you have that machine, then the question is, what road to go down? To me, it's continued vigilance about the most significant issues, and making sure we are well positioned to deal with them. We have to be responsive to our world. Certainly and unfortunately one such example is the Tree of Life tragedy, and all of the health-related, including mental health in particular, issues that come out of that.

We can, on our own and with the big coalitions, have an impact on the changing healthcare environment. It's a tapestry of things, with the simply stated goal of having people stay healthy longer, and when they need medical help, getting it effectively, in a high-quality way, at a proper cost. During my tenure, I would like to move the ball in those directions.

Sometimes this question reminds me of what families and parents are supposed to do. You want to do the best for your kids. Ultimately you are the link between the prior generation and the next generation. We are starting with a wonderful base at JHF and, during my humble term, anything I can do to improve it is my goal.

As I reflect on my legal career, I've had the exciting opportunity to work on a variety of significant projects. Working on the transformation of Montefiore would have to be very near the top of the list, both in terms of a highly meaningful experience as a business lawyer and as a community activist, followed by my various levels of involvement at the Foundation over the years. I am tickled to have the chance to do it.

What advice do you give to people who are thinking about becoming a board member at a nonprofit?

I think that public service, which includes service on boards, is a wonderful contribution to your community and society. It's one of the few things you do in life that, when you get up in the morning, you do it because you want to without expecting anything tangible in return. The payday is satisfaction and helping one's fellow human beings.

You have to ask: Why are you on the board? You are there because you can bring something to bear on the mission of the board. So when you go to these meetings, ask yourself: Are the reports you are receiving correct and do they address the most pressing issues? If not, raise questions. Are they talking about the right things? Are they doing things to make society better?

You are there to speak up, not to be quiet.

Pick your targets. You should be on a limited number of boards that you can handle well, and show up and actively participate. Otherwise your name is on a list, and that doesn't do much.

Tell us about your work in the Obama Administration.

I am a general business lawyer and one of my major fortes had been real estate development. The federal government has the largest real estate portfolio in the country. We are always building more.

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We can use this as an economic development catalyst, I believed, and they accepted my idea. Let's put the new courthouse in the depressed part of the community, and stimulate jobs and urban renewal. You can do social engineering as well as cost-effective real estate development. I was excited at the prospect of trying to practice what I preach.

The work was very satisfying, and it was a pleasure to work alongside the career government staff, who are knowledgeable and dedicated. My fellow political appointees brought a great deal of passion to the job, and worked long hours.

There is a downside: We live a horribly bifurcated political system, and it is very hard to convince the other side that what you want to do is right, even if you think it's right.

However, if you talk to partisan officials privately — away from congressional committees — sometimes you can make progress. I found that when my job was to decide where to place a new facility, and I met privately with the senators and House members involved, both Democrats and Republicans were in favor of our fostering economic development in their state.

What are the passions and interests that drive you?

I am probably a bit more meat and potatoes than some. When I think about what's important to me, I think about my family and friends, my religion, my career, my charitable involvements, my politics. And if I can keep those things center stage, I don't necessarily need to take a trip around the world every day.

I have always worked on political campaigns, and it's been exciting when the dynamic and forward-looking people I've helped have won. I've been a bridesmaid more than a bride, in the sense that I have never chosen to run for anything, but it's wonderful when you can try to have an impact, and say that at the end of the day, you have helped someone who can better our society. At the same time, my quite enjoyable and challenging law practice and very supportive firm have been the key to my professional life. It's great to be able to have a balanced life of legal career, civic engagement, and family. It's most satisfying to be able to provide for your dear ones, and go home and have some good soup.

Tikkun Olam — Repair the World — has been an overriding theme for much of what we have been talking about.

When I was in law school and trying to figure out what kind of career to have, I went to talk to an older, bright professor I had when I was an undergraduate at University of Pittsburgh. And he said to me, "Is it more important what car you drive, or to where you drive your car?" His point was — what's really the goal? Is it the highest level of personal possessions, or being able to contribute? Again, there's no vow of poverty, but I think the balancing act is the key.

That's what I think the answer is: *Tikkun Olam* should be a big part of one's life, and if you miss that, you miss what you should be doing and the satisfaction that comes with it.

‘Take our agendas and stories to new audiences in a creative fashion’

JHF Staff Profiles: Scotland Huber, Chief Communications Officer



Scotland Huber, MS, joined JHF in April 2018 as a marketing and community engagement specialist and became chief communications officer in February. He previously served as the director of communications for Boston’s Codman Square Health Center, where he worked for seven years.

Mr. Huber earned a BA in philosophy from Gordon College in Massachusetts, including an academic year studying at Oxford University, and an MS in health communication from Boston University. In between his undergraduate and graduate degrees, he also spent a year at photography school full-time, learning the craft that would shape his visual aesthetic.

“I didn’t realize it at the time, but studying philosophy set me up perfectly for a career in communications. There really isn’t a discipline more concerned with critical thinking and seeing a problem from all sides, both skills that I use endlessly to craft effective communications.”

In addition to leading the communications team at JHF, Mr. Huber also directs the Feinstein Fellowships and assists with the management of the Health Activist Network.

His domestic life is busy as well, with two young daughters to manage: Madeleine, 2, and Penelope, who was born in January. He and his spouse, Andréa, live in Bellevue.

You’ve got a degree in philosophy, you’re a professional photographer and a music lover – so what attracted you to the field of health care?

I took a backdoor into a healthcare career. During my undergraduate years, I was drawn to community development work and issues of social justice, and after graduating I took a year to serve in AmeriCorps. I worked alongside Federally Qualified Health Centers (FQHCs) in Boston and fell in love with their neighborhood-based, collaborative approach to social issues and development.

I quickly realized, if I wanted to fight injustice, racism, hunger, and poverty, it was going to be in the sphere of health care. Since jumping head first into health communications, I’ve seen how critical health literacy and storytelling is to make an impact. I have loved the challenge of the work.

Did that prepare you well for work at a foundation that promotes health activism?

My time working at the FQHC taught me the value of collaboration and innovative thinking. They were constantly strapped for resources, but building partnerships and communicating the right message allowed our FQHC to do some incredible, nationally recognized work.

It was the perfect precursor to my time at JHF. It showed me the frontlines of the type of creative work that JHF has been a part of creating for its almost three decades.

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What is the story of JHF that you want to tell? Are there new audiences to reach?

JHF is one of the most dynamic organizations for its size, with decades of work advocating for a more innovative and just healthcare system. With the changing communication landscape, I'd love us to explore new channels and technology to reach our audiences.

We've already begun to update some of our platforms, and we're looking at continuing to make our communications more visual and interactive. I hope to take our agendas and the stories of our work in a creative fashion to the audiences we want to hear them.

With two little kids at home, and a bigger day job, how do you manage the time? What had to give?

Knowing how to balance responsibilities in this stage of life with two young children is an ongoing process. I try to be fully present wherever I am. Turning off my phone or email when possible, and really giving the time that I have at home to my spouse and kids. We're still very new to Pittsburgh and our community and look for ways to engage there as well.

The biggest shift the past couple years has been with my professional photography. One of my loves is photography; it helps me relax and find beauty in the world. But since our relocation to Pittsburgh, it has taken the necessary backseat.

And you're a native of the Philadelphia area. Did you even think that Pittsburgh was in the same state as you? How does it feel to be out West?

Growing up around Philadelphia, I noticed a collective arrogance about there being only one "real city" in the Commonwealth, and I definitely bought into that without much thought. It wasn't until my sister came out here for her degree at Duquesne that I came to appreciate and enjoy Pittsburgh.

Over the years of visiting my spouse's family here, I've come to love Pittsburgh and, now living here, it's amazing how quickly it has started to feel like home.

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