

The 1st Annual Best Practices Conference:

"Creating Sustainable Change In Our Communities"

APRIL 16th-18th

2009

Garden City Hotel • 45 Seventh Street
Garden City, NY 11530



Presented by



The Institute for Healthcare Disparities

at Nassau University Medical Center

in partnership with



**The National Association
of Public Hospitals &
Health Systems**



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Conference DVD of	
• "Healthcare Equity Blueprint"	
<i>Courtesy of National Association of Public Hospitals and Health Systems</i>	
• A Gift for You In Song: "Peace Be With You"	
<i>Performed by jazz vocalist, Tyrha, featuring the former Vice Mayor of the City of Cincinnati, Ohio, Alicia Reece, courtesy of L.A.I. Communications</i>	

Welcome!

We welcome you to the 1st Annual Best Practices Conference: “Creating Sustainable Change In Our Communities.”

In context of the current economic environment and awaiting the enactment of healthcare reform legislation, “creating sustainable change in our communities” becomes more challenging in 2009. We truly hope that over the next couple of days, we can learn from each other. Our Keynote Speakers, John W. Bluford, III, Dr. Michael Sparer, Dr. Henrie Treadwell, and Harriet Washington, along with our CEO Roundtable and our dynamic breakout session presenters, will share their views of the current health equity environment and their ideas and plans for dealing with it. On Friday evening, we will honor New York’s Nassau County Executive, Thomas R. Suozzi; Dr. Carolyn Britton, President of the National Medical Association; Dr. Gerald E. Thomson of Columbia University; and Representative Carolyn McCarthy of Congressional District #4 of the State of New York. Each of the awardees, either through politics or policy and most often both, have been uniquely responsible for driving changes in the healthcare system that improve population health, support safety-net hospitals and systems, and aim to achieve healthcare equity.

Finally, we thank you for taking the time to attend this inaugural event. We hope you will have the opportunity to meet each other, dialogue and exchange ideas.

ENJOY!

Dr. Aloysius Cuyjet

Dr. Aloysius Cuyjet

*Chairman of the Institute for Healthcare Disparities
Nassau University Medical Center*



Conference Schedule

“Of all the forms of inequality, inequity in health is the most shocking and inhumane.”

Rev. Dr. Martin Luther King, Jr.

Thursday

April 16, 2009

3:00 p.m.

Registration & Presenter Check-In

Rotunda

7:00 p.m.

Welcome Reception

2nd Floor

Entertainment: Buyu Ambrose and the Blues in Red Band

Friday

April 17, 2009

7:00 a.m.

Registration & Continental Breakfast

Rotunda

8:00 a.m.

Opening Session

Grand Ballroom

Special Address: Michael Sparer, M.D. JD, MPH
Keynote: John W. Bluford, III

9:45 a.m.

Break

10:00 a.m.

Morning Plenary Session: CEO Roundtable

John W. Bluford, III, Truman Medical Center
Art Gianelli, Nassau University Medical Center
Jose Sanchez, Lincoln Hospital and Health

11:00 a.m.

Break

12:30 p.m.

Luncheon

Grand Ballroom

Keynote: Harriet Washington
Entertainment: Lois Colin, Harpist

2:15 p.m.

Afternoon Workshops

2nd Floor

Session 1 - NUMC & NAPH's Collaborative To Reduce Healthcare Disparities

Session 2 - The Power of Faith-based Organizations To Improve Health In
Minority Populations

Session 3 - Behavioral Health Within Immigrant Populations: What Are The
Best Approaches?

Session 4 - Speaking Together: National Language Services Network



Conference Schedule

“Of all the forms of inequality, inequity in health is the most shocking and inhumane.”

Rev. Dr. Martin Luther King, Jr.

3:45 p.m.	Break	2 nd Floor
4:00 p.m.	Afternoon Workshops	2 nd Floor
	Session 1 - <i>Community Health Needs Assessment for Urban and Suburban Areas</i>	
	Session 2 - <i>Telehealth and Using Multimedia Technology for Hypertension Control for Low-income, Low-literacy African Americans</i>	
	Session 3 - <i>Cultural Competence in Treating A Chronic Disease: DIABETES</i>	
	Session 4 - <i>Expecting Success: Excellence in Cardiac Care</i>	
5:00 p.m.	Safety-Net Collaborative Planning Session	2 nd Floor
5:30 p.m.	End of Day	
7:30 p.m.	Awards Dinner	Grand Ballroom
Saturday	April 18, 2009	
8:00 a.m.	Continental Breakfast	Rotunda
9:00 a.m.	Opening Session	Grand Ballroom
	Keynote: Dr. Henrie Treadwell	
10:45 a.m.	Break	Rotunda
11:00 a.m.	Morning Workshops	2 nd Floor
	Session 1 - <i>Creative Approaches for the Uninsured: Richland Care & NUCARE</i>	
	Session 2 - <i>Forming Patient-Centered Medical Homes to Reduce Health Disparities</i>	
	Session 3 - <i>Upcoming Cultural Competency Requirements for Hospitals and Health Systems</i>	
	Session 4 - <i>Addressing Disparities in Clinical Trials</i>	
12:30 p.m.	Break	2 nd Floor
12:45 p.m.	Closing Luncheon	Grand Ballroom
2:30 p.m.	End of Day	



Conference Presenters

MISTRESS OF CEREMONIES

Elise Finch, *Meteorologist, WCBS, New York*



Elise Finch joined WCBS-TV as weekend meteorologist in April 2007. She joined WCBS from NBC where she served as a meteorologist for the "Early Today Show," MSNBC, and NBC Weather Plus. Raised in Mount Vernon, New York and graduated from Mount Vernon High School, Ms. Finch earned a Bachelor of Science degree from Georgetown University where she received one of the prestigious President's Awards. She went on to earn a Master of Science degree in Broadcast Journalism from Syracuse University.

MASTER OF CEREMONIES

Ken Rosato, *Anchor, WABC, New York*



Ken Rosato is a New York Emmy Award-winning journalist who joined WABC-TV in December of 2003 as a freelance reporter after spending a year across town at FOX-5 where he was the morning and midday anchor and a reporter. Recently named the 2008 Man of the Year, the New Rochelle, New York native received his BFA in TV and Radio from New York University's Tisch School of the Arts, and his masters in languages - he speaks five fluently including Spanish and Italian. Mr. Rosato is also a member of the National Association of Hispanic Journalists.

KEYNOTE SPEAKERS

John W. Bluford, III, *Truman Medical Centers*



Since March 1999, John W. Bluford, III has served as the President/CEO of Truman Medical Centers in Kansas City, Missouri, which was ranked in 2005 as one of the Top Five Academic Medical Centers in the U.S.A. by University HealthSystem Consortium. He has also served as Founder and Executive Director of Metropolitan Health Plan - a 30,000+ member HMO in Minneapolis. Mr. Bluford has published several articles and has presented around the world on the subjects of Managed Care and Change Management in Healthcare Organizations.

Michael Sparer, MD, JD, MPH, *Director of the Executive MPH Program and Professor of Health Policy and Management at the Mailman School of Public Health at Columbia University*



Dr. Michael Sparer is the author of *Medicaid and the Limits of State Health Reform*, as well as numerous articles and book chapters. Previously, Dr. Sparer spent seven years as a litigator for the New York City Law Department, specializing in inter-governmental social welfare litigation.

Dr. Henrië Treadwell, Ph.D., *Director and Senior Social Scientist for Community Voices: Healthcare for the Underserved*



Dr. Henrië M. Treadwell is a full-time Research Professor in the Department of Community Health and Preventive Medicine at Morehouse School of Medicine. Dr. Treadwell has an expertise in the development of strategies to inform policy; the creation of addressing disparities among underserved populations; as well as in the dissemination of various media products to inform the public and communities of health-related issues.

Harriet Washington, Author



Harriet A. Washington has been a fellow in ethics at the Harvard Medical School, a fellow at the Harvard School of Public Health, and a senior research scholar at the National Center for Bioethics at Tuskegee University. As an acclaimed journalist and editor, she has worked for *USA Today* and several other publications; been a Knight Fellow at Stanford University; and has written for such academic forums as the *Harvard Public Health Review* and *The New England Journal of Medicine*.

AWARDS DINNER HONOREES

INNOVATOR AWARD

Carolyn Barley Britton, M.D., *President of the National Medical Association*

DISTINGUISHED SERVICE AWARD

Representative Carolyn McCarthy of Congressional District #4, State of New York

DISTINGUISHED SERVICE AWARD

Thomas R. Suozzi, *Nassau County Executive*

LEGACY AWARD

Gerald E. Thomson, M.D. *Lambert and Sonneborn Professor of Medicine Emeritus, Columbia University College of Physicians and Surgeons*

Conference Sessions

TRACK 1: BEST-PRACTICES IN EFFECTIVE LEADERSHIP TO ACHIEVE HEALTHCARE EQUITY

SESSION 1: NUMC & NAPH's Collaborative To Reduce Healthcare Disparities

Speakers: Aloysius Cuyjet, M.D., Chairman of the Institute for Healthcare Disparities, Nassau University Medical Center
Bernice Bennett, Assistant Vice President for Quality and Performance Improvement, National Association of Public Hospitals and Health Systems

SESSION 2: Community Health Needs Assessment for Urban and Suburban Areas

Moderator: Lawrence Levy, Executive Director, National Center for Suburban Studies, Hofstra University
Speakers: LaRay Brown, Sr. VP, NYC Health & Hospitals Corporation
Sarah Eichberg, Ph.D., Project Director, Vital Signs
Jerrold E. Hirsch, Vice President for Strategic Planning and Program Development, North Shore-Long Island Jewish Health System

SESSION 3: Creative Approaches for the Underserved: Richland Care and NuCare

Moderator: John O'Connell, Special Advisor to the CEO, Nassau University Medical Center
Speakers: Diane Cohen, Special Advisor to the CEO and Director of the NuCare program, Nassau University Medical Center
Marc Barnes, Director of Richland Care, Palmetto Health
Vince Ford, Senior Vice President, Community Services, Palmetto Health
Wanda Ramos, Nurse Manager for disease management of Hypertension and Diabetic patients, Palmetto Health Richland

TRACK 2: BEST-PRACTICES IN COMMUNITY HEALTHCARE FOR UNDERSERVED POPULATIONS

SESSION 1: The Power of Faith-Based Organizations To Improve Health In Minority Populations

Moderator: Winston Price, M.D., Past President, National Medical Association
Speakers: Rev. W. Franklyn Richardson, Grace Baptist Church
Rev. James A. Kilgore, Friendship Baptist Church
Rev. Thomas Goodhue, Executive Director, Long Island Council of Churches

SESSION 2: Telehealth and Using Multimedia Technology for Hypertension Control for Low-income, Low-literacy African Americans

Moderator: Aloysius Cuyjet, M.D., Chairman of the Institute for Healthcare Disparities, Nassau University Medical Center
Speakers: Lisa Montuori, Director of Community Health Outreach Computerized Patient Education Project, Cambridge Health Alliance
Jaqui Kanuk, BappSci, MPH, Founder, Telemed Innovations
Darryl Hollar, Co-Founder, TeleMed Innovations

SESSION 3: Forming Patient-Centered Medical Homes to Reduce Health Disparities

Moderator: Bernice Bennett Assistant Vice President for Quality and Performance Improvement, National Association of Public Hospitals and Health Systems
Speakers: Kristin Wade, Vice President, Carolinas Medical Center
Mitch Rubin, Vice President, Ambulatory Care and Community Medicine, and Chairman of the Department of Community Medicine, Nassau Health Care Corporation

TRACK 3: BEST PRACTICES IN ACHIEVING CULTURAL COMPETENCE

SESSION 1: Behavioral Health Within Immigrant Populations: What Are the Best Approaches?

Moderator: Edward L. Martinez, MS, Senior Consultant, National Association of Public Hospitals and Health Systems
Speakers: Arlene Sanchez, Nassau County Commissioner
Laura DiClementi, Circulo De la Hispanidad
Francesca Gany, Director, Immigrant Health, New York University
Peter Brown, Executive Director, Institute for Behavioral Healthcare Improvement

SESSION 2: Cultural Competence in Treating A Chronic Disease: DIABETES

Moderator: Tenekia Lindsey, Administrator of the Diabetes Center, Nassau University Medical Center
Speakers: Lorena Drago, Senior Associate Director of Ambulatory Care Nutrition Programs, Lincoln Hospital
Janice Hidalgo-Meléndez, RN Project Manager, Initiative to Reduce Diabetes Disparities Health Care Quality Improvement Program, IPRO
Chef Shawn Fralin, Co-Author of The Family Style Soul Food Diabetes Cookbook (American Diabetes Association)
Donna Jornsay, BSN, RN, PNP-C, CDE, Abbott Diabetes Care

SESSION 3: Upcoming Cultural Competency Requirements for Hospitals and Health Systems

Moderator: Edward L. Martinez, MS, Senior Consultant, National Association of Public Hospitals and Health Systems
Speakers: Gabriela Flores, Director, Truman Medical Centers
Amy Wilson-Stronks, M.P.P., Project Director, Health Disparities Division of Standards and Survey Methods, Joint Commission
Frederick Hobby, President and CEO, Institute for Diversity in Health Management

TRACK 4: BEST-PRACTICES IN HOSPITAL COLLABORATIONS TO REDUCE DISPARITIES

SESSION 1: Speaking Together: National Language Services Network

Moderator: Tyrha M. Lindsey, President, L.A.I. Communications
Speakers: Joanne Hall, Director, Hennepin County Medical Center
Warren Ferguson, MD, Asst Professor and Vice Chair at UMass Medical School, UMass Memorial Health Care
Marsha Regenstein, Ph.D., M.C.P., Director, Speaking Together: National Language Services Network, George Washington University
Kathy Miraglia, Manager, Interpreter Services

SESSION 2: Expecting Success: Excellence in Cardiac Care

Moderator: Linda Cummings, Ph.D. Director, NPHHI, Vice President of Research, National Association of Public Hospitals and Health Systems
Speakers: Laura Josephson, Senior PI Coordinator, Mount Sinai Hospital
Bruce Siegel, MD, MPH Research Professor of Health Policy and of Health Services Management, George Washington University

SESSION 3: Addressing Disparities in Clinical Trials

Moderator: Aloysius Cuyjet, M.D., Chairman of the Institute for Healthcare Disparities, Nassau University Medical Center
Speakers: Gina L. Evans, PhD, Kellogg Health Scholar, Baylor College of Medicine
Winston Price, M.D., Past President, National Medical Association



NOTES

ADDITIONAL CONFERENCE ELEMENTS

ONGOING SCREENING OF “UNNATURAL CAUSES”:

Want to take a break? Do so in our screening room and see a powerful film on healthcare disparities in the United States.

AUTHOR BOOKSIGNINGS AND BOOKSTORE:

Visit our bookstore and get your book autographed by our conference presenters!

HEALTHY FOOD AT ALL MEALS AND SNACKS:

Garden City Hotel has worked with us to create healthy fare for all meals and breaks. Display cards will promote the menus and their cookbooks throughout the conference.

NATIONAL AND LOCAL ENTERTAINMENT:

Experience the cultural flavor of New York City during and after the conference. Discounts to Broadway shows and New York City attractions will be made available to you.



NOTES

THANK YOU.

The Institute for Healthcare Disparities at Nassau County University Medical Center and The National Association of Public Hospitals & Health Systems would like to thank all friends, funders and colleagues for their support of the 1st Annual Best-Practices Conference: "Creating Sustainable Change In Our Communities". This collaborative effort is only the beginning!

3D Studios, Inc.

Tyrha M. Lindsey and Elizabeth Espy of L.A.I. Communications