

2014 NACo Healthy Counties Forum: Improving Health in a Climate of Change

**W San Diego Hotel
421 West B. Street
San Diego County, Calif. 92101
January 30 – January 31, 2014**

AGENDA

Thursday, January 30, 2014

7:30am – 8:00am (Great Room)	<u>Networking Breakfast and Registration</u>
8:00am – 8:30am (Great Room)	<u>Welcome and Opening Remarks</u> Hon. Greg Cox , Supervisor, San Diego County, Calif. Hon. Jim McDonough , Commissioner, Ramsey County, Minn., NACo Healthy Counties Initiative Advisory Board Chair Hon. Linda Langston , NACo President, Supervisor, Linn County, Iowa
8:30am – 10:00am (Great Room)	<u>Accountable Care Communities 101</u> Various care models have been proposed to address the lack of care coordination and the disparities in the quality of care and costs. However, few models of care incorporate all facets of the community and leverage all of the community’s resources. A new initiative, Accountable Care Communities (ACCs), creates a broad-based coalition to improve the health of the community, achieve cost savings, and improve the community’s economic vitality. During this session, participants will learn (1) what novel ways are being used to improve the health and wellness of counties and (2) how they can leverage their counties’ existing resources. Moderator: Mr. Nick Macchione , Director, Health and Human Services Agency, San Diego County, Calif.; NACo Healthy Counties Initiative Advisory Board Vice Chair Ms. Donna Skoda , Assistant Health Commissioner, Summit County, Ohio Ms. Jennifer Flynn , Senior Director, State Affairs, Premier, Inc.
10:00am – 10:15am	<u>Networking Break</u>

<p>10:15am - 11:15am (Great Room)</p>	<p><u>Engaging Federal and State Partners</u></p> <p>Creating and sustaining healthier communities requires synergy of the economic, social, and physical environments. Counties have long been at the forefront of leveraging their resources beyond traditional health entities and partners to improve health. In recent years, the state and federal governments have worked to enhance the work of counties to ensure there is a lasting impact at the local level. Participants will learn how state and federal governments are working with counties to advance policies and programs to support healthy counties.</p> <p>Moderator: Mr. Nick Macchione, Director, Health and Human Services Agency, San Diego County, Calif.; NACo Healthy Counties Initiative Advisory Board Vice Chair</p> <p>Ms. Nadine Simons, Regional Health Administrator, Region IX, United States Department of Health and Human Services</p> <p>Ms. Melissa Hansen, Program Principal, National Conference of State Legislators</p>
<p>11:15am-11:45am (Great Room)</p>	<p><u>What about the Data?</u></p> <p>When reforming and/or creating a delivery system of care, it will be critical for counties to utilize data across systems from various sectors. This session will discuss how to engage insurers and consider challenges and opportunities of the data needs counties require from partners to effectively develop and/or participate in an ACC. How can systems communicate and what data are needed?</p> <p>Moderator: Mr. Nick Macchione, Director, Health and Human Services Agency, San Diego County, Calif.; NACo Healthy Counties Initiative Advisory Board Vice Chair</p> <p>Mr. Clarence Williams, Vice President, Accountable Care Solutions Regional Head of Sales, Aetna – Accountable Care Solutions</p>
<p>11:45am – 1:00pm (Grand Room)</p>	<p><u>Keynote Luncheon: Using Information for Better Outcomes</u></p> <p>What do you do once you have all of the data and information? What does it all mean? Esri, a Healthy Counties corporate sponsor, will present how geography can help bring your data to life. By understanding the demographic composition and lifestyles of neighborhood residents, you can better understand the needs of your county, make better informed decisions, and work towards improving the overall health of your community.</p> <p>Ms. Angelica Baltazar, Health and Human Services Specialist, Esri</p>

<p>1:00pm – 2:30pm (Great Room)</p>	<p><u>Wellness: Engaging Employees to Drive Behavioral Change</u></p> <p>A critical component of Accountable Care Communities is enabling health improvements among residents and employees. As employers, counties can influence their workforce to drive change in their communities through wellness programs. This can lead to a reduction in health care costs and increase productivity. In this session, participants will learn (1) what type of wellness programs urban and rural counties are offering their employees and (2) how they encourage and sustain employee participation in wellness programs.</p> <p>Moderator: Ms. Jan Mazone, Deputy Director, Human Resources, San Diego County, Calif.</p> <p>Ms. Cindy Jones, Treasurer, Hopkins County, Ky.</p> <p>Mr. Dave Douglas, National Vice President of Sales, Healthstat, Inc.</p>
<p>2:30pm – 2:45pm</p>	<p><u>Networking Break</u></p>
<p>2:45pm - 3:15pm (Great Room)</p>	<p><u>Exploring Cost Drivers</u></p> <p>This response session will explore 10 questions county elected officials should be asking to better understand cost drivers among county employees' health care coverage. The discussion will also explore how they can use the answers to those questions to ensure appropriate coverage and prevention activities that result in better outcomes and controlled costs over a long term period.</p> <p>Moderator: Hon. Sallie Clark, NACo Second Vice President, Commissioner, El Paso County, Colo.</p> <p>Mr. Paul Campbell, Vice President, State and Local Solutions, Public Sector, United Healthcare</p> <p>Mr. Thomas Carey, Vice President, Business Development, Optum</p>

<p>3:15pm - 4:45pm (Great Room)</p>	<p><u>Creating Healthier Counties with the Criminal Justice System as Your Partner</u></p> <p>There are unconventional partners in a coordinated and integrated care system. Jails, which are often overlooked, interact with many vulnerable individuals. These individuals can be engaged to obtain care and treatment, which can ultimately impact recidivism. The criteria and process for enrolling individuals for health insurance will be discussed during this session in addition to using technology as part of the continuum of care.</p> <p>Moderator: Hon. Jim McDonough, Commissioner, Ramsey County, Minn.; NACo Healthy Counties Initiative Advisory Board Chair</p> <p>Ms. Farrah McDaid Ting, Associate Legislative Representative, Health and Human Services, California State Association of Counties</p> <p>Ms. Barbara Lee, Medical Services Administrator, San Diego County Sheriff's Department, San Diego County, Calif.</p> <p>Ms. Kristen Guillaume, Vice President and General Manager, Public Sector, Netsmart Technologies Inc.</p> <p>Ms. Teri Vetter, Practice Director, Public Sector, Netsmart Technologies Inc.</p>
<p>5:00pm</p>	<p><u>Adjourn</u></p>
<p>5:30pm – 6:30pm (Grand Room)</p>	<p><u>Networking Reception</u></p> <p>Hon. Linda Langston, President, NACo; Supervisor, Linn County, Iowa</p> <p>Mr. Nick Macchione, Director, Health and Human Services Agency, San Diego County, Calif.; NACo Healthy Counties Advisory Board Vice Chair</p> <p>Mr. Steve Lodge, Senior Director, Outreach and Special Projects, American Beverage Association</p>

Friday, January 31, 2014

<p>7:00am – 8:00am (Great Room)</p>	<p><u>Networking Breakfast and COIN</u></p> <p>Join us to learn about the County Innovation Network (COIN). This managed online community enables county officials to: (1) ask questions of subject matter experts from county officials who have volunteered as "Helping Hands" and subscribing corporate thought leaders; (2) share information; and, (3) connect with members and suppliers in an organized marketplace.</p> <p>Dr. Bert Jarreau, Ph.D., Chief Innovation Officer, NACo</p>
<p>8:00am – 8:15am (Great Room)</p>	<p><u>Connecting Day 1 and Day 2</u></p> <p>Hon. Dave Roberts, Supervisor, San Diego County, Calif.</p> <p>Hon. Jim McDonough, Commissioner, Ramsey County, Minn.; NACo Healthy Counties Advisory Board Chair</p>
<p>8:15am – 10:15am (Great Room)</p>	<p><u>Practices for Integrating Behavioral Health into ACCs/Medical Homes</u></p> <p>Counties continuously grapple with how to deliver quality and effective mental health services to their residents. Integrating primary care and behavioral health can be a key component of creating an Accountable Care Community. During the first hour of this session, leaders from community health organizations and the private sector will discuss various models and strategies for integrating behavioral health efficiently. In the second hour, county officials will share their perspectives on the challenges they face in serving those living with mental illness and substance use disorders and how they are addressing them.</p> <p>Moderator: Dr. Ron Manderscheid, Ph.D., Executive Director, National Association of County Behavioral Health and Developmental Disability Directors</p> <p><u>Part 1</u></p> <p>Mr. Charles (Chuck) Ingoglia, Senior Vice President, Public Policy and Practice Improvement, National Council for Behavioral Health</p> <p>Ms. Marianne Burdison, Senior Director, Strategic Alliances and Development, Cenpatico</p> <p><u>Part 2</u></p> <p>Mr. Pat Fleming, Director, Behavioral Health Services, Salt Lake County, Utah</p> <p>Mr. Mark Refowitz, Director, Health Care Agency, Orange County, Calif.</p> <p>Hon. Felicia Brabec, Commissioner, Washtenaw County, Mich.</p> <p>Ms. Trish Cortes, Executive Director, Washtenaw Community Health Organization, Washtenaw County, Mich.</p>

10:15am – 10:30am	<u>Networking Break</u>
10:30am – 12:00pm (Great Room)	<p><u>Transforming Rural Counties into ACCs</u></p> <p>Like urban counties, rural counties are exploring new ways to improve care and reduce costs. Despite challenges such as geographic location, small and older populations, the scarcity of financial resources, the need to acquire new technologies, limited workforce, and access to care rural counties have implemented solutions such as Accountable Care Organizations and collaborative community health initiatives to address the needs of their communities. This session will explore some of the ways counties with modest resources are leveraging their existing resources to improve the health of their communities.</p> <p>Moderator: Ms. Terry Speiker, Chief Assistant County Administrator, Contra Costa County, Calif.; NACo Healthy Counties Advisory Board Vice Chair</p> <p>Ms. Mimi Khin Hall, Director, Plumas County Public Health Agency, Plumas County, Calif.</p> <p>Dr. Clint MacKinney, M.D., M.S., Deputy Director and Assistant Clinical Professor, Rural Policy Research Institute Center for Rural Health Policy Analysis; Department of Health Management and Policy, College of Public Health, University of Iowa</p>
12:00pm – 1:00pm (Great Room)	<p><u>Working Lunch: Opportunities for Building Partnerships that Create and Sustain Healthy Counties</u></p> <p>One of the most critical elements of creating Accountable Care Communities is building partnerships to achieve goals. CBS EcoMedia, a Healthy Counties corporate sponsor, will discuss how they partner with counties and the private sector to fund WellnessAd projects.</p> <p>Moderator: Hon. Joan Garner, Commissioner, Fulton County, Ga; NACo Healthy Counties Advisory Board Vice Chair</p> <p>Ms. Janice Sakamoto, Vice President, Strategic Partnerships and Public Affairs, CBS EcoMedia</p>
1:00pm – 1:15pm (Great Room)	<p><u>Closing Remarks</u></p> <p>Hon. Jim McDonough, Commissioner, Ramsey County, Minn.; NACo Healthy Counties Advisory Board Chair</p> <p>Mr. Nick Macchione, Director, Health and Human Services Agency, San Diego County, Calif.; NACo Healthy Counties Advisory Board Vice Chair</p>

1:30pm – 4:30pm

Optional Innovation Tour – Access2Health Center

Pre-registration was required. The tour is currently closed.

The County of San Diego Health and Human Services Agency (HHSA) first developed a comprehensive call center in 2010 to address increasing demand for Supplemental Nutrition Assistance Program (SNAP) benefits. Having this enhanced capability perfectly positioned San Diego County to manage increased enrollment volumes as Medi-Cal expanded under the Affordable Care Act.

This tour will highlight the center’s activities and will include a presentation on HHSA’s Knowledge Integration Program and the private, public, and non-profit collaboration currently developing health and social service information exchange for San Diego County.

Tour

Ms. Marie Brown-Mercadel, Deputy Director, East and North Central Regions, HHSA, San Diego County, Calif.

Mr. Petros Alemeselassie, Chief, Agency Operations, HHSA, San Diego County, Calif.

Presentation

Ms. Carrie Hoff, Assistant Deputy Director, Knowledge Integration Program, San Diego County, Calif.

Bus leaves at 1:30pm from the hotel lobby and returns to the hotel by 4:30pm.

The center is located at 8765 Fletcher Parkway, La Mesa, Calif. 91942