

# THE WINDOW



*A round-up of JHF news, events, milestones, publications, and more.*

## Salk Fellows Showcase Strategies to Ignite a Consumer Health Movement

Over the past two months, the 32 students participating in the 2015 Jonas Salk Fellowship confronted urgent population health challenges and designed strategies to spark a consumer health movement. The fellows, hailing from 13 disciplines and eight local universities, engaged with topic experts who encouraged them to view these opportunities to improve community health through the problem-solving lenses of advocacy and activism, crisis management, predictive modeling, and disruptive innovation.

During the Salk Fellowship finale at the QI<sup>2</sup>T Center on December 3, students unveiled their plans to activate consumers around boosting uptake of the cancer-preventing HPV vaccine, improving community housing options for seniors, de-stigmatizing perinatal depression, promoting healthy eating options, putting teens on a path to lifelong health, and working towards an AIDS-free Pittsburgh. Many of these problems were also the focus of the Foundation’s [Igniting a Consumer Health Activation Movement](#) event in July.

“It’s time to move the needle on our deplorable population health indicators,” said JHF President and CEO Karen Wolk Feinstein, PhD, while welcoming guests to the finale. “The Salk Fellowship aims to move beyond incremental change and create tomorrow’s health leaders—leaders who can see dysfunction, instill a sense of urgency in others, and deploy rapid problem-solving skills to

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generate creative and exciting solutions. It is one of our [four Fellowships](#) that are creating the army of the revolution.”

The army of the revolution came well-equipped. The fellows examining HPV designed a social media-centric campaign stressing the cancer-preventing aspects of the vaccine, complemented by partnerships with health providers to send mobile vaccination vans to schools. The senior living group sought to re-frame discussion of our aging population—referring to those age 65+ as a silver reservoir rather than a more dire-sounding silver tsunami—and proposed partnering students in social work and nursing with elderly residents to help them remain in their homes and communities.

Fellows studying perinatal depression sought to engage affected celebrities to bring out of the shadows a condition that affects an estimated one in seven new mothers. The adolescent health group created TIPSE (Teens in Pittsburgh Self-Care Encyclopedia), a social platform to enhance peer-to-peer interaction and spread information on harm reduction. TIPSE would feature daily, anonymous polling questions on risky behaviors, and would then direct targeted information, treatment, and support groups based on users’ answers.

The healthy eating group devised the “Hungry Games,” a game-based platform where college-aged students could engage friends in nutritional or physical competitions, and earn prizes ranging from free protein bars to FitBits to gym memberships. The AIDS group sought to overcome stigma and promote HIV testing through Positive 2 Positive, an app that would connect patients to local resources, e-libraries, and local HIV-positive peers who are successfully managing their health.



JHF President and CEO Karen Wolk Feinstein, PhD, welcomes guest to the final session of the Jonas Salk Fellowship at the QI<sup>2</sup>T Center.



(L-R): Sally Jo Snyder, director of Advocacy and Consumer Engagement for the Consumer Health Coalition; John Mahoney, MD, associate dean for Medical Education at the University of Pittsburgh; Dan Shoenthal, MS, senior director of Product Management for UPMC Enterprises; and Erin Dalton, MS, deputy director of the Allegheny County Department of Human Services’ Office of Data Analysis, Research and Evaluation.

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During the finale, fellows received feedback on their consumer activation proposals from experts in each of the four problem-solving lenses: Erin Dalton, MS, deputy director of the Allegheny County Department of Human Services' Office of Data Analysis, Research and Evaluation (predictive modeling); John Mahoney, MD, associate dean for Medical Education at the University of Pittsburgh (crisis management); Dan Shoenthal, MS, senior director of Product Management for UPMC Enterprises (disruptive innovation); and Sally Jo Snyder, director of Advocacy and Consumer Engagement for the Consumer Health Coalition (advocacy and activism).

In addition to the problem-solving lens panelists, the Salk fellows also heard from experts in the population health problems that they examined: Sonya Borrero, MD, MS, director of the Center for Women's Health Research and Innovation at the University of Pittsburgh (HPV vaccination); Jess Netto, MSW, director of youth programs, and Daphne Beers, MSW, a therapeutic intervention specialist, Community Human Services (adolescents' risky behaviors); Mary Kathryn Poole, MPH, program director of Let's Move Pittsburgh (healthy eating); Kerry Reynolds, PhD, a behavioral/social scientist for RAND Pittsburgh (perinatal depression); Richard Smith, MSW, HIV/AIDS program manager for JHF (AIDS Free Pittsburgh); and JHF COO/CPO Nancy Zions (senior living options).



The Jonas Salk fellows present posters as part of their communications campaign around population health problems. The perinatal depression group (second photo, left-hand side) won a prize for being selected as the fan favorite.

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## Karen Feinstein Honored as a 2015 Pittsburgher of the Year

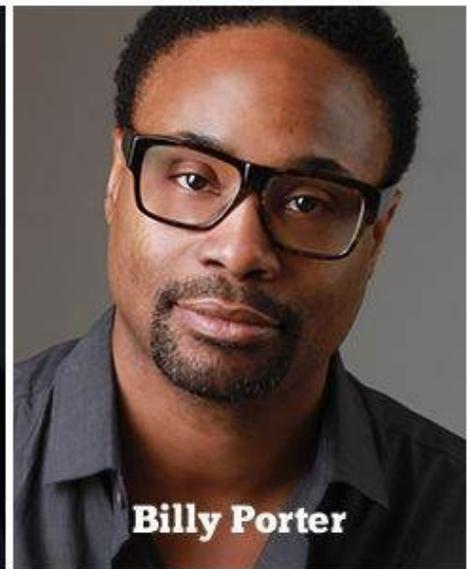
Karen Feinstein has been selected as a 2015 Pittsburgher of the Year by Pittsburgh Magazine. For 30 years, Pittsburgh Magazine has honored individuals who have made positive, indelible contributions to our region. In addition to Dr. Feinstein, Morgan O'Brien (chair of the Allegheny Conference on Community Development as well as president and CEO of Peoples Natural Gas) and Tony Award-winning performer Billy Porter were recognized as 2015 Pittsburghers of the Year.

“This year, we honor Karen Feinstein for shepherding the Jewish Healthcare Foundation from its creation through its 25-year evolution into a national voice for patient safety and health care quality—and her own role at the forefront of major social movements to reform health care in Pittsburgh and beyond,” Pittsburgh Magazine wrote in a press release announcing the winners.

On January 14 from 6-8 pm, there will be a reception to honor the 2015 Pittsburghers of the Year at the Rivers Casino in the Ballroom. To RSVP for the event, [click here](#) or visit: [pittsburghmagazine.com/Pittsburgh-Magazine/Pittsburgher-of-the-Year-RSVP](http://pittsburghmagazine.com/Pittsburgh-Magazine/Pittsburgher-of-the-Year-RSVP)



Photo credit: Pittsburgh Magazine



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## Karen Feinstein Gives Winter Commencement Address at Carlow University

On December 18, Karen Feinstein congratulated more than 300 newly-minted graduates of Carlow University while delivering the school's Winter Commencement address at Soldiers and Sailors Memorial Hall in Oakland. Dr. Feinstein also received an honorary doctorate degree during the ceremony from Carlow, which features robust undergraduate, graduate, and doctorate nursing programs. During her commencement speech, Dr. Feinstein challenged new graduates to define happiness, health, and success on their own terms.

In 1997, Dr. Feinstein was a recipient of Carlow's Woman of Spirit Award®, which annually recognizes women who demonstrate personal and professional leadership as well as a commitment to public service.



Carlow University President Suzanne K. Mellon, PhD, with Karen Feinstein (Photo credit: Drew Wilson)



## JHF Hosts Community Meeting to Ensure Smooth Rollout of Managed Long-Term Services and Supports in Southwestern PA

Pennsylvania has committed to increasing opportunities for older residents and individuals with physical disabilities to remain in community settings, living as independently as possible. In support of this mission, the Governor has directed the Departments of Human Services and Aging to develop a plan to implement a Managed Long-Term Services and Supports (MLTSS) program, which delivers long-term services and supports through capitated Medicaid managed care programs.

The new MLTSS model, called Community HealthChoices (CHC), will be rolled out first in Western Pennsylvania in 2016, with enrollment and services effective January 1, 2017. On December 16, JHF hosted a meeting with regional MLTSS stakeholders to create a CHC network and help ensure that this

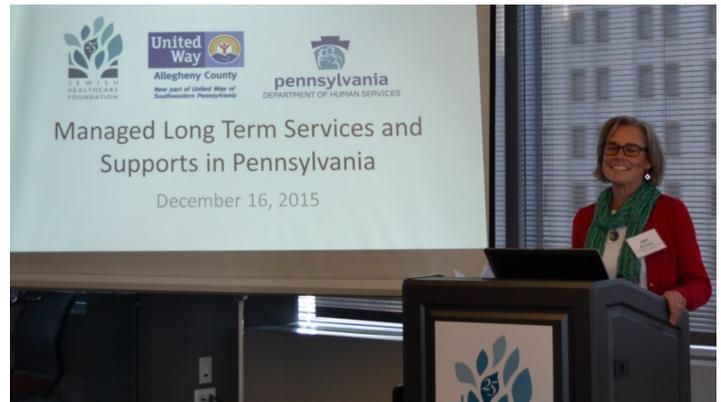
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shift realizes its full potential to expand home and community-based services, improve care coordination, and ultimately improve health outcomes for elderly and disabled Pennsylvanians.

“The Commonwealth made a wise choice to start Community HealthChoices here,” Karen Feinstein said while welcoming more than 90 people representing service providers, community organizations, and consumer advocacy groups to the QI<sup>2</sup>T Center. “We have partnered with many of you on Health Insurance Marketplace enrollment efforts, and got the job done. The outpouring of participation here today shows that our region can once again come together for maximum outreach, enrollment, and effectiveness of Community HealthChoices.”

Bob Nelkin, president and CEO of the United Way of Allegheny County, noted that implementing MLTSS requires engaging a broader network than just medical personnel.



Jen Burnett, deputy secretary of the PA Department of Human Services' Office of Long-Term Living, gives an overview of the new Community HealthChoices program for managed long-term services and supports during a stakeholder meeting.



More than 90 people representing service providers, community organizations, and consumer advocacy groups attended the planning meeting for managed long-term services and supports in Southwestern PA.

“We’ll create the supports to get the best outcomes for individuals, families, and the whole community,” Nelkin said. “When we come together, we win.”

Jen Burnett, deputy secretary of the PA Department of Human Services' Office of Long-Term Living, presented an overview of CHC. Burnett explained that the program aims to enhance opportunities for

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community living, strengthen service coordination, enhance quality and accountability, and advance program innovation.

She noted that the transition to CHC will include continuity of care provisions to mitigate service interruptions. Selected managed care organizations must meet rigorous quality management standards that include annual provider profiling, engaging in performance improvement projects, obtaining nationally-recognized accreditation, and cooperating with an external quality review organization designated by the Commonwealth.

Burnett said that she is working with Area Agencies on Aging (AAAs) and organizations serving disabled individuals on outreach, so that consumers and loved ones hear about CHC early on in the process and can be involved in the development of the program.

“There’s so much community involvement to get this right, and a growing body of research on what’s working in other states,” Burnett said. “We’re learning from their experiences in a robust way.”

Paul Saucier, director of integrated care systems for Truven Health Analytics, then highlighted the potential benefits of and best practices in delivering MLTSS. Saucier noted that 22 states have implemented MLTSS programs as of December 2015, and that more than one million consumers nationwide now use MLTSS. That represents nearly a quarter of all users of long-term services and supports.

Research indicates that MLTSS are associated with increased use of home and community-based services, fewer long-term nursing home stays, fewer hospitalizations, and better health outcomes, including a decrease in the rate of functional loss and lower mortality. States that have successfully implemented MLTSS, Saucier noted, have engaged stakeholders early and continuously, measured



Karen Feinstein and Bob Nelkin, president and CEO of the United Way of Allegheny County.



(L-R): Joann Gago, CEO of LIFE Pittsburgh; Mildred Morrison, administrator of the Allegheny County AAA; Paul Saucier, director of integrated care systems for Truven Health Analytics; and Brenda Dare, an advocate from Tri-County Patriots for Independent Living.

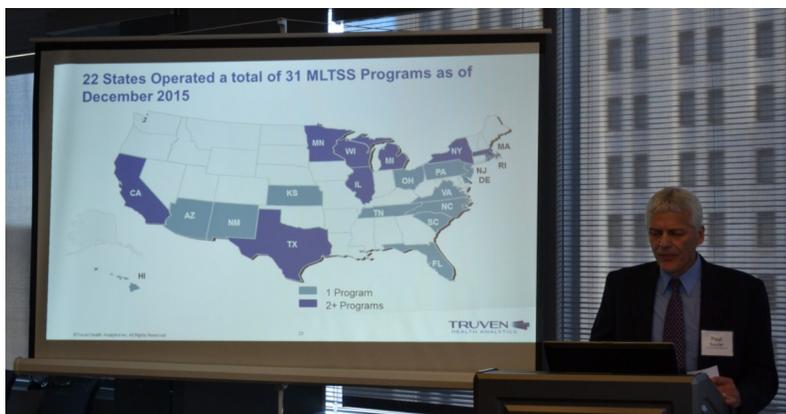
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performance, cultivated long-term relationships with contractors, and adapted to local conditions.

Attendees also learned more about one existing MLTSS program that has adapted to local conditions: LIFE (Living Independence For the Elderly) Pittsburgh. Joann Gago, CEO of LIFE Pittsburgh, explained that participants have access to an interdisciplinary care team (including physicians, nurses, social workers, dietitians, therapists, and personal care workers) at LIFE's four health centers and at home. LIFE Pittsburgh provides meals, daily activities, home services, and transportation, and never relinquishes care of the person.

Mildred Morrison, administrator of the Allegheny County AAA, gave an overview of how her organization informs and assists older adults. The AAA serves as an advocate for seniors receiving long-term services and supports, helps consumers transition from nursing home to community settings, and forges relationships with clergy, pharmacists, and hospital discharge workers to ensure seniors have a network of care.



Paul Saucier presents a map of states that have implemented managed long-term services and supports, which are associated with increased use of home and community-based services and better health outcomes.

Brenda Dare, from Tri-County Patriots for Independent Living (TRIPL), then demonstrated how her organization serves more than 850 individuals and families in Fayette, Greene, and Washington Counties. Dare said TRIPL is a proud independent living agitator and problem-solver for people of all ages, providing nursing home transition support, skills training, and peer support.

Nancy Zionts then facilitated a brainstorming session to uncover the principles and partnerships necessary to successfully roll out CHC. Attendees stressed the need to engage non-medical providers such as caregivers, faith-based groups, libraries, transportation services, and the media. They also noted the importance of providing consumer-directed services, and bolstering the healthcare workforce to deliver quality outcomes.

“Ensuring that Southwestern Pennsylvania has a strong MLTSS system is mission critical work,” Zionts said. “Our job isn’t finished today, or on January 1, 2017. With your continued support, we can implement this successfully and serve as a model for the rest of the state.”

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## JHF partners with Highmark, UPMC for AIDS Free Pittsburgh Initiative

On December 1—World AIDS Day— leadership from JHF joined several other local agencies for a press conference at the City-County Building, Downtown, to launch an initiative designed to eliminate new AIDS diagnoses in Allegheny County and reduce new HIV infections by 75% within five years.

Influenced by successful programs in New York, San Francisco, and Washington State, the AIDS Free Pittsburgh initiative will engage partners from JHF, the Allegheny County Health Department (ACHD), Allegheny Health Network, the City of Pittsburgh HIV commission, Community Human Services, the HIV/AIDS Regional Collaborative, Macedonia F.A.C.E., Pittsburgh AIDS Task Force, the University of Pittsburgh, and UPMC.

Only one other county in the U.S. has taken on the challenge of eliminating new AIDS diagnoses within the next five years.

“Seventy-four percent of people living with HIV/AIDS in this region, live in Allegheny County,” said ACHD Director Karen Hacker, MD, MPH, during the press conference. “That is why the County is making a concentrated and unique effort to tackle HIV/AIDS. Today, with our partners, we are proud to take on the challenge of becoming AIDS free by 2020.”

The AIDS Free Pittsburgh initiative will deploy a two-track approach to accomplish its ambitions. One track will focus on identifying HIV-positive individuals who are currently undiagnosed and linking them to medical care, to decrease the chances that they develop an AIDS diagnosis.

The second track will engage those at risk of developing HIV by providing education on how the virus is

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Allegheny County Executive Rich Fitzgerald and Karen Hacker, MD, MPH, director of the Allegheny County Health Department, announce the AIDS Free Pittsburgh initiative to eliminate new AIDS diagnoses in Allegheny County and reduce new HIV infections by 75% by 2020.



Richard Smith, MSW, HIV/AIDS program manager for JHF (back row, center), was among those recognized by Pittsburgh City Council following the launch of the AIDS Free Pittsburgh initiative.

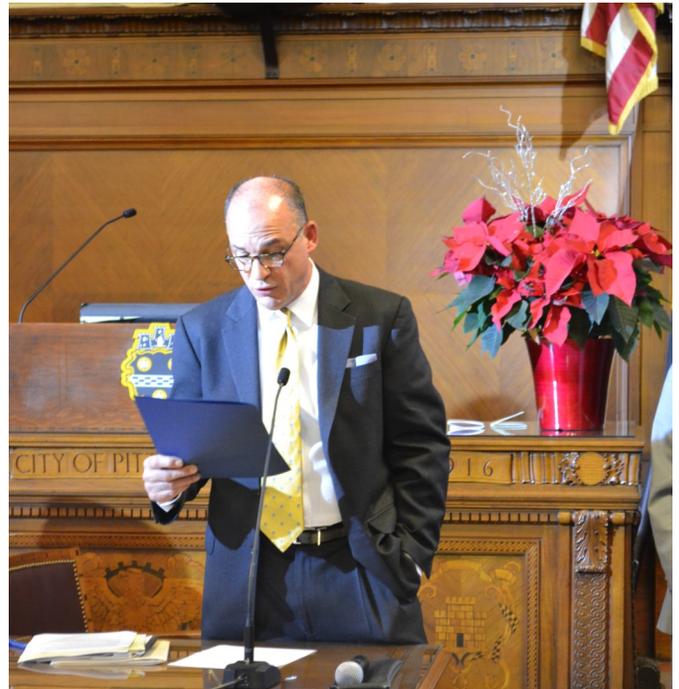
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transmitted, promoting routine screening for HIV in medical settings, and increasing access to and awareness of Pre-exposure prophylaxis (PrEP). PrEP is a preventive, daily pill that can lower the risk of getting an HIV infection by up to 92% if taken consistently, according to the Centers for Disease Control and Prevention.

JHF will serve as the fiscal agent for the initiative, which in 2016 will focus on engaging providers and members to expand HIV testing, increasing PrEP awareness and accessibility, providing community education, obtaining baseline measures to track progress, and building partnerships regional and state leaders.

“In our region, we pull partners together to get things done,” said Allegheny County Executive Rich Fitzgerald during the press conference. “With true collaboration—between the county, city, health organizations, and universities—this is a goal that I know we can reach.”

Fitzgerald declared World AIDS Day in Allegheny County, and noted that the City-County Building would be illuminated red that evening in honor of the occasion. During a Pittsburgh City Council meeting following the press conference, Council President Bruce Kraus declared World AIDS Day in Pittsburgh. “The City of Pittsburgh does hereby commend and celebrate the various health services organizations who have come together to lead the AIDS Free Pittsburgh effort and pledges our partnership and support to their goals,” Councilman Kraus said. “It is the will of the Council that all city residents and organizations join us in the fight against HIV/AIDS.”



City Council President Bruce Kraus declares World AIDS Day in Pittsburgh and reads a proclamation commending partners in the AIDS Free Pittsburgh initiative.

## **Jewish Healthcare Foundation Board of Trustees Approves \$1.5 Million in Grants**

On December 7, the JHF Board of Trustees approved grants totaling \$1.5 million, including grants to: improve quality of life for homebound elders by launching the Virtual Senior Center in Pittsburgh; provide startup funding for a program to identify and treat perinatal depression; establish the Stuart Altman Endowed Chair at Brandeis University; renew its block grant to the Jewish Federation of Greater

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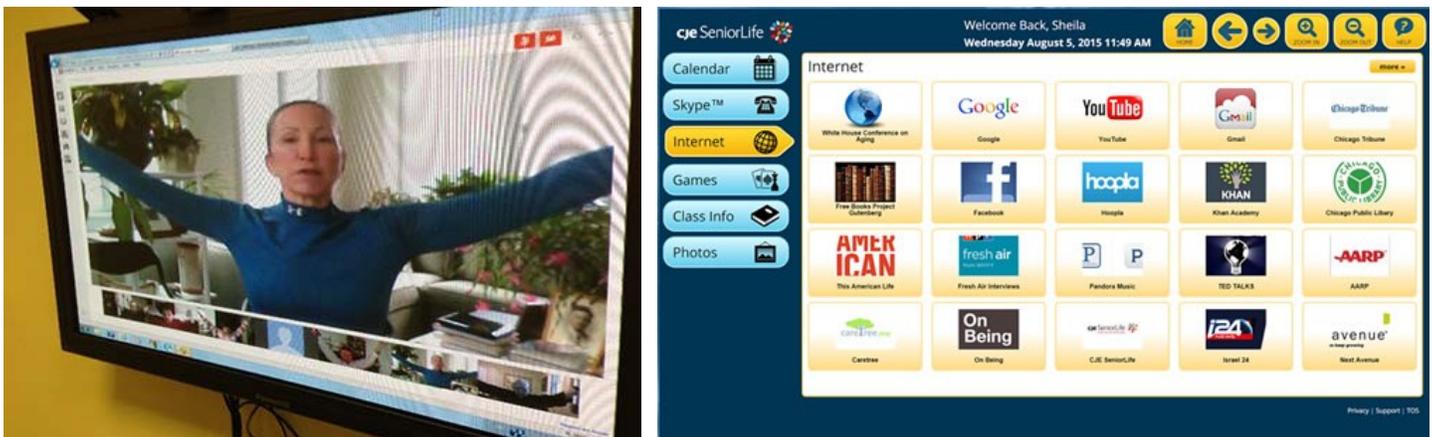
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Pittsburgh; and renew its contribution to the United Way of Allegheny County's Impact Fund.

### **A Virtual Senior Center: Transforming Lives of Vulnerable, Homebound Elders in Pittsburgh**

There are approximately 211,000 older adults (age 65+) in Allegheny County, and about 35,000 of those seniors are at risk for becoming isolated—a scenario that can damage physical and mental health, diminish quality of life, and even lead to premature death. To prevent isolation among seniors who are homebound due to physical limitations or caregiving responsibilities, JHF has partnered with technology experts and local elderly-serving organizations to bring the Virtual Senior Center to Pittsburgh.

The Virtual Senior Center is a web-based, touch-screen platform that allows seniors to interact via virtual groups and field trips, social activities, classes, and games. The Virtual Senior Center was developed by Selfhelp, a nonprofit organization dedicated to preserving the independence of seniors that was originally founded to support Holocaust survivors. The platform has been tested and proven effective in New York, with the majority of the 200-plus elders using the Virtual Senior Center reporting improved quality of life and health status. JHF, which is providing up to \$240,000 for the Virtual Senior Center in 2016 and 2017, will remain closely involved in the development and expansion of the platform locally.



From taking yoga classes to touring museums to playing chess with friends, homebound older adults can stay connected through the Virtual Senior Center (Photo credit: Virtual Senior Center).

“The Virtual Senior Center builds on the Foundation’s 25-year commitment to improving—and redefining—the golden years for our region’s seniors,” says Karen Feinstein. “Imagine the ability, from your living room, to become immersed in world class opera and ballet at Lincoln Center, talk to the curator at the Metropolitan Museum of Art, or explore the National Mall. The Virtual Senior Center delivers these experiences, and thousands of other enrichment opportunities, to seniors. They’re not passively staring at a screen—they’re engaging in life, staying socially connected, and making new memories.”

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JHF, in partnership with Selfhelp and the Jewish Association on Aging (JAA), will conduct a pilot with around 100 Virtual Senior Center participants in common areas and individual units in assisted living, rehabilitation, and personal care facilities, providing training to participants as well as staff who can facilitate the platform's use. The pilot phase will also engage the JAA's AgeWell partners. JHF will develop a coalition of organizations, such as the United Way, Allegheny County Area Agency on Aging, and Carnegie Mellon University's Quality of Life Technology Center, to expand the Virtual Senior Center's reach in the Pittsburgh region. JHF will also look to develop partnerships with cultural institutions, such as the Carnegie Museums, Heinz History Center and the Pittsburgh Cultural Trust, to increase the breadth of content available to seniors.

"This past summer," Dr. Feinstein says, "JHF hosted more than 70 consumer advocates, medical providers, philanthropists, technology experts, and economists to study the DNA of past successful social health movements and develop strategies to activate consumers around population health issues, including improving quality of life for frail seniors. During this event in support of our Center for Health Information Activation (CHIA), participants articulated a vision in which all seniors are valued, active, and engaged. The Virtual Senior Center brings us closer to achieving that vision. We want to partner with organizations that want to bring this amazing tool to more of our region's elderly."

### **Where Hope Lives: A Program to Identify and Treat Perinatal Depression**

Perinatal depression affects many women, infants, and families during and after pregnancy, and can significantly interfere with infant attachment, maternal health and ability to function, and family dynamics. Yet this condition, which refers to depression experienced during pregnancy and up to one year post-partum, is often undetected, untreated, and under-reported. Women often do not seek care because of the stigma surrounding depression; the lack of screening, awareness, and diagnosis; an inability to access timely psychiatric resources; and the lack of care models that do not require mother and baby to be separated.



Katherine L. Wisner, MD, is part of Allegheny Health Network's expanded perinatal depression program.

To better support women in this high-risk but historically underserved population, Allegheny Health Network (AHN) is working to create a new community service for perinatal depression which includes

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state-of-the-art screening tools, an innovative treatment model that keeps mother and baby together while also including fathers and extended family, and a broad education campaign to increase public awareness of the condition and engage providers. JHF will provide \$150,000 in startup funding for the program in 2016 for staff, operations, and testing of the perinatal depression service model.

JHF's grant is part of a larger investment by AHN and other private funders (including the Alexis Joy Foundation and the Staunton Farm Foundation) to build out and sustain the perinatal depression program. The project builds on the findings of a JHF-supported study on perinatal depression conducted by RAND in 2012, which emphasized the importance of screening, referral to treatment, and services in addressing the condition. Perinatal depression was also one of the population health issues explored during the foundation's CHIA event this past summer.

AHN's program will screen parents for depression risk prenatally, in pediatric offices, and during the post-partum period. At-risk parents will be referred to behavioral health treatment or to other community supports, and babies with difficult attachment will be referred to developmental specialists. The program will focus on perinatal depression treatment options that emphasize the mother-baby relationship, involve fathers and significant others, and provide integrated services in both hospital and outpatient settings. Katherine Wisner, MD, an internationally recognized expert in perinatal depression, will serve as a consultant for the program.

"Undiagnosed or untreated perinatal depression can have a devastating long-term impact on mothers, babies, families, and communities" Dr. Feinstein says. "This program has the potential to transform the model of care for perinatal depression, enhance quality of life, and de-stigmatize a treatable condition that touches so many lives, yet remains an often-overlooked public health crisis."

### **Establishing the Stuart Altman Endowed Chair at the Heller School of Brandeis University**

Stuart Altman, the Sol C. Chaikin Professor of National Health Policy at Brandeis University's Heller School for Social Policy and Management, is a renowned economist who has helped shape U.S. health policy at the highest levels for five decades. In recognition of Dr. Altman's leadership in health policy and his longstanding partnership with the Foundation, JHF will provide \$150,000 over three years to support the establishment of the Stuart Altman Endowed Chair within the Heller School at Brandeis



Stuart Altman (pictured here with Karen Feinstein at the 2015 Princeton Conference), is the Sol C. Chaikin Professor of National Health Policy at Brandeis University's Heller School for Social Policy and Management.

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University.

Dr. Altman has served on numerous government advisory boards, including the U.S. Department of Health Education and Welfare, the Prospective Payment Assessment Commission, and the National Bipartisan Commission on the Future of Medicare. He chairs Massachusetts' Health Policy Commission and has been recognized as a leader in the field by Health Affairs and by Modern Healthcare, which has named him among the 30 most influential people in health policy over the past 30 years as well as one of the 100 most powerful people in health care.

Dr. Altman has collaborated with JHF on numerous occasions, including working with the Foundation to plan the annual Princeton Conference (the premier gathering of health economists and policymakers), prepare funders for health reform, and promote cross-national learning during health missions to Israel and the U.K.

“The Stuart Altman Endowed Chair is a fitting tribute to a force in health policy, and a dear friend of the Foundation over the past 25 years,” Dr. Feinstein says. “JHF, and the healthcare field at large, have benefited immeasurably from Dr. Altman’s wisdom throughout his storied career as a policymaker, teacher, and colleague.”

### **Serving the Health Needs of the Jewish Community: Jewish Federation of Greater Pittsburgh Block Grant**

Since its founding in 1990, JHF has provided an annual block grant to the Jewish Federation of Greater Pittsburgh, which is distributed to beneficiary agencies to address the health needs of the Jewish community, including those of the elderly, families that have children with special needs, and the poor. JHF’s \$900,000 grant, which benefits the Jewish Association on Aging, the Jewish Community Center, Jewish Family & Children’s Service, Riverview Towers, and Jewish Residential Services, represents 60 percent of the \$1.5 million distributed annually by the Federation to the local community for human service needs.

The block grant is part of nearly \$3 million that JHF has provided over the past year to improve the health and well-being of the local Jewish community. Over its 25-year history, JHF has contributed \$60 million in grants to Pittsburgh’s Jewish community.

### **Supporting the United Way of Allegheny County’s Impact Fund**

The United Way of Allegheny County (UWAC) provides critical support to organizations that JHF funds in both the Jewish and general communities. In recognition of the growing need for human services, greater competition for philanthropic dollars, and the increased restriction of contributions to specific organizations, JHF has approved an annual grant to UWAC every year since 1999.

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JHF's \$68,000 contribution will be used in support of the UWAC's Impact Fund, which strengthens the core programs of the UWAC's partner agencies and advances new initiatives to meet critical community needs related to seniors, children and families, employment, and housing, among other items.

The United Way and JHF have also partnered on the national enrollment campaign in support the Affordable Care Act, as well as the planning processes to enhance the health and well-being of local seniors, caregivers, and disabled community members.

## **Latest Health 2.0 Explores Connection between Health, Environment**

On November 17, with geothermal wells, wind turbines, and solar panels providing all of the energy required to power Phipps Conservatory and Botanical Gardens' Center for Sustainable Landscapes, leading tech innovators, researchers, and environmental advocates gathered for a Health 2.0 session that explored the connection between health and our planet.

During the session, four local leaders demonstrated how their organizations harness technology to link people with the environment and ultimately promote healthier communities. Michelle Naccarati-Chapkis, executive director of Women for a Healthy Environment (WHE), served as moderator of the event. Naccarati-Chapkis leads WHE's strategic activities, focusing on prevention of human health problems linked to environmental risk factors.

Anthony Joy, MBA, chief information officer for Cleveland Metro Parks, explained how his organization creates mobile technology to promote use of more than 300 miles of hiking, biking, and all-purpose trails, as well as encourage visits to the Cleveland Metroparks Zoo. In partnership with Southwest General Health Center, Joy's Geographic Information System (GIS) team created a Trails App that provides users with GPS mapping and directions to nearby attractions. Cleveland Metroparks also developed an iNature Educational Guide, a multimedia e-book that can be used in the classroom or on field trips.



(L-R): Anthony Joy, MBA, chief information officer for Cleveland Metro Parks; Davit Davitian, business development lead at SolePower; Stephen Quick, an architect and research associate for CMU's Remaking Cities Institute; and Kristen Kurland, a professor of Architecture, Information Systems, and Public Policy at CMU take part in a panel discussion on health and the environment, moderated by Michelle Naccarati-Chapkis, executive director of Women for a Healthy Environment.

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Davit Davitian, business development lead at SolePower, outlined how his Pittsburgh-based company could soon turn consumers into walking power generators. SolePower has created a shoe insole that allows people to charge their portable devices—smart phones, wearable technology, LED lights—simply by walking. SolePower is initially focused on engaging outdoor enthusiasts, Davitian said, but the company also sees potential to address a global energy deficit without making a carbon footprint.

Kristen Kurland, a professor of Architecture, Information Systems, and Public Policy at Carnegie Mellon University, showed how her work links health and the built environment. Kurland uses GIS systems—essentially repositories of geographic and spatial information—to examine the connection health and factors such as proximity to green spaces, fast food, and safe, accessible transportation. Kurland has partnered with the Allegheny County Health Department, the University of Pittsburgh's Graduate School of Public Health, and major health systems and plans on topics ranging from childhood obesity to pedestrian injuries to neighborhood economic conditions.

Stephen Quick, an architect and research associate for CMU's Remaking Cities Institute, provided a demo of 3D models of Pittsburgh that can simulate changes in population health based on alterations the urban environment, such as implementing bike lanes or building a 30-foot skyscraper. Quick also showed how CMU partnered with the East Liberty Development, Inc. to create a circulation and mobility action plan, which offered recommendations to



Health 2.0 attendees take a docent tour of Phipps' Center for Sustainable Landscapes.



Deb Caplan, secretary of the JHF Board of Trustees, and Terence Starz, MD, University of Pittsburgh Physicians Arthritis and Internal Medicine Associates-UPMC.

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increase the neighborhood's walkability and reduce crime.

The Health 2.0 session also featured docent-led tours of Phipps' Center for Sustainable Landscapes, a net-zero energy hub for education and research. Emily Kalnicky, PhD, Phipps' director of science education and research, and Mary Kathryn Poole, program director for Let's Move Pittsburgh, highlighted how Phipps' buildings, operations, programs, and Apps foster connections between people, plants, health, and the planet.

## PRHI Contributes to New Book on Harnessing Learning Collaboratives to Improve Care, Save Lives

Learning collaboratives are a hallmark of the health reform era, and an essential ingredient in the success of PRHI initiatives ranging from fellowship programs, to Perfecting Patient Care<sup>SM</sup> training, to its leadership within the Network for Regional Healthcare Improvement (NRHI). On November 4-5, Karen Feinstein and Nancy Zionts engaged fellow health improvement collaborative leaders from across the country during a conference to unveil a new book that could serve as a guide for harnessing the collective wisdom of these groups.

Dr. Feinstein and Zionts were featured speakers during "Healthcare Learning Collaboratives: Lessons Learned and Future Opportunities," held at the Baltimore Marriott Inner Harbor in Baltimore, MD. The conference was sponsored by Cynosure Health, a nonprofit organization that works with hospitals, hospital associations, and other providers to elevate quality and reduce costs. Donald Berwick, MD, MPP, FRCP, president emeritus and senior fellow at the Institute for Healthcare Improvement, provided the keynote speech.

The conference offered a national platform to launch *All In: Using Healthcare Collaboratives to Save Lives and Improve Care*. PRHI contributed two chapters and a sidebar to the book, which was commissioned by the Gordon and Betty Moore Foundation and guided by principal authors Bruce W. Spurlock, MD, executive director of Cynosure Health, and Cynosure Implementation Officer Patricia A. Teske, RN, MHA.



Karen Feinstein and John Chessare, MD, president and CEO of the Greater Baltimore Medical Center.

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Dr. Feinstein and Zionts contributed a book chapter on engaging and activating patients and families. PRHI Chief Medical Informatics Officer Bruce Block, MD, and Dr. Feinstein collaborated on a chapter focused on translating knowledge into action. Consultant Susan Elster, PhD, contributed a case study on PRHI's Champions programs, which provide clinical leaders from various disciplines with skills to stimulate organizational success.

During the conference, Dr. Feinstein led a session on turning knowledge into action with John Chessare, MD, president and CEO of the Greater Baltimore Medical Center. Dr. Feinstein, Zionts and Libby Hoy, founder and CEO of Patient and Family-Centered Care Partners, discussed patient and family engagement.

“Participating in the conference, and contributing to *All In: Using Healthcare Collaboratives to Save Lives and Improve Care*, provided an opportunity to explore new ways to deliver care, to relate to our patients, to encourage them to be more active in promoting their own health,” Dr. Feinstein says. “Learning collaboratives are sort of a *sine qua non*—what would we do without them? —but we’re always learning more about how to maximize their value. This book will serve as a very useful reference.”



(L-R): Karen Feinstein; Libby Hoy, founder and CEO of Patient and Family-Centered Care Partners; and Nancy Zionts.

## As End-of-Life Care Becomes National Topic, *Closure* Brings Clarity

Starting in January of 2016, physicians will be able to be paid by Medicare for counseling patients and their loved ones about treatment preferences in the event of a life-limiting illness. These voluntary advance care planning conversations help patients understand their options, retain control of their lives at the end of life, and potentially stave off aggressive and ineffective medical interventions.

During National Hospice and Palliative Care Month in November, Nancy Zionts demonstrated how [\*Closure\*](#)—the Foundation’s end-of-life planning, education, and outreach initiative—can make the most of changing medical and cultural attitudes.

Zionts traveled to Louisiana to launch a *Closure* Community Conversations series in New Roads, LA. She

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was invited by the Louisiana Health Care Quality Forum, a regional health improvement collaborative that is a member of the Network for Regional Healthcare Improvement (NRHI). The *Closure* series engaged more than 100 people in conversations about the role that they can play in end-of-life planning and making decisions in advance, such as choosing a healthcare surrogate.

“It was a moving experience, with significant emotional breakthroughs by a number of people,” Zionts says. “The team in Louisiana expressed a desire to do more around the issues of grief and community support, and we discussed opportunities to present patients and family members with tools that they can use in having conversations with providers. “The goal is that everyone should know what to say and where to get a resource.”

During the Louisiana trip, Zionts met with Karen Allen, CEO of Franciscan Missionaries of Our Lady Health System; Kathy Kliebert, secretary of Louisiana’s Department of Health and Hospitals; Cynthia Michael, director of LaPOST (Louisiana Physician Orders for Scope of Treatment); Cindy Munn, MHA, CEO of the Louisiana Healthcare Quality Forum; New Roads Mayor Robert Myer; Susan E. Nelson, MD, FACP, FAAHPM, incoming chair of the National POLST (Physician Orders for Life Sustaining Treatment) Task Force and medical director of Baton Rouge’s PACE (Program of All-inclusive Care for the Elderly) program.

Zionts was invited to present a 90-minute symposium at the Gerontological Society of America’s (GSA) Annual Scientific Meeting in Orlando, FL, presenting the *Closure* model during the gathering of more than 4,000 national and international experts in the field of aging.



(L-R): Cynthia Michael, director of LaPOST; Karen Allen, CEO of Franciscan Missionaries of Our Lady Health System; Susan E. Nelson, MD, FACP, FAAHPM, incoming chair of the National POLST Task Force and medical director of Baton Rouge’s PACE program; Nancy Zionts; New Roads Mayor Robert Myer; Terri Myer; and Cindy Munn, MHA, CEO of the Louisiana Healthcare Quality Forum.



Nancy Zionts receives the key to the city from New Roads Mayor Robert Myer.

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“Having the opportunity to discuss *Closure* at the GSA meeting signals that more and more people recognize that quality end-of-life care is about more than the science,” Zions says. “It’s also about engagement, and that’s a skill that is learned over time.”

With Medicare’s rule changes placing end-of-life conversations in the spotlight, the Foundation has issued a call to arms to its community and healthcare partners.

“Between now and National Healthcare Decision Day on April 16, we are aiming for a full-court press together with members of the Coalition for Quality at End of Life,” Zions says. “We’re available, and the *Closure* website features many tools for providers and families. We can launch *Closure* community conversations quickly. This is a landmark opportunity to advance the dialogue around end-of-life care.”

## Primary Care Resource Center Participant Monongahela Valley Hospital Receives 5-Star Rating for COPD Care

PRHI congratulates Monongahela Valley Hospital for receiving a five-star rating for its treatment of Chronic Obstructive Pulmonary Disease (COPD) from Healthgrades, an online leader in helping consumers compare and evaluate hospitals and healthcare providers. Monongahela Valley Hospital, which has received a five-star rating for COPD clinical care for six years in a row, also received accreditation from The Joint Commission in Advanced Disease Specific Certification in COPD last year.



Louis J. Panza Jr., president and CEO of Monongahela Valley Hospital.

Monongahela Valley Hospital served as the pilot site for the PRHI-led Primary Care Resource Center (PCRC) Project, a care coordination and readmissions reduction initiative funded by the Center for Medicare and Medicaid Innovation. Through the PCRC Project, PRHI provided six community hospitals with training in advanced disease management, quality improvement, and motivational interviewing so that they could offer coordinated outpatient care to individuals suffering from COPD, acute myocardial infarction, and/or heart failure. Nurses and pharmacists at the PCRC sites (including Monongahela Valley) received customized inhaler self-management and spirometry training through the project.

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## From Conferences to Pharmacies to Practices, JHF Builds Partnerships to Prevent HPV-Related Cancer

The Foundation's [HPV Vaccination Initiative](#) team continues to blanket the Pittsburgh region, forming community partnerships to protect more children and young adults from preventable cancers. In recent months, JHF has furthered its cancer-prevention goals by:

- Engaging healthcare decision-makers during the November 4 Women's Health Conversations (WHC) Conference at the Westin Convention Center. The WHC is a non-profit organization that organizes consumer conferences to educate and empower women who influence individual, family, and community health.
- Partnering with Giant Eagle pharmacies to provide more than 1,400 [brochures](#) that provide parents with information on the HPV vaccine's efficacy and safety. The brochures will be displayed at nearly 50 Giant Eagle pharmacies in communities that JHF has identified as having particularly low vaccination rates (Gibsonia, Oakmont, Plum/Monroeville/Penn Hills, McKeesport, and McKees Rocks).
- Supporting practices through staff training, quality improvement assistance, and guided talking points for providers to parents on HPV vaccination



Cecile Springer, co-founder of the Women and Girls Foundation and JHF intern Marie-Lou Nahhas.

Premier Medical Associates, a multi-specialty physician practice, has emerged as a champion of HPV vaccination. All 91 exam rooms at Premier's nine pediatric and family medicine locations now feature JHF's teen and parent brochures, posters. Upon check-in, parents receive a JHF-developed card that answers key questions about the effectiveness, safety, and immunization schedule of the vaccine.

The HPV vaccine is approved for boys ages 9-21 and girls ages 9-26, is covered by insurance or the federal Vaccines for Children program, and can reduce the risk of developing HPV-related cervical, vaginal, vulvar, anal, throat, and penile cancers by up to 99%.

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“We’re taking the approach that this is a cancer-preventing vaccine, and presenting that to parents and patients as early as possible,” says Holly Kern, RN, director of quality care at Premier Medical Associates. “We’re focused on ensuring that children and young adults complete the vaccination series by doing more outreach to parents and capitalizing on opportunities to vaccinate for HPV during other scheduled medical appointments. The earlier we start these conversations, the better.”

## **JHF Sponsors Pittsburgh Speaker Series Event with Sanjay Gupta**

As a practicing neurosurgeon, Emmy Award-winning correspondent, and best-selling author, Dr. Sanjay Gupta specializes in bringing clarity to complex healthcare issues. Dr. Gupta, CNN’s chief medical correspondent, has chronicled topics ranging from health reform to brain injury to HIV/AIDS, reported from the front lines of post-9/11 New York and post-Hurricane Katrina, and challenged everyday Americans to take control of their health through his Fit Nation challenge.

On November 4, JHF sponsored a Pittsburgh Speaker Series lecture at Heinz Hall where Dr. Gupta described his dual careers in medicine and media, and explored the role of journalism in demystifying health care for patients and families. The Pittsburgh Speaker Series, presented annually by Robert Morris University, brings national and international leaders in health, politics, history, economics, journalism, arts, and entertainment to Heinz Hall for a series of seven different lectures.



Sanjay Gupta, MD, with Serah Iheasirim, MPH, a PRHI health researcher and data analyst.

## **JHF Sponsors Literary Evening with Andrew Solomon**

Author Andrew Solomon specializes in taking subjects typically discussed in hushed tones—mental health, disability, the search for personal and social acceptance—and revealing how these adversities forge meaning in our lives. On December 7, JHF was proud to sponsor a Pittsburgh Arts & Lectures

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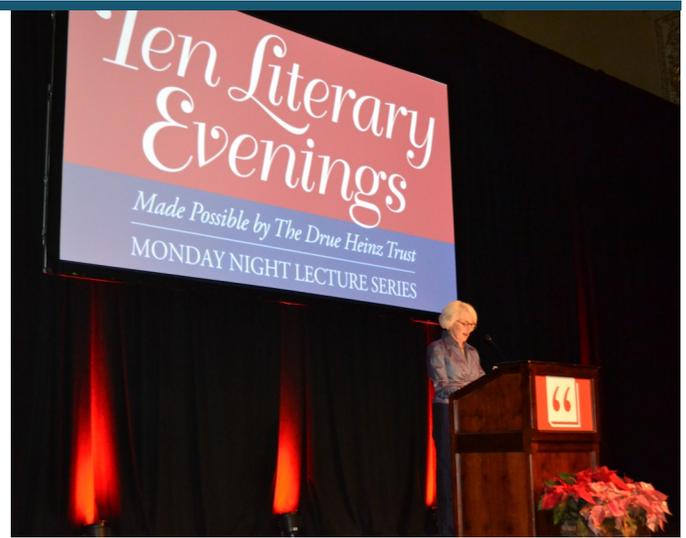
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Literary Evening with Solomon at the Carnegie Music Hall.

Solomon's most recent best-selling book, *Far From the Tree: Parents, Children, and the Search for Identity*, shows how families find meaning and overcome stigma while raising exceptional children. His other best-selling work, *The Noonday Demon: An Atlas of Depression*, exposes the personal, social, and scientific aspects of depression.

"Mr. Solomon's message that diversity unites people resonates with us at JHF as we reflect on 25 years of working to improve the physical, social, and emotional well-being of the community," Karen Feinstein said while introducing Solomon. "I would like to thank our board members, including those in attendance, for their dedication to this cause."

Since 1991, the Lecture Series has brought nearly 300 acclaimed authors to Pittsburgh. During past seasons, the Foundation sponsored Sheri Fink, Jared Diamond, Yann Martel, Michael Pollan, Andrew Weil, Atul Gawande, Laurie Garrett, Susan Love, Betty Friedan, and Gail Sheehy.



Karen Feinstein introduces best-selling author Andrew Solomon during the Pittsburgh Arts & Lectures Literary Evening at Carnegie Music Hall on December 7. JHF sponsored the lecture.



(L-R): Richard Smith, MSW, HIV/AIDS program manager for JHF; Andrew Solomon; and Chris Garnett, MSW, JHF's HIV planning and evaluation coordinator.

## Perfecting Patient Care<sup>SM</sup> University Helps JAA's Home Health, Hospice and Palliative Care Services Streamline Care, Prepare for EHRs

Five staff from the Jewish Association on Aging (JAA)'s Home Health Services and Sivitz Jewish Hospice & Palliative Care recently graduated from PRHI's Perfecting Patient Care<sup>SM</sup> University. During four sessions held from September-November of 2015, PRHI Quality Improvement Specialists Stacie Bonenberger, MOT, and Anneliese Perry engaged staff in real-time Lean quality improvement and safety training designed to streamline care as the JAA transitions its home health/hospice and palliative care services to an electronic health record. Previously, PRHI partnered with the JAA's Charles Morris Skilled Nursing and Rehabilitation Center as it implemented an electronic health record.

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“The Perfecting Patient Care<sup>SM</sup> University training helped us map out some of our main processes, and identify opportunities to improve our efficiency,” says Stephanie Buddle, RN, director of professional services for JAA Home Health Services. “We’re already putting things into action, saving time, and improving the patient and staff experience.”

For example, the JAA mapped out its process for taking a home health services referral, which may come from a physician, case manager, social worker, family member of the patient, or another healthcare professional. Upon finding that there were occasional hold-ups in identifying the eligibility and insurance coverage of patients, the JAA held joint training sessions with home health staff and its finance department to ensure they’re on the same page.

The JAA also discovered that scheduling time to meet with patients to assess home health needs and develop a care plan could be a challenge, due to conflicting medical appointments for patients on the same day. To smooth that process, the JAA hired a care coordinator who works with patients and families to eliminate barriers and communicate with other providers who are caring for those patients.

“The JAA staff is now equipped with the tools needed to identify problems, uncover root causes, and rapidly solve them,” Perry says. “We will continue to work with the JAA to capture workflows and help them create work patterns that complement their transition to electronic health records.”



PRHI Quality Improvement Specialists Stacie Bonenberger MOT (first row, third from left), and Anneliese Perry (first row, far right) brought Lean-based Perfect Patient Care<sup>SM</sup> training to staff from the JAA’s Home Health, Hospice and Palliative Care Services .



JAA staff learn more about creating efficient workflows during a Lego simulation exercise.

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## Motivational Interviewing Champions Program Makes Collaborative Conversations, Change Talk a Pillar of Patient Care

While the Center for Medicare and Medicaid Innovation grant phase for the Primary Care Resource Center (PCRC) Project recently concluded, five of the six community hospitals that participated in the initiative to provide one-stop, coordinated inpatient and outpatient care for those with complex diseases are now self-funding their PCRCs. PRHI's community hospital partners view the PCRC as a sustainable model, having collectively achieved a significant reduction in 30-day readmissions (14.2% during the most recent quarter), cost savings (nearly \$1,500 in post-acute savings per patient), and improved quality of life among enrolled patients suffering from COPD, acute myocardial infarction, and heart failure.

One of the PCRC's most successful elements is the use of motivational interviewing (MI)—a collaborative conversation style that uncovers patients' own reasons for making positive health choices. To ensure that this approach remains a pillar of patient care, PRHI is training an MI "Champion" at all six PCRC sites who can serve as a resource and mentor to colleagues.

"We really wanted to deepen the value that each PCRC offers to its host hospital well into the future," says Keith Kanel, MD, PRHI's chief medical officer and director of the PCRC Project. "The MI Champions program provides a way for the PCRC teams to hone their own patient engagement skills indefinitely, and disseminate those skills throughout their own medical communities. To our knowledge, this is the only program of its kind in the country."

At each hospital, PRHI will assess the Champions' MI skills, provide real-time coaching and training, and co-facilitate a workshop in which the Champions train five or more co-workers to use MI. The MI



Conemaugh Memorial Medical Center's Carrie Green, RN (right), discusses motivational interviewing techniques with Nancy Kozuch, RN. Green is among six Motivational Interviewing Champions selected from community hospitals that participated in the PRHI-led Primary Care Resource Center project.



During a training session in the QI<sup>2</sup>T Center on November 20, PCRC Motivational Interviewing Champions observe a simulated coaching encounter, with a patient-actor, student interviewer, and MI coach.

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Champions will also stay connected through case discussions on Skype, as well as a new MI Community on [Tomorrow's HealthCare™](#), PRHI's online knowledge network.

The MI Champions selected are Donna Haid, RN (Butler Health System); Carrie Green, RN (Conemaugh Memorial Medical Center); Donna Scanlon, RN (Indiana Regional Medical Center); Susan Campus, RN (Mon Valley Hospital); Lise Ordak, RN (Sharon Regional Medical Center); and Lynn Kolenich, RN (Wheeling Hospital).

On November 20, PRHI hosted the Champions at the QI<sup>2</sup>T Center for a half-day workshop that offered them a chance to hone their MI skills by working with a simulated patient. Carrie Green, from Conemaugh, enjoyed getting and offering real-time feedback from her peers.

“During the workshop, we consulted with other Champions before talking with the patient, and then coached them on MI afterwards,” Green says. “We started off with something positive, and then offered constructive tips. We’re all doing the same kind of work and face similar challenges, so I can ask for and get an honest, informed opinion. It’s a great exchange.”

## Foundation Hosts Longtime Veterans Affairs Leader Fran Murphy

During her more than 20-year tenure at the U.S. Department of Veterans Affairs, Fran Murphy, MD, MPH, helped lead the largest integrated health system in the country, forged connections with other government agencies, and advised the VA as it transformed its mental healthcare services. In her current role as CEO of Sigma Health Consulting, she works with the VA, Department of Defense, and other clients to measure and evaluate performance, successfully implement health IT, and respond to health policy developments.

During a meeting of the Health Careers Futures Board of Directors on November 19, the Foundation hosted Dr. Murphy to discuss quality, safety, and organizational transformation at the VA.



Fran Murphy, MD, MPH (right), CEO of Sigma Health Consulting and a long-time leader at the VA. Sigma Health Consulting recently merged with Performix Consulting, whose president and CEO is Wasfi Alnabki, MBA (left).

At the VA, Dr. Murphy served as Deputy Under Secretary for Health (1999-2002), Acting Under Secretary

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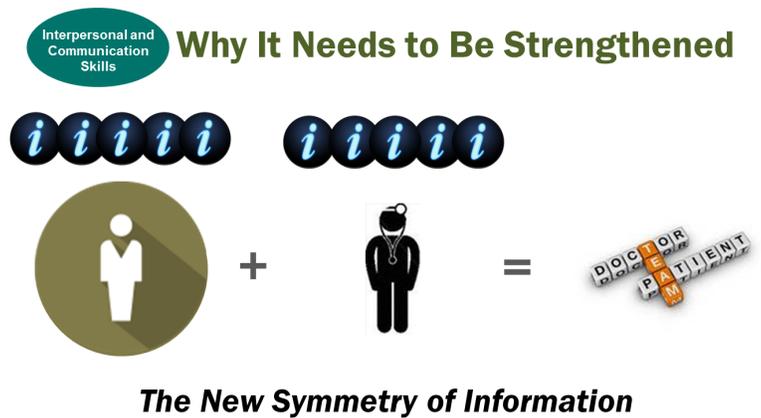
for Health (2002), and Under Secretary for Health Policy Coordination (2003-2006). She also served on the President’s New Freedom Commission on Mental Health, and chaired the Veterans Affairs Secretary’s Task Force on Mental Health.

During the meeting, Dr. Murphy noted that the VA is currently focused on improving veterans’ experience and access to health services, engaging frontline employees, and implementing a system-wide, Lean-based performance improvement program.

## Karen Feinstein Encourages Pitt Students to Become Part of Health Reform History

In November, Karen Feinstein recounted PRHI’s experience during the “great healthcare awakening”—an era of intellectual flurry that exposed flaws in the U.S. health system and set the course for the Affordable Care Act—with two groups of students at the University of Pittsburgh. Then, she invited them to add their own chapters to health reform history.

On November 12, Dr. Feinstein was a guest lecturer for Professor David Young Miller’s Introduction to Public Affairs class in Pitt’s Graduate School of Public and International Affairs (GSPIA). Professor Miller is the director of GSPIA’s Center for Metropolitan Studies. On November 18, Dr. Feinstein spoke with Graduate School of Public Health students enrolled in Professor Samuel A. Friede’s introductory course about the U.S. healthcare system. Professor Friede was the founding director of the Governance Initiative at Pitt’s Health Policy Institute.



At the University of Pittsburgh, Dr. Feinstein discussed the need for providers to bolster communication skills and partner with patients to achieve quality health outcomes.

“This is a very unusual and exciting time, with the U.S. health system fundamentally changing the way that care is delivered, paid for, and experienced,” Dr. Feinstein says. “My goal is to excite young professionals about getting involved in one of the great reform movements of our time. We are at a milestone moment, and they can be part of the healthcare revolution.”

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## Canada-US Health Summit Fosters Cross-Border Health Partnerships

On November 2 and 3, Karen Feinstein and Nancy Zionts traveled to Washington, DC to attend the Canada-US Health Summit, an invitation-only event designed to stimulate greater cross-border dialogue between the U.S. and our neighbors to the north. At the event, which was hosted by the Canada Institute at the Woodrow Wilson International Center for Scholars, Dr. Feinstein and Zionts met with senior policymakers and opinion leaders. The Canada Institute, founded in 2001, seeks to build academic, business, and governmental relationships between the U.S. and Canada.



During the Canada-US Health Summit, Kathleen Sebelius, former Secretary of the U.S. Department of Health and Human Services and Susan Dentzer, a senior advisor for the Robert Wood Johnson Foundation, lead a session on looking beyond bordersto inform healthcare decision-making.

During the summit, attendees discussed ways that the U.S. and Canada can collaboratively prevent or mitigate the impact of chronic diseases by engaging consumers in their care, identify the most important health quality and outcomes measurements, and harness research to uncover and address public health challenges.

## JHF Hosts Holiday Party at the Carnegie Museums



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