



Envisioning the Future: Tools to Make It Happen

November 18, 2008

8:30am – 4:00pm

**SeaTac Hilton
Conference Center**

**Online registration,
more information
available on our
website (below)**

**Continuing
Education Credits
Available For
Many Professions**

- 7:45 Registration and Continental Breakfast**
- 8:30 Welcome and Introductions**
- 8:45 The People Have Spoken: So What Did They Say About Health Care Reform?**
Lawrence Brown, PhD
Professor of Public Health
Columbia University, Mailman School of Public Health
- 9:45 Break**
- 10:00 Mediation: A Tool for Policy Development**
Jon Brock, MBA
Associate Director
William D. Ruckelshaus Center (WSU & UW)
- 10:45 Break**
- 11:00 Morning Break-out Sessions**
- 12:30 Lunch**
- 1:15 Washington Kids Count**
Hilary Loeb, PhD
Research Analyst, *UW Human Services Policy Center*
- 1:30 Update on Washington's Health**
Greg Vigdor, JD, MHA
President & CEO, *Washington Health Foundation*
- 1:45 The Election Show**
Presented by Wing-It Productions
- 2:15 Break**
- 2:30 Afternoon Break-out Sessions**
- 4:00 Adjourn**



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11:00 Morning Break-out Sessions

1) Health Insurance for Small Business: Can It Be Affordable?

Small businesses increasingly struggle to find ways to provide health insurance to their employees at a cost they can both afford. There are a number of initiatives underway that attempt to combine public and private resources and mechanisms. Will they work? Panelists will describe current efforts and explore their challenges and successes.

Moderator: **Sue Sharpe**, Executive Director, St. Luke's Foundation; HIP Board Member
Tom Dorr, Director, WWU Small Business Development Center
Bill Daley, Legislative Director, Washington Community Action Network
Trent House, Director of Government Affairs, Washington Restaurant Association

2) The Media and Consumer-Centered Technologies: Tools for Engaging Consumers and Influencing Health Care Reform

Important and evolving influences on health care consumer behavior and engagement, such as disease-specific blogs, health policy blogs, personal health records, and publicly-reported quality data, will be discussed. Panelists will debate the potential for patient-centered technologies to influence public opinion about comprehensive health care reform.

Moderator: **Hector Rodriguez**, PhD, MPH, Assistant Professor, Health Services, UW
Wendy Carr, Chair, AccessMyHealth.org; Health Info. Infrastructure Advisory Board
Brodie Dychinco, MHSA, Director of Provider Networks, The Regence Group
Peggy Evans, PhD, Director of Health Information Security and Privacy Collaboration, Qualis Health
Diane Giese, MPP, Director, Communication & Dev., Puget Sound Health Alliance
John Kaschko, MD, Physician Lead, Informatics, Group Health Cooperative

3) Provider Performance Measurement in the Trenches

This session will focus on performance measurement being done internally at the provider level: who is doing it locally, lessons learned, and successes to date. The panel will have performance measurement experts from a very large, integrated system, a hospital, a large medical group and a small medical group.

Moderator: **Lance Heineccius**, MS, Health Services Consultant
Michelle Seelig, MD, Medical Director of Clinical Knowledge Support, Group Health
Denise Dominik, RN, Dir. of Performance Improvement, Sacred Heart Medical Center
Michael Tronolone, MD, Medical Director, The Polyclinic
Grace Wang, MD, Medical Director, Neighborcare Health

4) Medical Homes: Back to the Future?

Medical homes are receiving attention as an important step in building a rational and coordinated system of patient care. Many view them as a critical component in saving primary care by returning the focus of health care decision making to the patient and primary care provider. This panel will discuss what makes a medical home, why it's important and what's being done to develop medical homes in our state.

Moderator: **Scott Plack**, MPA, Director, Regulatory Affairs, Group Health Cooperative
Christopher Olson, MD, Olson Pediatrics, Immediate Past President of AAP-WA
Michael Soman, MD, MPH, Medical Director, Group Health Cooperative
MaryAnne Lindeblad, MPH, Director, Div. of Healthcare Services, HRSA / DSHS
Amy Berk, RN, Senior Managing Consultant, IBM Healthlink Solutions



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2:30 Afternoon Break-out Sessions

1) Integrating Patient Values with Health Care Decision Making

A shared decision making process using patient decision aid tools can help patients and providers deliver higher quality, preference-sensitive health care. This panel will provide an overview of recent legislation and state efforts, a discussion on implementation of decision aids, potential barriers and benefits, and future implications for health care delivery.

Moderator: **Leah Hole-Curry**, JD, Director, Health Technology Assessment, Health Care Authority

Shelly Karuna, MD, Research Assoc./Clinical Consultant, Shared Decision Making

David Arterburn, MD, MPH, Assistant Investigator, Group Health Cooperative

Diane Giese, MPP, Director, Communication & Dev., Puget Sound Health Alliance

2) Educating Policymakers about Education and Health: A Progress Report

Is education a health improvement strategy or vice versa? Panelists will discuss progress on the achievement and proposals for ten-year plans.

Moderator: **Don Sloma**, MPH, Policy Director, Washington Health Foundation

Julia Dilley, MES, PhD, Epidemiologist, Program Design, Multnomah Co. Health Dept.

Craig McLaughlin, MJ, Executive Director, Washington State Board of Health

Pat Sullivan, State Representative, 47th Legislative District

3) State Budget and Fiscal Conditions

Moderator: **Wolfgang Opitz**, PhD, Deputy Director, Office of Financial Management

4) Reach Out and Touch Someone: Enrolling Children in Medicaid

Finding, enrolling and retaining children in the state's new Apple Health for Kids program is key to achieving the Governor's goal of providing access to health insurance for all children by 2010. This session will feature successful strategies to enroll and retain children in state medical programs. In addition, state staff will report on efforts to create an insurance product for children with families earning over 300% FPL.

Moderator: **MaryAnne Lindeblad**, MPH, Director, Division of Healthcare Services, Health & Recovery Services Administration, Dept of Social & Health Services

Roger Gantz, Legislative & Policy Director, Health & Recovery Services Admin, DSHS

Mary Wood, Office Chief, Health & Recovery Services Administration, DSHS

Wendy Carr, Access Coordinator, Whatcom Alliance for Healthcare Access

Marilyn Andrews, MBA, Supervisor of Community Outreach, Molina Healthcare

Lisa Podell, MHA, Program Analyst, Public Health – Seattle & King County

4:00 Adjourn