APHCA 36TH
Annual Conference Agenda

Alabama Primary Health Care Association
Annual Conference and Trade Show
The Lodge at Gulf State Park Gulf Shores, AL
October 27-29, 2021

AGENDA AT A GLANCE

Wednesday, October 27, 2021 (PRECONFERENCE)

7:00 AM	8:00 AM	Registration & Participant Breakfast
7:00 AM	3:00 PM	Vendors/Exhibitors Registration & Set Up
8:00 AM	10:00 AM	HC Strategic Planning 101
10:00 AM	10:15 AM	Break
10:15 AM	12:00 PM	HC Strategic Planning: Post Pandemic
12:00 PM	1:00 PM	Participant Lunch
1:00 PM	2:45 PM	HC Strategic Planning: Alternative Methods to Deliver Care
2:45 PM	3:00 PM	Break
3:00 PM	4:00 PM	HC Strategic Planning: Value-Based Care
4:00 PM	5:30 PM	Welcome Reception

Thursday, October 28, 2021 (CONFERENCE)

7:00 AM	8:00 AM	Participant Breakfast
7:00 AM	4:00 PM	Registration and Vendors/Exhibitor Hall Open
7:00 AM	8:00 AM	APHCA BOD Breakfast (invite only)
8:15 AM	10:00 AM	Opening Session
10:00 AM	10:30 AM	Break & Face to Face Meetings
10:30 AM	12:00 PM	Concurrent Educational Sessions
12:00 PM	1:00 PM	Participant Lunch
1:00 PM	2:30 PM	Concurrent Educational Sessions
2:30 PM	3:00 PM	Break & Face to Face Meetings
3:00 PM	4:30 PM	Concurrent Educational Sessions
6:00 PM	9:00 PM	Chair's Reception

Friday, October 29, 2021 (CONFERENCE)

6:30 AM	8:00 AM	APHCA 5K
8:00 AM	9:00 AM	Participant Breakfast
8:00 AM	4:00 PM	Vendors/Exhibitor Hall Open
9:00 AM	10:00 AM	Special Invitation Breakfast
10:00 AM	10:30 AM	Coffee in Vendor Hall & Face to Face Meetings
10:30 AM	12:00 PM	Concurrent Educational Sessions
12:00 PM	1:00 PM	Participant Lunch
1:00 PM	2:30 PM	Concurrent Educational Sessions
2:30 PM	3:00 PM	Face to Face Meetings

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PRE-CONFERENCE WORKSHOP

Wednesday, October 27, 2021

Health Center Strategic Planning

In today's world, it can be hard to determine what the future will look like or how healthcare systems will operate in the "new normal." Strategy is more critical now than it was before as the healthcare landscape is evolving at a rapid pace. Strategic Planning provides a guide to a fundamental question around an organization's future and the unexpected. Where are we headed? Strategy is about making choices to determine that answer. The Strategic Planning Post Pandemic will give organizations a basic understanding of developing or enhancing health center's strategic plans and determining the organization's fundamental purpose while setting direction for the future. Participants will have the opportunity to utilize the information from this "relevant" workshop on incorporating significant steps to include value-based care and alternative delivery of care, such as telehealth or home health. COVID-19 taught us that we must be flexible and adaptable to provide quality care in our communities.
Suggested Audience: CEOs, Board Members, CMOs, COOs, CFOs

HC Strategic Planning 101
Participants will review the importance of having and maintaining a strategic plan for their organization, discuss how to plan for ongoing changes to the delivery of care, and review how to use their strategic plan as a roadmap for the organization's future vision.

HC Strategic Planning: Post Pandemic
In this session, participants will review and receive guidance on using lessons learned from the Pandemic to plan for the future by utilizing best practices and changes made at their organization to continue to deliver care in unprecedented times. This session will guide participants on using their strategic plan as a proactive tool to remain prepared for the unexpected.

HC Strategic Planning: Alternative Methods to Deliver Care
This session will highlight different methods health centers used to provide care to their patients in the Pandemic. Participants will review different types of clinical models of care, including telehealth and home health, to provide ongoing care amidst a global Pandemic. This session will provide guidance to plan for alternative methods of care post-pandemic and how it improves the health center's access to care.

HC Strategic Planning: Value-Based Care
This session will focus on specific planning on value-based care and how critical it is to be ready for an alternative payment method. Participants will learn how to assess readiness from a planning perspective and prepare for the changes financially. This session will review best practices from other health centers in states already in some form of value-based care and determine what their organization needs to plan for to be ready.

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Thursday, October 28, 2021

STRENGTHENING HEALTH CENTER WORKFORCE

Salary and benefits continue to become more competitive not only in the healthcare environment but in other specialties as well, putting health centers in a position to make their organization's compensation comparable or higher than what is offered around them to recruit and retain staff. Participants will learn the importance of collecting and assessing compensation and benefits as a part of their organization's comprehensive workforce plan and maintaining competitiveness in the evolving healthcare environment. Additionally, health center leadership and governing board will review the data for analytical decision-making at their organizations.
Suggested Audience: CEOs, Board Members, HR Directors and Managers, COOs

Session 1: Compensation Program Design
Participants will learn the basics of building a "best practice" employee compensation program in this session.   Participants will discuss techniques for ensuring that each job has compensation opportunities in line with the ability of someone in the position to impact the organization. Learn how data is used to link internal values to the labor market and how individual employees' pay is administered to reduce pay-related turnover and encourage retention. Two primary objectives of the session will be for participants to better understand how some of their pay practices fail to keep employee pay competitive and how purely market-data-based pay programs contribute to systemic pay inequity.

Session 2: The Hidden Costs of Turnover, and its Impact on Workforce Capacity
This session is designed to show participants how the tools that are part of an effective compensation program can be used to analyze workforce capacity and identify areas for improvement that can "fund" a health center's moves toward being a very competitive employer of choice. Participants will be encouraged to look at the development and performance of current employees and identify areas where staffing may not represent the best return on the health center's compensation investment. A primary objective will be to show participants that "workforce development" is not simply a human resource initiative but will benefit all administrative and operational elements of the health center.

Session 3: Strategic Compensation Planning in a Post-Pandemic World
This session will focus on strategies for adapting traditional compensation program design elements and responding to both regulatory (e.g., minimum wage) and societal (e.g., living wage) trends. Participants will be encouraged to consider how becoming a market leader rather than a follower can be cost-effective and competitive. This session will build on the tools described in the earlier sessions and how they can set strategic objectives for workforce development in conjunction with budgeting and planning. This session will also introduce and launch the new Compensation & Benefits Survey sponsored by APHCA.

HEALTH CENTER OPERATIONS

The Pandemic introduced many changes and challenges health centers have had to face while also responding on the front lines and continuing to deliver care to their patients. With the Pandemic came many opportunities to receive funding to help with the response resulting in health centers being held responsible for new grant requirements and making grants management issues apparent. This track

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will address critical areas to help health centers manage the rules they agreed to follow when accepting new funding.
Suggested Audience: CFOs, Accounting Staff, Grant Administrators

Session 1: Introduction to 330 Grant funds
This session will provide an overview of the 330 grant program, including a current perspective and a history of where the program has come from, which will put it into context. Participants will review the structure and nature of the US Department of Health and Human Services and discuss key regulations. Participants will also review the Notice of Award (NOA), addressing the funding amount and what rules are expected to follow. Many overlook references to key federal regulations referenced throughout the document. The NOA also manages grant-specific terms or even special conditions that you are expected to resolve.

Session 2 & 3: Federal Requirements
Participants will begin to dig deeply into the federal rules that health centers have agreed to follow when accepting federal grant funds in this session. Some may view this as the "fine print" in the contract language as the document is many pages and references other federal regulations. Participants will review this section by section addressing just what is required of them. This session will address the rules for your financial management system, cash management, property standards, procurement, reporting and recording retention, and more. We will provide examples of cash management, fixed asset, and procurement/purchasing that specifically address the federal grants management requirements we are discussing.

QUALITY IMPROVEMENT AND PERFORMANCE
Session 1: Improving Patient Engagement
Engaging and caring for patients remotely is a challenge of the COVID-19 era. With help from subject matter experts, participants will explore Health Information Technology tools such as patient portals, remote communications, monitoring, and telehealth to deliver high-quality healthcare. Participants will have the opportunity to make recommendations in a panel discussion on how the Health Center Controlled Network (HCCN) can support community health centers to meet these needs.
Suggested Audience: CMOs, RNs, IT Directors and support staff, clinical staff

Session 2: Solutions to Reduce EHR Burdens and Decrease Physician Burnout
Electronic health records (EHR), electronic prescribing, electronic patient portals, and computerized physician order entry (CPOE) are leading causes of physician burnout. With the help from subject matter experts, we will explore how to minimize provider burden by using Health Information Technology (HIT) to (1) Reduce the effort and time required to record information in EHRs for health care providers during care delivery; (2) Reduce the effort and time required to meet regulatory reporting requirements for clinicians, hospitals, and health care organizations; (3) Improve the functionality and intuitiveness (ease of use) of EHRs.
Suggested Audience: Suggested Audience: CMOs, RNs, IT Directors and support staff, clinical staff

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Friday, October 29, 2021

STRENGTHENING HEALTH CENTER WORKFORCE

Alabama continues to struggle to recruit and retain providers because most of the state is considered rural. Health centers must have a plan to grow providers from within to meet the demand within underserved communities. In addition, it can improve an individual's potential in the workplace and career path and enhance the health centers ability to deliver care to vulnerable populations. This approach not only improves patient care and access but also leads to health center benefits. Participants will explore Health Professions Training programs, learn what it takes to become an HP-ET site, and hear its value to the health center workforce and their communities.
Suggested Audience: CEOs, Board Members, HR Directors and Managers, COOs

Session 1: Development of a Readiness to Train program
Participants will review how to assess their organization's "readiness" to become an HP-ET (Health Professions Education and Training) program. Participants will review current state workforce gaps and opportunities to determine what current workforce training programs would be appropriate for their organization and examine the financial impact of implementing an HP-ET program.

Session 2: Ready, Set, Implement: How to Implement Your Plan
This session will help participants determine their organization's level of readiness and discuss what is needed to build and implement their plan to become an HP-ET program. Participants will understand how to determine which phase their organization fits best and move towards the ready stage

HEALTH CENTER OPERATIONS

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Suggested Audience: CFOs, Accounting Staff, Grant Administrators

Session 1 & 2: Uniform Grant Guidance and Cost Principles
In these sessions, participants will address the rules governing cost principles. Cost principles have become a central focus of Office of Inspector General (OIG) audits of CHCs in recent years and raised the awareness in the health center community that many of the common practices followed are notwithstanding OIG scrutiny. We will review the regulations in place and pay particular attention to employee compensation and time and effort reporting, specifically receiving additional attention. We will talk about how costs are determined for various programs and how your organization can establish a cost allocation plan requiring a federal grantee.

QUALITY IMPROVEMENT AND PERFORMANCE

Health center staff and clinicians continue to struggle with feelings of stress, frustration, and loss of professional satisfaction brought on by several factors—all of which must be improved to reach the

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operational, clinical, and experience requirements of value-based care. Participants will engage in an interactive launch and review of a nationally recognized HIT platform and understand how to leverage available solutions to increase quality and outcomes, enhance patient and staff experience and deliver care in a more cost-efficient manner. Participants will learn how to build a robust population health infrastructure that more effectively manages risk, utilizes clinical data to drive sustainable patient engagement and improved outcomes, and maintain quality. Participants will learn how to evaluate related team roles/responsibilities, strengthen clinical and administrative workflows, and master interoperability through enhanced data management and collaboration.

Session 1 & 2 - HCCN: New Data Platform
In these sessions, participants will learn how the new data platform will provide the insight needed to provide quality care to patients in real-time. The centralized data reporting and analytics solutions facilitate care transformation, drives quality improvement, aids in cost reduction, and simplifies mandated reporting. The new data platform will improve measuring and reporting for health center staff by providing the ability to see and analyze data on patients and performances that assure decisions are based on facts and trends instead of guesses. Participants will learn how to quickly access integrated data from across the care continuum so that health centers can focus on their highest priority which is their patients. Health centers will have the ability to access data from their EHR, hospital event notifications, labs and pharmacies, and insights from practice-generated and payer claims all in one place. This session will explain how the new data platform will leverage information to better engage with the right patients at the right time to reduce unnecessary costs and improve outcomes.