

*Patient Centered Medical*  
**Home Sweet Home**

2010 MPCA ANNUAL CONFERENCE | OCTOBER 10-12, 2010 | AMWAY GRAND PLAZA, GRAND RAPIDS, MI





## Conference Highlights

### EXHIBITOR SHOWCASE

Monday, October 11, 7:30 am-7:30 pm

Talk with experts, network with peers, gather informational materials, and learn about health-related organizations that offer the products, services, and expertise you need to strengthen your Health Center's operations and services. Plus, win great prizes while visiting the exhibits, and please remember to thank the exhibitors for their support.

### RECEPTION & SILENT AUCTION

Monday, October 11, 5-7 pm

This is an opportunity to kick back, relax, and socialize with your peers from across the state. If you would like to donate an item to be included in the silent auction, please complete the enclosed Silent Auction Donation Form and return it by September 17. Proceeds from individual donations will be given to the Primary Care Cares Political Action Committee. All other proceeds will be reserved to develop a scholarship for Michigan Community Health Centers' staff.

### MPCA AWARDS BREAKFAST

Tuesday, October 12, 7:30-9 am

Join us to recognize and celebrate the accomplishments of Michigan Community Health Center clinicians, staff, and board members. (Registered attendees only please.)

On behalf of the Michigan Primary Care Association (MPCA) Annual Conference Planning Committee, Board, and staff, I want to welcome you to our annual educational conference celebrating Health Centers through our theme, "Home Sweet Patient Centered Medical Home."

Now that health reform is a reality of today rather than a vision for the future, Community Health Centers can make major strides toward our vision of quality health care for all. Together we face tremendous opportunities as well as great challenges. How we choose to address both will define our success in the years to come.

It is projected that under the Affordable Care Act, Health Centers across the country will be the health care home for 40 million U.S. residents by 2015, expanding access to quality health care, catalyzing healthy communities, saving the country billions of dollars in unnecessary medical expenditures, and creating thousands of jobs within Health Centers and the communities they serve. The impact in Michigan is sure to be historic and life-changing.

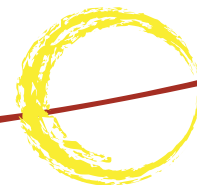
Now is the time for Michigan Health Centers to join with others across the country in leading the revolutionary transformation of the health care system. That means using the transformational model we know well in combination with the resources that have emerged following enactment of the Affordable Care Act to their fullest potential. These federal, state, and local resources are designed to assist Community Health Centers in transforming into Patient Centered Medical Homes that allow community members to participate in comprehensive, coordinated, continuous health care that is centered on the their needs and integrates care across the entire community and health care system.

This year's MPCA Annual Conference agenda is rich with resources, best practices, lessons learned, and success stories focused on the nationally recognized Patient Centered Medical Home principles. So welcome to your "Home Sweet Patient Centered Medical Home"! Our doors are open wide and we look forward to seeing you October 10-12 at the Amway Grand Plaza in Grand Rapids for what promises to be a resourceful, enlightening, not to mention fun, homecoming!

Sincerely,

Kim E. Sibilsky  
MPCA Executive Director

REGISTER BY SEPTEMBER 17 TO RECEIVE  
THE EARLYBIRD REGISTRATION RATE.



## Sunday, October 10

2:30-5 PM | CENTER CONCOURSE

### Registration

Feel free to stop by the registration desk prior to or after today's meetings.

3-4:30 PM | GERALD R. FORD ROOM

### Health Center Board Member Meeting

3-4:30 PM | VANDENBERG A

### Finance Officers Meeting

3-4:30 PM | GOVERNOR'S ROOM

### CEO / CMO Summit:

#### The Results are In and the Fun Begins

Please join your friends and comrade CEOs and CMOs to discuss the assessment of Michigan CHCs' clinical support needs conducted by Dr. Ann Batdorf-Barnes, DO, MPH. Your input and guidance is required to accelerate change and move Michigan's Health Centers to #1 in meeting the principles of Patient Centered Medical Home and in improving the quality of life of Michigan residents. | *Ann Batdorf-Barnes, DO, MPH, Population Health Partners, PLC*

3-4:30 PM | VANDENBERG B

### Operations Directors Meeting

4 PM | IMPERIAL BALLROOM

### Vendor Set-up

4:30-6 PM | GOVERNOR'S ROOM

### MPCA Board Meeting

5:30-7 PM | SUITE 2690

### Networking Welcome Reception

Light hors d'oeuvres and cash bar



Continuing Medical  
Education credits have  
been applied for.

## Monday, October 11

6:30-7:30 AM | IMPERIAL BALLROOM

### Vendor Set-up

7-8:30 AM | CENTER CONCOURSE & PANTLIND BALLROOM

### Registration & Breakfast Buffet (begins at 7:30 am)

8:30-8:45 AM | AMBASSADOR EAST

### Welcome & Introductions

*Chris Shea, Chair, MPCA Board of Directors; Executive Director, Cherry Street Health Services*

8:45-10 AM | AMBASSADOR EAST

### General Session: Innovations in Statewide PCMH Systems Development

Join us for an overview of leading states' medical home initiatives and the role that Health Centers are playing in some of these initiatives. Learn about opportunities for Health Centers to get involved in new and current state efforts, and how federal health care reform might further these efforts. | *Presenters: Mary Takach, MPH, RN, Program Manager, National Academy for State Health Policy; Hunt Blair, Director, Division of Health Care Reform & State HIT Coordinator, Department of Vermont Health Access*

10-10:15 AM | AMBASSADOR EAST

### Presentation of Legacy of Leadership Award: Senator Debbie Stabenow

10:15-10:30 AM | IMPERIAL BALLROOM

### Break

10:30 AM-12 PM **Breakout Session A**

AI CLINICAL | GOVERNOR'S ROOM

### Centering Pregnancy & Parenting: A Model for Group Health Care

Centering Pregnancy is an innovative health care delivery model that alters routine prenatal care by bringing women out of the exam room and into groups for their care. Since its conception in 1992, it has won numerous awards and has been implemented in over 400 sites across the country. This session will describe the advantages of group prenatal care, and provide an overview of how the model is being implemented and evaluated in Community Health Centers. | *Presenter: Priscilla Tait, MS, CNM, Infant Mental Health Mentor, Centering Healthcare Institute*



AGENDA IS SUBJECT TO CHANGE

12-1:15 PM | PANTLIND BALLROOM / IMPERIAL BALLROOM  
**Networking Lunch & Vendor Time**

1:15-2:30 PM | AMBASSADOR EAST

**General Session: Meaningful Use**

Get a thorough and updated overview of the Medicare and Medicaid EHR incentive programs that were created as a result of the ARRA/HITECH stimulus legislation passed by Congress and signed into law by President Obama in February 2009. New Final Rules for these programs have recently been issued, which entitle physicians up to \$44,000 under Medicare and \$63,500 under Medicaid for the “meaningful use of certified EHR technology” over a five-year period commencing in 2011, as well as impose penalties of as much as 3% of Medicare charges for those who choose not to participate by 2015. | *Presenter: David C. Kibbe, MD, MBA, Senior Advisor, American Academy of Family Physicians; Chair, ASTM International E31 Technical Committee on Health Care Informatics; Principal, The Kibbe Group LLC*

2:30-3:45 PM | AMBASSADOR EAST

**General Session: Michigan’s Progress in Transforming to PCMH**

The greatest strides in PCMH implementation and certification in Michigan proceed from the innovative work of Blue Cross Blue Shield and its PGIP Program. Join us as two of Michigan’s finest minds in PGIP and systems improvement join two of Michigan Health Centers’ shining stars in a discussion of making it work in Michigan. | *Presenters: Linda Mackensen, RN, Manager, Blue Cross Blue Shield of Michigan; Thomas Marshall, MD, Medical Director, Alcona Health Centers; Christine Baumgardner, MA, Executive Director, Alcona Health Centers; Mark Casmer, Senior Director, Medical Advantage Group*

3:45-4 PM | IMPERIAL BALLROOM

**Break**

4-5 PM **Breakout Session B**

BI CLINICAL | GOVERNOR’S ROOM

**Fit Kids 360: A Unique Approach to Addressing Childhood Obesity in Your Community**

The Fit Kids 360 program is a childhood obesity program designed for children 8-16 years of age with 85% BMI and a firm commitment to a healthier lifestyle. Learn more about this program that is different from other childhood obesity programs because it accepts referrals or visits locations to provide training for health care teams to conduct their own program. | *Presenter: Rose Rumball, CPT, AE-C, EMT-P, Pediatrics Manager, Cherry Street Health Services*

Monday, October 11

CONTINUED

A2 FINANCE | VANDENBERG A

**Health Care Reform’s Impact on Community Health Centers**

Health care reform will create new opportunities for Health Centers to expand and generate additional patient revenues. It may also affect how Health Centers purchase health insurance for their employees. Learn from our NACHC speaker how health care reform will impact your Health Center operations and finances. | *Presenter: Kaitlin McColgan, Director, Federal Affairs, National Association of Community Health Centers*

A3 BOARD | VANDENBERG B

**Corporate Compliance for Health Center Boards**

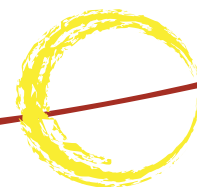
While management is responsible for carrying out day-to-day operations, Health Center board members also have a fiduciary responsibility for governing and overseeing their organizations. In this session, board members will learn about the types of compliance requirements that are applicable to Health Centers—including the single audit, internal controls, grant administration, federal cost principles, and the governance provisions of the new IRS Form 990—along with the unique role played by the Board in overseeing these critical functions. | *Presenter: Stephen Blann, CPA, CGFM, Principal, Government/Nonprofit Services, Rehmann Robson*

A4 ADMINISTRATIVE | GERALD R. FORD ROOM

**Inspired Leadership: Keys to Lead, Manage and Coach for Change**

Managing the people side of change is much more effective when leaders create a compelling vision and enroll their teams in meeting that vision. Tools and techniques currently in use at Michigan Primary Care Association and Hackley Community Care Center to inspire organizational transformation will be demonstrated for your consideration. | *Presenters: Brad Zimmerman, Managing Director, PMP Health; Mark Stein, President, PMP Group; Wayne Kohn, DO, Chief Medical Officer, Hackley Community Care Center; Kim Sibilsky, Executive Director, Michigan Primary Care Association*

Breakout Session B continued on next page



**B2 FINANCE | VANDENBERG A**

**A Statewide Health Insurance Program—  
Can We Do it?**

Health Centers could realize significant savings if they were able to purchase health insurance from a large statewide program. Find out how a program could be established, and how it would work, if Michigan Health Centers work together. | *Presenters: Tom Najar, President, Phoenix Partners, Inc.; Pat Burke, Director of Finance & Operations, Michigan Primary Care Association*

**B3 BOARD | VANDENBERG B**

**Best Practices: What's Working Well and What Isn't**

Bring your questions to ask the veteran panel of Health Center board members at this open forum. | *Moderator: David L. Brown, Board President, Family Medical Center of Michigan; Panelists: Cheryl L. Nebedum, MSW, Board Chair, Hackley Community Care Center; Mike Wurtsmith, Board Chair, Thunder Bay Community Health Services*

**B4 ADMINISTRATIVE | GERALD R. FORD ROOM**

**Making Access to Care a Reality:  
The Wayne County Story**

Wayne County's Community Health Centers have risen to the challenge to make quality primary care available to the majority of people in need in one of the nation's most underserved communities. Witness the plan and the process that will push Detroit's \$27 per capita HRSA funding level closer to Seattle's \$240 HRSA funding level! | *Moderator: Chris Allen, Executive Director/CEO, Detroit Wayne County Health Authority; Panelists: Herb Smitherman, MD, MPH, President & CEO, Health Centers Detroit Medical Group; Wayne W. Bradley, Sr., President & CEO, Detroit Community Health Connection*

**5-7 PM | IMPERIAL BALLROOM**

**Reception & Silent Auction**

*Hor d'oeuvres and cash bar. Proceeds from individual donations will be given to the Primary Care Cares Political Action Committee. All other proceeds will be reserved to develop a scholarship for Michigan Community Health Centers' staff. | Sponsored by Great Lakes Health Plan*

## Tuesday, October 12

**7:30 AM | CENTER CONCOURSE**

**Registration**

**7:30-9 AM | PANTLIND BALLROOM**

**Awards Breakfast**

*Join us to recognize and celebrate the accomplishments of Michigan Community Health Center clinicians, staff, and board members. (Registered attendees only please.)*

**9-10:30 AM | AMBASSADOR EAST**

**General Session: Customer Focused  
Healthcare — Patient Centered Medical Home  
as a Model for Customer Focused Care**

*Join us for a brief historical perspective on PCMH, learn about the common elements of the current model, and review the literature supporting the PCMH as value proposition. | Presenter: Richard S. Frank, MD, MHSA, Vice President & Chief Medical Officer, HealthPlus of Michigan*

**10:30-11 AM | AMBASSADOR EAST**

**Break**

**11 AM-12:30 PM | AMBASSADOR EAST**

**General Session: Making a Connection —  
Positive Communication Strategies for  
Patient Involvement**

*Why don't patients follow doctors' orders? How do we help people make healthy choices? Does it sometimes seem like nothing works out and people just don't cooperate? Every day you make hundreds, even thousands, of assumptions to fill in the gaps when you don't have all the facts. Learn how to unleash the power of positive assumption to connect with people in powerful, positive ways for happy, healthy change. In this interactive and fun workshop you will learn how to release barriers and engage in positive communication. | Presenter: Erika Oliver, Positive Approach Coach, eko LLC*

**12:30 PM**

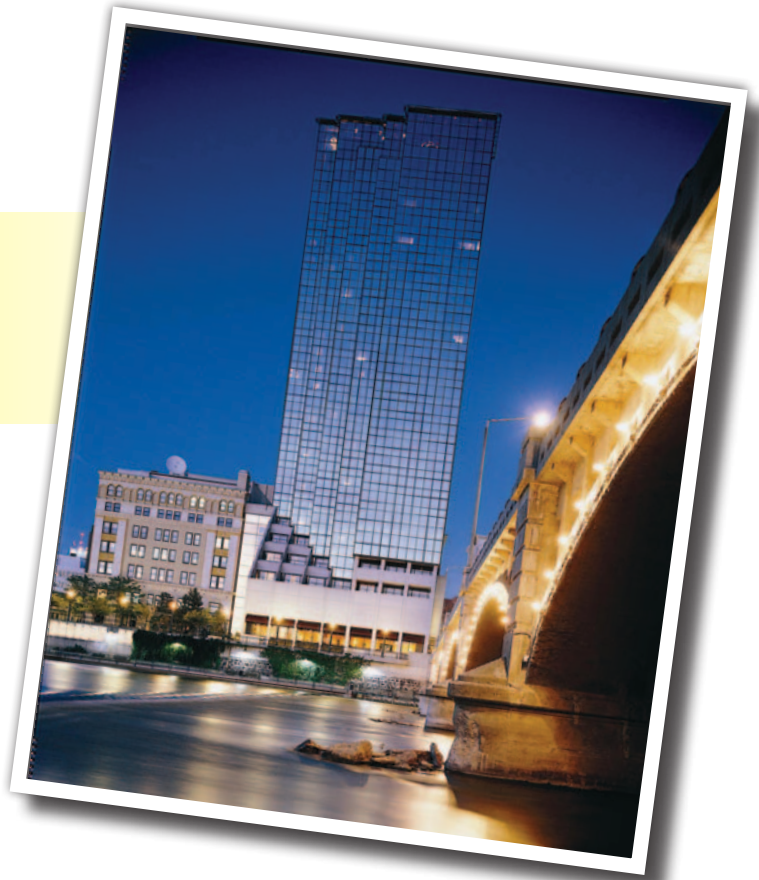
**Adjourn**

# Conference Location

## AMWAY GRAND PLAZA

187 Monroe Avenue NW, Grand Rapids, MI 49503  
800.253.3590 (reservations)  
www.amwaygrand.com

**Location** The Amway Grand Plaza, located in the heart of the downtown Grand Rapids' business and entertainment district, is where the past meets the present. The original hotel, The Pantlind, opened in 1913; by 1925, it was ranked one of the 10 finest hotels in the United States. After being acquired by the Amway Corporation, now part of the Alticor family of companies, The Pantlind was restored to its original elegance, and the Amway Grand Plaza reopened in 1981 with the addition of a contemporary 29-story glass tower.



**Amenities** The Amway Grand Plaza offers full-service accommodations, as well as nine different dining options, boutiques, art galleries, business services, and state-of-the-art fitness facilities including an indoor pool, hot tubs, lighted outdoor tennis courts, and racquetball.

**Nearby Attractions** Nearby attractions—many of which are within a 10-minute walk—include the Grand Rapids Art Museum, Van Andel Museum, Gerald R. Ford Presidential Museum, Grand Rapids Children's Museum, John Ball Zoo, the Frederik Meijer Gardens and Sculpture Park, theatres, nightclubs, shopping, sports arenas, and a variety of restaurants. The Gerald R. Ford International Airport offers easy accessibility to the hotel.

**Reservations & Rates** The Amway Grand Plaza is offering a limited number of rooms at a special rate of \$119 + tax per night (single or double occupancy) to conference participants. You must book your room before September 9 and identify yourself as a participant of the MPCA Annual Conference to get these special rates for October 10-12. To make your reservations, call the Amway Grand Plaza Hotel directly at 1.800.253.3590.

**Parking** Self-parking is available for \$16 per day in the Amway Grand Parking Ramp (entrance located on Pearl Street), or valet parking is available for \$25 per day outside the motor lobby off of the Pearl Street entrance.

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**TO MAKE YOUR HOTEL RESERVATION,  
CALL 1.800.253.3590 BY SEPTEMBER 9.**



# Registration Form

Please duplicate this form for each registrant. Please type or print your name and organization as you wish them to appear on your conference name badge. **To receive the early-bird rate, registration form and payment must be received by September 17.** Cancellations must be made in writing by September 30 and are subject to a \$50 cancellation fee. No refunds will be given after September 30. Questions? Contact Barb Whitlow at 517.381.8000 x207 or bwhitlow@mpca.net.

There are three ways to register:

- BY EMAIL** Email this registration form with credit card information to bwhitlow@mpca.net.
- BY FAX:** Fax this registration form with credit card information to 517.381.8008, Attn: Barb Whitlow.
- BY MAIL:** Mail this registration form with a check or money order payable to Michigan Primary Care Association to: MPCA Annual Conference, 7215 Westshire Drive, Lansing, MI 48917.

First and Last Name

Title/Position

Organization

Address

City, State, ZIP

( )  
Daytime Phone

( )  
Fax

Email Address (for conference confirmation)

RATES	On/Before 9/17	After 9/17	Total
<b>MPCA Member</b>	\$395	\$445	\$
5th & 6th attendees from same organization pay \$295 each. I am a <input type="checkbox"/> 5th <input type="checkbox"/> 6th attendee.			
<b>Non-member</b>	\$470	\$520	\$
<b>Daily Rate</b> (indicate days)	<input type="checkbox"/> Monday \$225 <input type="checkbox"/> Tuesday \$225	<input type="checkbox"/> Monday \$275 <input type="checkbox"/> Tuesday \$275	\$
Total Amount Enclosed			\$

## EVENT REGISTRATION

For MPCA planning purposes, please indicate the events you will be attending:

### SUNDAY, OCTOBER 10

- Networking Welcome Reception

### MONDAY, OCTOBER 11

- Reception & Silent Auction  
\_\_\_\_\_ people

### TUESDAY, OCTOBER 12

- MPCA Awards Breakfast (registered attendees only, please)

## PAYMENT INFORMATION

Payment MUST be received with registration.

Amount \$ \_\_\_\_\_

- My check/money order is enclosed made payable to Michigan Primary Care Association.

Please charge my:  MasterCard  Visa  
 Discover  American Express

Card Number

Expiration Date

Name as it Appears on Card

Billing Address

City, State, ZIP

Card Holder's Signature (required)

## SPECIAL SERVICES

- Vegetarian meals requested. For other dietary needs, please contact the hotel catering department.
- Disabled, requiring special assistance. I have attached a separate sheet explaining my needs.

# Silent Auction Donation Form

If you would like to donate an item to be included in the MPCA Silent Auction to be held during the reception on Monday, October 11, please complete this form and fax it by September 17 to Fay Thiel at 517.381.8008. Proceeds from individual donations will be given to the Primary Care Cares Political Action Committee. All other proceeds will be reserved to develop a scholarship for Michigan Community Health Centers' staff.

**ORGANIZATION DONATION:**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**INDIVIDUAL DONATION:**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Auction Item: \_\_\_\_\_

Auction Item Description: \_\_\_\_\_

Item's Approximate Value: \$ \_\_\_\_\_

Will you be delivering the item to the auction? Yes No

If not, please mail the item to: MPCA 2010 Silent Auction  
Attn: Fay Thiel  
7215 Westshire Drive  
Lansing, MI 48917



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**FAX COMPLETED FORM BY SEPTEMBER 17 TO  
517.381.8008 OR EMAIL TO FTHIEL@MPCA.NET.**