



February 2020 | Jewish Healthcare Foundation news, events, milestones, & more

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Liftoff PGH Announces the Ideathon Pitch Competition with \$100K in Prizes

[Liftoff PGH 2020](#), Pittsburgh's first immersive healthcare innovation conference, is hosting a pitch competition to find bold solutions that chart a new future for health. Undergraduate and graduate students will compete live at the Liftoff PGH summit on September 15th to win a total of \$100,000. [The Liftoff PGH Ideathon](#), sponsored by [the McElhattan Foundation](#), is not about incremental change. We're looking for sky-high thinking to radically reinvent health care. No business experience or healthcare knowledge is required to apply or compete, and the strongest teams will represent diverse skill sets.



The Liftoff PGH Ideathon is specifically focused on the beginning and end of life. They are the most universal of human experiences, and we are interested in products or programs that navigate any of the many challenges facing providers, patients, and caregivers. In the beginning of life category, solutions could address maternal mental health, racial disparities in maternal and infant mortality, substance [use disorders](#), or post-partum care. End of life proposals might tackle grief, palliative and hospice care, and advanced directives. Innovation is not necessarily a widget or specific technology. Proposals could include a system of data tracking, a new care methodology, or even a program to improve education and training.

Six finalists will pitch live on September 15th at the Liftoff PGH 2020 summit. For each of the two topic areas, a first-place team will be awarded \$25,000, a second-place team \$15,000, and a third-place \$10,000. All finalists will be matched with a mentor to provide ongoing guidance and professional connections during and after the competition.

The deadline for applications is Wednesday, March 18th.

For more information about the Liftoff PGH Ideathon and to apply, please visit liftoffpgh.org/ideathon.

Addressing Today's Teen Challenges through Activism, Calculated Risk, & TikTok

On February 20, the Jewish Healthcare Foundation, in partnership with the Jewish Women's Foundation of Greater Pittsburgh, brought adolescent expert and author Sara Pipher Gilliam to Pittsburgh as part of the Pittsburgh Arts & Lectures New & Noted lecture series. Gilliam is the co-author of the newly revised and updated *Reviving Ophelia*, the iconic book that helped frame issues facing adolescent girls 25 years ago. Originally published in 1994, *Reviving Ophelia* shined a light on the corrosive culture that had brought eating disorders, addiction, sexual violence, and objectification upon adolescent girls. Gilliam, alongside her mother, bestselling nonfiction author Mary Pipher, spent two years updating *Reviving Ophelia* to address the pressing issues for today's teen girls.



Sara Pipher Gilliam speaks with professionals at the Jewish Community Center in Pittsburgh.

While the gaps in academic opportunities between girls and boys highlighted in the first book have been bridged, today's girls and their parents face new challenges: "Adolescent girls have fewer opportunities to solve problems and to take care of themselves. They are always either with their parents or a phone call away," Gilliam writes.



Sara Pipher Gilliam poses with University of Pittsburgh students after speaking to their class.

Gilliam began her day with a visit to the University of Pittsburgh School of Education. She met with students and school-based social workers as part of a psychology education course, *Development: Middle Childhood Through Adolescence*. Gilliam shared what she learned from girls who participated in interviews and focus group discussions from across the county, and students reflected on similar experiences, either from their recent adolescence or raising teens and working

with middle schoolers.

Gilliam then conducted an informal Q&A over lunch with a group of teen mental health experts, parents, and community partners at the Jewish Community Center of Pittsburgh. Gilliam shared insights on addressing new challenges from social media use to increased anxiety and awareness among teens about global challenges. The isolation from their peers, the vortex of anxiety wrapped into social media, and the

overwhelming cultural narratives are weighing heavily on today's teens, but activism is a way for many teens to introduce healthy stress and learn the power of their own voice. "One of the biggest things we can do is encourage activism," urged Sara Pipher Gilliam. "It is a really great way to combat the anxiety they're dealing with as adolescents."

At her New & Noted lecture, Gilliam shared images from the popular social media app, TikTok, and spoke about the importance of parents learning about their teen's online activity. "If your child was spending 6-9 hours a day with a person, which is the average amount of time teens spend on social media, you would get to know that person. Take the time to learn about their experiences online."



Sara Pipher Gilliam speaks at the Carnegie Library Lecture Hall as part of the Pittsburgh Arts and Lectures on February 20.

Gilliam also talked about the importance of creating opportunities for 'calculated' risk in the real world. She shared that most girls spend weekend's at home watching Netflix and scrolling social media, and we need to find ways to build their confidence by exposing them to appropriate challenges.

Listen to her entire presentation at the evening program for the Pittsburgh Arts & Lectures [here](#).

Tree of Life Shooting Survivor Returns to Speak with Death & Dying Fellows

There are few conversations as difficult as those that surround the death of a loved one. Learning how to compassionately and thoughtfully walk into those moments is at the heart of the Jewish Healthcare Foundation's Death and Dying Fellowship.



Daniel Leger speaks with the Death and Dying Fellows at Highmark Caring Place.

Throughout the course of the intensive eight-session fellowship, the 33 participating fellows receive specific skills training and opportunities to hear from professionals who work throughout the fields of palliative and end-of-life care. Daniel Leger, a self-described midwife to the dying, has been present for hundreds of deaths throughout his career as a hospice nurse and chaplain. In previous years of the Death and Dying Fellowship, Dan presented as part of the fellows' visit to Children's Hospital, since much of Dan's professional experience has dealt with caring for children and their families. However, this year Dan returned as a guest lecturer to

the Fellowship for the session focused on *Real Conversations about Loss and Grief* at Highmark Caring Place.

“I’ve been part of this program for a number of years, but this year is different,” reflected Dan Leger.

Dan began by detailing his journey caring for people nearing the end of their lives. In many situations he emphasized how advance care planning conversations that detailed how people wanted to die could have greatly aided challenging moments for the both individual and their loved ones. Dan stressed the importance for everyone to have advance care planning conversations with their family and loved ones throughout life, in order to prepare for the unexpected moments when death or the threat of death enters a situation. His own personal conversations with his family ended up becoming important when he came face to face with death.

In 2018, Dan was severely wounded during the horrific shooting at the Tree of Life, Dor Hadash, and New Light Congregations on October 27. Dan recounted his experience during the horrendous moments where he moved toward the gunfire to offer help to the injured. After being shot, Dan spent about 40 minutes holding on waiting for help to arrive. As he approached death’s door, his mind went through many of the messages he was so familiar with sharing with his patients over the years.



“During that time I had the opportunity to really reflect on my life, and the fact that it was coming to a close. Which it didn’t. But the fact of the matter is that a couple more minutes and it would have. I’m pleased to tell you that all the things that I had helped other people to deal with and manage over my career really came to me in that moment. I was able to appreciate my life and

appreciate the people in my life.”

For the resilience and strength Dan was able to have in the face of death, in his processing of the events of that day, and throughout his recovery and rehabilitation, he credits the lessons of end-of-life care and the work that all the fellows are engaged in.

“I’m really happy to be able to verify for you that the things that I learned, the things that I tried to support people through, they work. They are helpful,” said Dan Leger. “They are of service to people.”

Dan offered stories and advice on how to approach conversations with patients, and he answered fellows’ questions about how the shooting has impacted his perspectives and his work. He left the fellows with the powerful message to continue to carry this work forward, to make space to have conversations about death with both their patients and

loved ones, and to not be afraid to take up the difficult work of end-of-life conversations throughout their lives and careers.

Swerve Meets Again – This Time in Washington, D.C.

Swerve is Pittsburgh Regional Health Initiative's (PRHI) latest effort to reduce America's appalling medical error rate. With partners around the country, PRHI has worked for more than two decades on improvement, but the solutions aren't working fast enough to save hundreds of thousands of lives. Taking advantage of the possibility of introducing bold solutions into the platforms of the 2020 presidential candidates, PRHI decided *to swerve*.



Attendees discuss patient safety at the Swerve meeting in Washington D.C.

A swerve is a break from tradition, a swift and meaningful change in direction from past solutions and conventional wisdom. Working with our longtime partner, the Network for Excellence in Health Innovation (NEHI), we launched three, day-long national conversations with select healthcare leaders who are knowledgeable about aspects of patient safety to refine a viable “swerve” solution.

The second of three day-long meetings took place in Washington D.C. on February 24th, following a January engagement in Boston. This time, the 29 attendees – representing leaders from business organizations, healthcare providers, nonprofit and public safety organizations, foundations, consumer organizations and healthcare technology innovators – brought an inside-the-beltway perspective on creating a National Patient Safety Authority (NPSA) and Public Option (PO).

Expertly facilitated again by Ken Segel, co-founder and managing partner of Value Capture, the format elicited rapid fire, 3-sentence responses from participants whose ideas were captured on a screen for all to see. The day-long conversation was lively, substantive, respectful and productive.

The group wrestled with two big questions. First, they explored *How could a National Patient Safety Authority (NPSA) be designed and with what functions to achieve a rapid and profound reduction in patient harm?* The discussion considered the roles of effective, existing federal authorities and evoked likely data, organizational and political challenges – together with possible strategies for addressing them.

Second, given the popularity of a Public Option in recent voter polls, participants were asked, *How could a Public Option be designed to improve patient safety, quality and affordability in the U.S. – and how might the PO connect with a Patient Safety*

Authority? Here the discussion solicited ideas for the best features of an insurance model for promoting quality of care, patient safety and affordability.

A third, and final, meeting is scheduled to take place in San Francisco on April 2nd, after which, the excellent recommendations shared in all three meetings will inform a proposal to 2020 presidential candidates to consider as part of their platforms.

Health Care's Leading Minds Discuss Data Usage and Enhancing Value

The annual Snowbird Health Summit in Utah is an opportunity to gather some of health care's great minds to envision the future of health care. Attended by 32 leading experts – physicians, data scientists, government health policy leaders, and change agents from hospitals, physician groups and health plans – the 2020 Summit focused on two issues: the potential for data to guide and drive change, and the question of how to enhance value in health care.



Participants of this year's Snowbird Health Summit.

This year JHF President and CEO, Karen Wolk Feinstein, PhD, moderated two panels. In the first panel, *Paying For Healthy Aging: Innovative Case Studies*, she challenged the panelists to consider how healthcare systems can appeal to the growing consumer demand of seniors—paying for the services that seniors want and jettisoning the services they don't—and keep up with the new commercial innovators.

Responding to her challenge were panelists Ken Kim, MD (Chief Medical Officer at Alignment Health), Jason Mitchell, MD (Chief Medical and Clinical Transformation Officer for Presbyterian Healthcare Services), and Vindell Washington, MD (Chief Clinical Officer for the Verily Health Platforms group). The group described exciting innovations in services and service delivery – in hospitals but also in homes – that lowered diabetes amputations, decreased patient falls and reduced hospital readmissions.

For the second panel, *Safer Care: How Can Big Data Save Us? Three Case Studies*, Feinstein moderated input from panelists Dave Classen, MD (CMIO at Pascal Metrics and a Professor of Medicine at the University of Utah), Jason Mitchell, MD and John Birkmeyer, MD (Chief Clinical Officer at Sound Physicians). Building on a Patient Safety Ecosystem developed by JHF staff showing all of the federal agencies that collect safety data, Feinstein shared a laundry list of how big data can save us – from precision medicine to population health & individual-level surveillance to system failure analysis, quality engineering (enabling the development of customized training programs), accreditation and accountability, patient empowerment, and research & innovation. The

panelists featured ways they had harnessed the power of big data in many of these areas, drilling down, for example, on reasons for uncontrolled diabetes and real-time risks to patient safety.

First Graders Become Youngest Dementia Friends in PA

Welcome to the 22 new *Dementia Friends* from the 1st grade class at New Oxford Elementary School!

With more than 400,000 Pennsylvanians living with Alzheimer's Disease and other dementias and their 675,000 care partners, there is an enormous need for communities to be supportive, informed and respectful. As Director of Memory Support at Cross Keys Village at The Brethren Home Community in New Oxford, PA, Jennifer Holcomb knows this from up close. So, when she heard about [Dementia Friends Pennsylvania](#) she reached out to JHF staff, Stacie Bonenberger and Anneliese Perry – both senior quality improvement specialists at the Foundation and statewide coordinators of Dementia Friends.



First-grade students in New Oxford became the youngest Dementia Friends in Pennsylvania.



*Jennifer Holcomb reads New Oxford Elementary School 1st graders *Grandpa and Lucy: A Story about Love and Dementia* by written Edie Weinstein (a 9th grader from Minnesota).*

Together they organized two days of information and champions training sessions in New Oxford, where Holcomb became a *Dementia Friends Champion* and began working to increase dementia awareness in New Oxford. Now, as the chair of the Dementia Friendly York/Adams County Initiative, she became the first in Pennsylvania to use the *Dementia Friends* grade-school curriculum to train and welcome the first-grade students in Mrs. Shearer's class as they became the youngest *Dementia Friends* in the state.

Pittsburgh's Leaders Share Lessons with the Next Generation

Sometimes taking stock of what happened in the past informs and enlivens future possibilities. That's just what [Leadership Pittsburgh Inc.](#) had in mind when it invited five local civic leaders, including JHF President and CEO Karen Wolk Feinstein, PhD, to participate in "Leadership Development Initiative XXVII, Civic Leadership – The Pittsburgh Way, a Case Study," on February 6th.



Karen Wolk Feinstein presents at Leadership Pittsburgh Inc.'s event on February 6.

Moderated by Rick Stafford (former director of the Allegheny Conference and Distinguished Service Professor of Public Policy at CMU), Daniel Booker (Partner at Reed Smith), Michael Lamb (Controller, City of Pittsburgh) and Jim Turner (former Director of Finance for City of Pittsburgh) joined Dr. Feinstein to share their collective experiences as leaders of Compact 21 and the Home Rule referendum in the City of Pittsburgh's tumultuous 1990s. Together with others, these civic leaders made Allegheny County's governance more democratic, bringing about a change in a structure that had been entrenched for two hundred years. The session provided an opportunity for sharing their strategies and lessons learned with a new generation of Pittsburgh leaders.

Avoid Disinformation: Coronavirus (COVID-19) Updates from the CDC

The CDC's website on the Coronavirus is a good reference to help promote preparedness for our community. [Learn more about the Coronavirus here.](#)

Join the Jewish Healthcare Foundation

The Jewish Healthcare Foundation is currently looking to bring on two new team members. Check out the job descriptions for the [Communications Associate](#) and the [Community Outreach Associate](#).