ELEVATING HEALTH CENTER OPERATIONS

JUNE 11-12, 2024
VIRTUAL DELIVERY

OFFERED BY:
NATIONAL ASSOCIATION OF Community Health Centers®
Elevating Health Center Operations Training

This program has been recommended for 9.6 CPE in the “Specialized Knowledge” category and 8.0 CEU.

Delivery Method:
Group Internet-Based.

Program Level:
Intermediate to Advanced.

Prerequisites and or Pre Work:
At least five years’ experience in health center operations and/or management.

Duration of Training:
Two Days.

This training will focus on the following Chief Operating Officer (COO) Competencies:

- Operations (Level 3)
- Personnel Management (Level 3)
- Leadership (Level 3)

These competencies align with NACHC’s Value Transformation Framework (VTF), with detailed descriptions of knowledge and skill levels. NACHC resources are mapped to competencies in the TTA Catalog.

Learning Objectives:
By the end of this two-day training, participants will:

- Master the step-by-step approach to igniting a culture transformation, armed with key performance indicators for guaranteed success. Dive deep into strategic planning, business intelligence, data integrity, safety, compliance, and organizational structure to drive impactful change.

- Distinguish between value-based care and fee-for-service models, unraveling their effects on patient care to make informed decisions for optimized healthcare delivery.

- Uncover effective interventions, systems, and programs fostering heightened patient engagement, ensuring care responsiveness and equity.

- Embark on a journey of leadership innovation, exploring avant-garde approaches to equip health center leaders in proactively shaping the future of healthcare.

- Refresh knowledge of HRSA compliance necessities for the Sliding Fee Discount Schedule program, ensuring adherence to regulatory standards and optimal patient access to care.

- Construct transparent pay scales, conduct thorough pay equity analyses, and draw inspiration from equitable career advancement programs to foster an inclusive and thriving workplace environment.

Faculty:
Adrienne Mann, Chief Innovation Officer, RN, Coleman Associates
Amanda Laramie, Chief Operating Officer, Coleman Associates
Andy Eck, Managing Director, Facktor
Beth Edwards, MSN, RN, CNL, CPNP-PC, EDAC, Chief Consulting Officer, Capital Link
Catherine Gilpin, CPA, Managing Director/Grants Management & Financial Advisory Services, FORVIS
Dawn Haut, MD, Chief Executive Officer, Eskenazi Health
Gary Campbell, President, Impact2Lead
Gillian Woods, PhD, Quality Director, Community Clinic NWA
Henry Thompson, Dsc, FACHE, Chief Executive Officer, Community Health Center of Richmond
Jeremy Williams, Sr., Chief Executive Officer, SaNDAI Global
Joanne McNamara, Senior Manager, CohnReznick
Judd Semingson, APRN, MSN, MBA, Chief Executive Officer, Community Clinic NWA
Megan Ward, Manager, Leadership & Career Development, NACHC
Melissa Stratman, Chief Executive Officer, Coleman Associates
Michelle Fernandez, DSW, MSW, Director of Workforce Development, Association of Clinicians for the Underserved
Monica Gutierrez-McCarthy, Interim Chief Executive Officer and Chief Operating Officer, Eisner Health
Nayantara Venkataraman, Senior Associate, Facktor
Oscar Marquez, Senior Program Manager, CBA Project Director, Primary Care Development Corporation
Saura Fortin-Erazo, MD, MBA, FAAFP, Chief Medical Officer, Eskenazi Health
Shannon Lea, Senior Program Manager, Clinical and Quality Partners, Primary Care Development Corporation

REGISTER NOW

ACCOUNTING PROFESSIONALS (CPE)
The National Association of Community Health Centers, Inc. (NACHC) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. (Sponsor #108392)
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Presenter(s)</th>
<th>Credits Available</th>
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<tbody>
<tr>
<td>12:00pm - 12:15pm</td>
<td>Welcome &amp; Introduction to EHCO</td>
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| 12:15pm - 1:45pm | **SESSION 1**  
*Creating a Culture of Excellence*  
Impact2Lead, LLC | **Faculty:** Gary Campbell, President | **CEU: 1.5, CPE: 1.8** |
| 1:45pm - 2:05pm | **BREAK**                                                                   |                                            |                   |
| 2:05pm - 3:20pm | **SESSION 2**  
*Implications of Value-Based Care on Health Center Operations and Staff*  
Capital Link | **Faculty:** Beth Edwards, MSN, RN, CNL, CPNP-PC, EDAC, Chief Consulting Officer | **CEU: 1.25, CPE: 1.5** |
| 3:20pm - 3:35pm | **BREAK**                                                                   |                                            |                   |
| 3:35pm - 4:50pm | **SESSION 3**  
*Driving Patient Engagement through the Integration of Health Equity, Social Drivers, and Whole-Person Care*  
Primary Care Development Corporation | **Faculty:** Shannon Lea, Senior Program Manager, Clinical and Quality Partners  
Oscar Marquez, Senior Program Manager, CBA Project Director | **CEU: 1.25, CPE: 1.5** |
| 4:50pm - 5:00pm | **Day One: Wrap-Up Session**                                                 |                                            |                   |
12:00pm - 1:30pm  
**SESSION 4**  
*Future-Ready Leadership: Navigating the Changing Landscape of Healthcare*  
*Coleman Associates*  
Amidst continuous transformation in the healthcare industry, a forward-thinking approach must be embraced by community health center leaders. This session aims to empower leaders by equipping them with specific knowledge and skills necessary to navigate the ever-changing landscape. Strategies for fostering adaptability, building data-driven organizations, and embracing innovation will be explored. Attendees will be guided on how to ensure their health centers remain at the forefront of healthcare delivery in an era of evolving technologies and patient expectations. Additionally, insights from forward-thinking leaders nationwide will be shared, showcasing initiatives aimed at preparing organizations for anticipated future developments.  
**Faculty:**  
Adrienne Mann, CIO, RN  
Amanda Laramie, COO  
Melissa Stratman, CEO  
**Credits Available:** CEU: 1.5, CPE: 1.8

1:30pm - 1:50pm  
**BREAK**

1:50pm - 3:05pm  
**SESSION 5**  
*Sliding Fee Discount Utilization Analysis*  
*FORVIS*  
Chapter 9 mandates that a health center’s sliding fee discount program must be evaluated at least once every three years, as stipulated in Element L. The center must collect utilization data to assess the rate at which patients within each discount pay class, including those at or below 100 percent of the FPG, access services. This data, along with other relevant information, is utilized to gauge the program’s effectiveness in reducing financial barriers to care. Identified changes are then implemented as necessary. HRSA recognizes this compliance area as needing improvement and collaborated with NACHC to develop a Sliding Fee Discount Utilization Analysis tool. In this session, attendees will discuss the requirement and learn how to utilize the tool effectively to ensure Health Center Compliance.  
**Faculty:**  
Catherine Gilpen, CPA, Managing Director/ Grants Management & Financial Advisory Services  
**Credits Available:** CEU: 1.25, CPE: 1.5

3:05pm - 3:20pm  
**BREAK**

3:20pm - 4:35pm  
**SESSION 6**  
*Equity of Pay and Career Advancement Opportunities*  
*NACHC*  
The health center movement is underpinned by the principle of reflecting the patient demographic within the workforce. However, mere representation isn’t adequate for ensuring workplace equity and retaining diversity. To attain this goal, health centers, akin to all organizations, must track and be held accountable to equity metrics. Two pivotal metrics are equity in pay and career advancement. This session will detail the structuring of pay scales, conduct of pay equity analysis, and interpretation of data. Insights will be gleaned from health centers that have implemented pay equity analysis and career advancement programs, offering attendees valuable firsthand perspectives on fostering equity within their organizations.  
**Faculty:**  
Megan Ward, Manager, Leadership & Career Development, NACHC  
**Guest Speaker:**  
Michelle Fernandez, DSW, MSW, Director of Workforce Development, Association of Clinicians for the Underserved  
**Credits Available:** CEU: 1.25, CPE: 1.5

4:35pm - 5:00pm  
**Day Two Wrap-Up Session**
Implementing AI-enabled chatbots for patient engagement
SaNDAI Global

This course centers on the implementation of AI-enabled chatbots to elevate patient engagement within healthcare settings. Participants will be instructed on harnessing chatbot technology driven by artificial intelligence to furnish personalized assistance, disseminate information, and enhance patient communication. Upon completion, participants will possess the skills necessary to effectively deploy AI-enabled chatbots, thereby augmenting patient engagement in community health centers. The insights gained from our collaboration with Capital Area Health Network CHC will be integrated into our presentation, enriching the learning experience with real-world examples and practical applications.

By the end of this training participants will be able to:

• Identify key considerations in designing and developing AI-enabled chatbots.
• Familiarize themselves with strategies for collecting and integrating patient data into chatbot systems.
• Understand how chatbots can support appointment scheduling, symptom assessment, medication reminders, and health education.

Faculty:
Jeremy Williams, Sr., Chief Executive Officer

Creating a Fund Development Plan to Support Strategic Planning
CohnReznick LLP

Long-range strategic planning is mandated for Health Centers at least once every three years. While these plans may outline expansion goals, crafting a robust fund development plan is crucial. Such a plan, incorporating program, clinical, and operational leadership, strengthens the value proposition, facilitating diverse funding streams. This session will delve into strategies for data collection and translating daily operations into a campaign strategy to attract funders. A framework will be presented for creating a fund development plan aligned with strategic initiatives. Partnering with the Community Health Center of Richmond, examples will illustrate how this framework drives a proactive fund strategy, harmonizing with the Health Center's strategic plan.

By the end of this training participants will be able to:

• Understand how program and operational leadership can inform an effective value proposition to support strategic initiatives.
• Utilize resources provided to develop data collection strategies to quantify value in a way that various funders will find compelling.
• Create a fund development plan that aligns with their Health Center's strategic plan to support financial sustainability of initiatives.

Faculty:
Joanne McNamara, Senior Manager

Guest Speaker:
Henry Thompson, Dsc, FACHE, Chief Executive Officer
Community Health Center of Richmond
Building a Project Management Office (PMO): Tools & Approaches for Success
Facktor & Eisner Health

Effective project management tools and approaches play a crucial role in determining project outcomes, stakeholder satisfaction, and timely facility openings. The session, co-presented by Facktor and Eisner Health, will highlight best practices for building and managing a Project Management Office (PMO), handling organizational project portfolios, and ensuring project success through adept use of management tools. Tailored to support community health centers, objectives include transforming existing PMOs into high-value entities, central or hybrid project management, aligning projects with strategic plans, enhancing transparency and cross-departmental collaboration, and fostering a culture of punctual, budget-conscious, and scope-compliant projects. Attendees will gain actionable insights to elevate their project management capabilities.

By the end of this training participants will be able to:

• Understand the value of implementing a formal Project Management Office in a community health center.
• Discover and apply standard approaches to building and sustaining a project management office.

Faculty:
Andy Eck, Managing Director, Facktor
Nayantara Venkataraman, Senior Associate, Facktor
Monica Gutierrez-McCarthy, Interim Chief Executive Officer and Chief Operating Officer, Eisner Health

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling $6,625,000 with 56.5% percentage financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit HRSA.gov.
Registration and Pricing Information

To register online visit: www.nachc.com and click on Trainings & Events.

For questions and comments, please contact the HCOG (Health Center Operations and Governance) Department:
Email eventlogistics@nachc.com or call (301) 347-0400

Early Bird Registration Fee: $875 if received by May 28, 2024
Regular Registration Fee: $975 if received after May 28, 2024
Registration Cutoff Date (Last day to register online): June 9, 2024

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REGISTRATION FORM
Elevating Health Center Operations (EHCO)

**PARTICIPANT INFORMATION**

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**COST INFORMATION**

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<tr>
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**PAYMENT INFORMATION**

(Payment MUST be received with registration form.)

- Check (payable to NACHC)
- MasterCard
- Visa
- American Express

Total amount enclosed $___________

Card Number ____________________ Exp. Date __________

Print name as it appears on credit card ____________________

Cardholder’s signature ____________________

Note: Registration is not final until NACHC confirmation is received. This may take up to two weeks from NACHC’s receipt of REGISTRATION FORM.