

# ELEVATING HEALTH CENTER OPERATIONS

JUNE 11-12, 2024  
VIRTUAL DELIVERY



OFFERED BY:



NATIONAL ASSOCIATION OF  
Community Health Centers®



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Community Health Centers®

# 2024 Elevating Health Center Operations (EHCO)

## 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.

**REGISTER NOW**

Elevating Health Center Operations (EHCO) is National Association for Community Health Center's (NACHC) only training to provide critical components of operational success. Attendees will discover more about quintuple aim of enhanced patient experience, improved population health, reduced costs, care team well-being, and advancing health equity. In addition to a deep dive into key elements of health center operations, this training will provide an opportunity for health center leaders to network and build relationships with industry peers.

### 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

### 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](http://www.nasbaregistry.org). (Sponsor #108392)



# AGENDA | Day 1 • June 11, 2024 Eastern Time

12:00pm - 12:15pm **Welcome & Introduction to EHCO**

12:15pm - 1:45pm **SESSION 1**  
***Creating a Culture of Excellence***  
**Impact2Lead, LLC**

Join our dynamic training session to unravel the complexities of cultural transformation in the workplace. While altering business processes and systems is challenging, reshaping culture poses a greater hurdle. Explore the pivotal role of cross-functional teams in fostering collaboration and efficiency. Gain invaluable insights from real-life experiences on cultivating a culture of excellence. Discover the transformative power of such a shift, enabling centers to cultivate sustainable operations, foster workforce engagement, and gain a competitive edge in today's fiercely competitive landscape. Don't miss this opportunity to equip yourself with the tools to thrive amidst heightened competition for both patients and staff.

**Faculty:**

**Gary Campbell, *President***

**Credits Available:** 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**

In this session, the current healthcare landscape for health centers as primary care providers will be addressed, along with the implications of payment reform through value-based care. Assistance will be provided to help health centers determine how to successfully implement a value-based care system. Discussions will be held regarding how operations could be impacted by transitioning to value-based care and the various ways staff can be utilized to their fullest capabilities during the transition. Additionally, the potential for better health outcomes and increased health equity through a value-based care system will be reviewed.

**Faculty:**

**Beth Edwards, MSN, RN, CNL, CPNP-PC, EDAC, *Chief Consulting Officer***

**Credits Available:** 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**

Integrated care, often hailed as the gold standard for treating patients with complex physical, behavioral, and social needs, is frequently cited. Patient engagement is deemed crucial for appropriate care delivery. Organizations must grasp the essence of providing integrated care to support whole-person care. Ways to utilize the social-ecological model for patient engagement and care optimization will be covered in this session. Social needs screening tools will be reviewed, highlighting how data capture related to social drivers of health engages patients and informs responsive and equitable care planning and delivery. Attendees will be presented with examples of interventions, systems, and programs that have effectively engaged patients to support whole-person care.

**Faculty:**

**Shannon Lea, *Senior Program Manager, Clinical and Quality Partners***

**Oscar Marquez, *Senior Program Manager, CBA Project Director***

**Credits Available:** CEU: 1.25, CPE: 1.5

4:50pm - 5:00pm **Day One: Wrap-Up Session**

# AGENDA | Day 2 • June 12, 2024 Eastern Time

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**

#### **Guest Speakers:**

**Dawn Haut, MD, CEO, Eskenazi Health**  
**Saura Fortin-Erazo, MD, MBA, FAAFP, CMO, Eskenazi Health**  
**Judd Semingson, APRN, MSN, MBA, CEO, Community Clinic NWA**  
**Gillian Woods, PhD, Quality Director, Community Clinic NWA**

**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

# As an add-on, registrants will have access to the following recorded sessions!

## ***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**

# As an add-on, registrants will have access to the following recorded sessions!

## ***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](https://www.hrsa.gov).

# Registration and Pricing Information

To register online visit: [www.nachc.com](http://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](mailto:eventlogistics@nachc.com) or call **(301) 347-0400**

**SAVE  
10%**

**ON EARLY  
REGISTRATION**

**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**

## REGISTRATION FORM

### Elevating Health Center Operations (EHCO)

#### PARTICIPANT INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

#### COST INFORMATION\*

Early Bird Registration    \$875 per person  
(if received by May 28, 2024)    \$ \_\_\_\_\_

Regular Registration    \$975 per person  
(if received after May 28, 2024)    \$ \_\_\_\_\_

#### 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.*



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#### THREE WAYS TO REGISTER



##### ELECTRONICALLY

Online registration is available.  
Go to [www.nachc.org](http://www.nachc.org).  
Click Trainings, find the date and  
name of the training and click  
"register now."



##### MAIL

Mail Registration to:  
NACHC Meetings/Acct. Dept.  
7501 Wisconsin Avenue  
Suite 1100W  
Bethesda, MD 20814



##### FAX

Send registration form with credit  
card information to (301) 347-0457.  
**Registration forms will not be  
processed without payment.**

**NOTE: DO NOT mail or fax your  
forms after May 25, 2024.**

#### NACHC CANCELLATION POLICY:

All Cancellations must be in writing and must  
be received at NACHC on/before June 9, 2024.

- Cancellations received on/before  
June 9, 2024 will be assessed a \$100  
processing fee.
- Cancellations received after  
June 9, 2024 are not refundable.
- Cancellations after the conclusion of the  
training are non-refundable.
- Substitutions are encouraged.
- "No Shows" are non-refundable.

To cancel your reservation, please send a  
request in writing to the HCOG (Health Center  
Operations and Governance) Department at  
[eventlogistics@nachc.com](mailto:eventlogistics@nachc.com).