

Alabama Primary Health Care Association

39th Annual Conference & Expo

October 29–31, 2024, The Lodge, Gulf Shores, AL

Health centers face unprecedented challenges. Today's expectations for transformative systems, workforce structures, and outcomes create busyness and movement across clinical, financial, and operational requirements.

Like never before, health center leaders and teams must guard against the confusion that movement naturally equates to progress. Progress is achieved through the alignment of conditioning, practice, performance, and sustained forward movement.

You have circled the mountain long enough. Turn north and CLIMB!



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JULY DRAFT AGENDA – SUBJECT TO CHANGE PENDING SPEAKER CONFIRMATION

AGENDA AT A GLANCE

Platinum Presenting Sponsors: Henry Schein, Labcorp, Pfizer

TUESDAY, OCTOBER 29, 2024

7:30 AM – 4:00 PM	Registration & Vendor/Exhibitor Setup
8:00 AM – 9:00 AM	Platinum Sponsors Breakfast, <i>Invite Only</i>
8:00 AM – 9:00 AM	Participant Breakfast
9:00 AM – 10:00 AM	Policy & Program Updates, AL Medicaid
10:00 AM – 10:15 AM	Break
10:15 AM – 11:15 AM	Federal Policy & Funding Updates, NACHC
11:15 AM – 12: 30 PM	HC Program Updates, HRSA, Lunch & Learn
12:30 PM – 2:00 PM	PCA National Policy Updates
2:00 PM – 2:15 PM	Break
2:15 PM – 3:45 PM	Opening Plenary Session & Keynote
4:00 PM – 5:00 PM	Welcome Reception

WEDNESDAY, OCTOBER 30, 2024

6:00 AM – 7:30 AM	Annual APHCA 5K Walk/Run
7:00 AM – 4:00 PM	Registration & Vendor/Expo Hall Open
7:30 AM – 8:30 AM	Participant Breakfast
8:30 AM – 10:00 AM	Breakout Sessions
10:00 AM – 10:30 AM	Coffee Break
10:00 AM – 10:30 AM	Face-to-Face Meetings with Leadership
10:30 AM – 12:00 PM	Breakout Sessions
12:00 PM – 1:00 PM	Participant Lunch
12:00 PM – 1:00 PM	Leadership Lunch, <i>Invite Only</i>
1:00 PM – 2:00 PM	Breakout Sessions
2:00 PM – 2:30 PM	Coffee Break
2:00 PM – 2:30 PM	Face-to-Face Meetings with Leadership
2:30 PM – 3:30 PM	Breakout Sessions

6:00 PM – 8:00 PM	Chairman’s Reception
THURSDAY, OCTOBER 31, 2024	
7:30 AM – 12:00 PM	Vendor/Expo Hall Open
7:30 AM – 8:30 AM	Participant Breakfast
8:30 AM – 9:30 AM	Breakout Sessions
9:30 AM – 10:00 AM	Coffee Break
9:30 AM – 10:00 AM	Face-to-Face Meetings with Leadership
10:00 AM – 11:00 AM	Breakout Sessions
11:00 AM – 11:30 AM	Break
11:00 AM – 11:30 AM	Face-to-Face Meetings with Leadership
11:30 AM – 12:30 PM	Breakout Sessions



You do not climb a mountain like Everest by trying to race ahead on your own, or by competing with your comrades. You do it purposefully, strategically and through unselfish teamwork.

Session Descriptions

Tuesday, October 29: Policy Forum

Preparing for the Climb through the Rules of Engagement

9:00 AM – 10:00 AM

The State of Alabama Medicaid: Program and Policy Updates

Led by Medicaid Deputy Commissioner Barry Cambron (*invited*), this session will present the latest Medicaid updates impacting state and community health centers, including Medicaid redetermination and the annual Medicaid budget, and provide updates on Alabama's Coordinated Health Network (ACHN).

10:15 AM – 11:15 AM

The State of National Health Center Policy: Program and Policy Updates

Colleagues from the National Association of Community Health Centers will lead this session. It will share the latest information on advocacy, federal and state health policy developments, and their implications for health centers and the people and communities they serve.

11:15 AM – 12:30 PM

The State of HRSA: Program and Policy Updates

Across a networking lunch-and-learn format, HRSA officials will update current activities, program requirements, and their impact on the health center's daily functions. Topics include the latest on HHS national priorities to address targeted populations, Uniformed Data System (UDS) federal and state demographic/performance data, and the latest information on the horizon at HRSA/BPHC.

12:30 PM – 2:00 PM

The State National Policy

Led by Colleen Meiman, APHCA's national policy consultant, this session will update participants on health centers' most pressing policy issues and discuss strategies for

engaging leadership to stay focused on policy impact rather than the slippery slope of today's current political environment.

2:15 PM – 3:45 PM

Opening Plenary Session with Keynote

Climbing with Vision Towards Progress: Creating Greatness in Yourself and Others

John Bentley, Leadership Coach Speaker, Trainer, Power 2 Transform Consulting
(*invited*)

The keynote session provides a unique perspective: challenging participants to not confuse movement with progress through an inspiring experience based on the incredible true story of Erik Weihenmayer, the first blind person to summit Mount Everest. Through an interactive experience using video, practical tools, and discussion, participants will leave motivated, with heightened awareness and actionable strategies for a new mindset about creating greatness that results in forward progress through transformative work.

The session is not just about an awe-inspiring journey to the world's highest peak; it's a profound exploration of leadership, trust, and teamwork under the most challenging conditions. Session highlights include:

Shared Leadership: Explore how Erik and his team demonstrated shared leadership by stepping up, setting aside egos, and embodying the principle that true leaders lead by example.

Building Trust and Competence: Learn how each team member's competence, skill, and ability to inspire trust were crucial in conquering Everest. Vision and Communication: Understand the importance of a clear and compelling vision, continual purpose clarification, regular team meetings, and open communication.

Leveraging Strengths and Conditioning: Explore how the team leveraged individual strengths and made weaknesses irrelevant, unleashing each member's potential.

Tools and Technology: Gain insights into how the right tools and aligned systems are prerequisites for meeting extraordinary challenges.

Wednesday, October 30

Educational Tracks & Breakout Sessions

Track One: Governance

The Anchor for Success & Sustainability

Led by national HRSA Consultant

8:30 AM – 10:00 AM

Knowing Your Role for the Climb

Participants will increase their knowledge of effectively embracing their governance responsibilities and preparing their organizations to thrive in an outcomes-based environment. This session will cover health center board roles, best practices, and strategies to avoid common pitfalls.

10:30 AM – 12:00 PM

Strategy, Oversight and Policy, and Board Functioning

Participants will review CEO hiring, compensation, and succession planning in this session and apply good practices for board meetings, retreats, board recruitment, and board member orientation. Participants will also learn how to apply strategic planning concepts for value-based care.

1:00 PM – 2:00 PM

Tying a Secure Knot to Ensure Fiscal Responsibilities as a Board Member

This session will provide a deeper dive into the operational and financial program requirements and hear an expert's perspective on the common pain points. Participants will be able to apply strategies and best practices in their organization and demonstrate skills in financial oversight.

2:30 PM – 3:30 PM

Building and Sustaining Structure for Reliable, High Performance

This session will provide an in-depth overview of the clinical program requirements and highlight how to evaluate quality and quality improvement plans.

Track Two: Quality

Securing the Harness for Safety & Performance

8:30 AM – 10:00 AM

Implementing and Sustaining the Quality Transformation Framework

The Value Transformation Framework, developed by the National Association of Community Health Center (NACHC) Quality Center, is a conceptual model to guide systems change by translating research and promising practices into manageable steps health centers can apply to improve care and outcomes. This session will review the 15 change areas across the three domains: Infrastructure, Care Delivery, and People, and how organizations can implement and apply the Framework to improve outcomes, patient and employee experience.

10:30 AM – 12:00 PM

Addressing SDoH Challenges as a Core Strategy for Improved Outcomes

Social Drivers of Health affect 80% of a patient's overall health and are a core element to Improving health outcomes. These include money, resources, and personal health behaviors. Decades of data demonstrate the correlation between SDoH and health necessitating the need to understand how to effectively evaluate, and act to address these factors. This session will review how to close the loop on SDoH referrals with limited staff and community resources and how to use the information to advance health equity while working with payers to incentivize the work required to intervene. Participants will hear real stories and experience of other health centers and how they are accomplishing this work.

1:00 PM – 2:00 PM

Addressing Cardiovascular Disease Care

Cardiovascular disease is the number one cause of death among adults in the United States. The American Medical Association will share its nationally recognized programs to advance cardiovascular care through integrated primary care, particularly focused on hypertension and cholesterol management. In addition, NACHC will describe additional tools and resources for cholesterol management to advance ASCVD care within health centers.

2:30 PM – 3:30 PM

Utilizing MAP BP to Care for Hypertension Patients

Alabama’s rates of hypertension are over 42%, well above the national average. In cooperation with the American Medical Association (AMA), this session will highlight how to achieve rapid, sustainable improvements in hypertension management through the AMA MAP Program, an evidence-based framework that improves controlled hypertension rates. The program has delivered high-impact results including a ten percentage point increase in blood pressure control in six months with sustained results at one year. Participants will learn about the program, and learn from the experience of one of Alabama’s health centers that has achieved meaningful improvement in clinical outcomes and improved quality scores using the framework.

Track Three: Finance and Operations

Optimizing Performance at Altitude

Summitting the 340B Program for Continued Access

The 340B Drug Discount Program is an essential component to whole-person cares, enabling health centers to stretch scarce federal resources as far as possible, reaching more eligible patients and providing more comprehensive services. Over the last several years, significant changes have threatened the program and require a deep dive in program requirements and operational considerations.

8:30 AM – 10:00 AM

340B Basics and Contract Pharmacy

Led by a nationally recognized expert, this session will explore the 340B Program’s beginnings and foundational compliance requirements, orienting participants to terminology, structure, and requirements used for the remainder of the workshop. Additionally, participants will gain a more in-depth understanding of contracted pharmacy relationships, including benefits and pitfalls.

10:30 AM – 12:00 PM**Retail Pharmacy & PAP, and Navigating Manufacturer Restrictions**

This session will explore the world of health center-owned pharmacies, including specific compliance concerns and related contracting issues. Additionally, best practices on pharmacy operations will be discussed to empower your organization to sustain and thrive across pharmacy operations. This session will also briefly highlight Patient Assistance Programs and provide insight in leveraging this important component of care. Participants will also receive timely updates on current manufacturer restrictions on the use of contract pharmacies and learn important strategies to mitigate program risks.

1:00 PM – 2:00 PM**HRSA Considerations and Common Missteps in 340B Program Compliance**

This session will review recent HRSA findings and discuss common 340B audit and compliance issues. Participants will obtain insight on actionable takeaways to facilitate individual program evaluation, planning, and strategy development. Additionally, the session will review current hot topics in governance and regulatory management of the Program including policy changes, related court cases, manufacturer actions, and drug pricing changes.

2:30 PM – 3:30 PM**Peer-to-Peer Roundtable Discussion**

Based on national experience evaluating health center performance, this session will share lessons learned, best practices and offer facilitated dialogue around challenges explicitly faced by community health centers, along with peer perspectives on practical solutions.

Educational Tracks & Breakout Sessions

Thursday, October 31

Track One: Workforce Engagement Strategies

Redesigning the Workforce for the Climb to Support Diverse Needs

8:30 AM – 9:30 AM

Review of APHCA's 2024 Compensation and Benefits Survey Report

APHCA conducts a Compensation and Benefits Survey every two years for HCs to use as a guide to determine how compensation and benefits are compared across the state and to show what benefits others provide to their staff. This session will review the data collection, aggregation, and reporting process from APHCA's Compensation and Benefits Survey. Additionally, participants will discuss how to leverage current data and insight to advance recruitment and retention efforts in an ever increasing competitive environment.

10:00 AM – 11:00 AM

Rethinking Employee Benefits

Keeping employees inspired and engaged has been an ongoing challenge dramatically affecting organizations with high turnover and employee burnout. New research shows that employees, especially the younger generations, continue to feel more detached from their organizations and are likely looking for other opportunities. Participants will learn about ways to keep employees engaged and how to meet the workforce's needs beyond financial considerations.

11:30 AM – 12:30 PM

Workforce Lessons Learned Post-COVID

Healthcare workforce dynamics have been forever impacted in the post-COVID era. This session will engage participants in discussion around lessons learned from COVID, and innovative strategies to assess, understand, and act to enhance the employee experience and satisfaction. This session will be led by a panel of health center staff

who will share ways that their organizations adapted to new employee expectations continue to leverage opportunities to improve employee well-being.

Track Two: Quality

Creating Sustainable Solutions for Rural Health Equity through Outcomes Focused Care

Tate Hinkle, MD, Chief Medical Officer, Main Street Rural Health

Led by Alabama physician Tate Hinkle, this session will leverage a career of state and national experience focused on improving access and health equity in rural, underserved communities. Track objectives include:

1. Assessing rural health equity and its importance in achieving health equity on a national level.
2. Establishing the five key priorities of CMS's framework for health equity and how to incorporate them into your daily practice.
3. Determining best practices and opportunities for collaboration in addressing rural health equity.
4. Leveraging insights from value-based care activities in senior care to improve individual and community health.

8:30 AM – 9:30 AM

Understanding and Overcoming Rural Health Disparities

In this session, participants will engage in a review of unique challenges faced by rural communities when compared to their urban counterparts. Specific data and assessment insight will include a review of Healthy People 2030 measures, critical barriers to achieving equitable health in rural areas, and the prevalence of social determinants of health.

10:00 AM – 11:00 AM

Leveraging the Center for Medicare and Medicaid's (CMS) Framework to Improve Health Equity

In this session, participants will better understand CMS priorities for Medicare and Medicaid, including health information technology and data, identifying and

mitigating the causes of disparities, building workforce capacity, advancing health literacy, and appropriately increasing access to healthcare services.

11:30 AM – 12:30 PM

Leveraging Health Centers to Achieve Health Equity through Outcomes-Based Care

In this session, participants will receive timely and proven strategies for leveraging their unique whole-person care model to improve patient and community care outcomes. The discussion will explore the tenants of outcomes-based care, strategies for onboarding and sustaining related activities, and demonstrate success in improving health equity through case studies of patients impacted by the Outcomes-Based Framework. Based on these proven models, participants will leave with actionable steps to implement across their organization's care system for all patient populations.

Track Three: Finance and Operations

Advanced Concepts for Billing and Revenue Cycle Managers

8:30 AM – 9:30 AM

Sliding Fee and Charge Setting

This session will review the requirements and different methodologies in operationalizing a sliding fee program for health centers.

10:00 AM – 11:00 AM

Attributes of Better Performing Revenue Cycle Department

This session will review the types of reimbursement health centers encounter and the essential functions required to accurately record revenue, manage accounts receivable and provide management reports that allow optimal oversight and cash flow for all types of payers. The session also includes evaluating revenue trends, understanding characteristics of receivables, diagnosing collection issues, and maximizing collection efforts.

11:30 AM – 12:30 PM

Accounts Receivables Reporting and Analysis

This session will review the types of reimbursement health centers encounter and the essential functions required to accurately record revenue, manage accounts receivable and provide management reports that allow optimal oversight and cash flow for all types of payers. The session also includes evaluating revenue trends, understanding characteristics of receivables, diagnosing collection issues, and maximizing collection efforts.