

THE WINDOW

JANUARY 2019



JHF news, events, milestones, publications, and more

Celebrating the Life and Legacy of Moe Coleman

The staff and Board leadership at the Jewish Healthcare Foundation (JHF) salute the memory of Moe Coleman. Moe, a former JHF Board member and Director Emeritus of the Institute of Politics of the University of Pittsburgh and Professor Emeritus, University of Pittsburgh School of Social Work, passed away on January 28. Moe was a resident at Weinberg Terrace, an affiliate of the Jewish Association on Aging (JAA). The Foundation, with Moe's enthusiasm, made a \$35 million commitment to enhance the continuum of care provided at the JAA. Moe was a tireless friend of the aging, the poor, and the disadvantaged.

Moe participated actively on the JHF Board and its Distribution Committee from 1998-2003. The Foundation benefited from Moe's passion for vulnerable populations and his experience in community organizing. During that period, and with Moe's typically enthusiastic engagement, JHF created some new and lasting institutions for our region, including the JAA, Squirrel Hill Health Center, Squirrel Hill Food Pantry, Consumer Health Coalition, Pennsylvania Health Law Project, Coordinated Care Network, and the Juvenile Court Master's Program.

Moe was committed to educating the next generation of health professionals. His passion led him to become actively involved in establishing our Fellowship programs and Health Careers Futures (HCF) operating arm.

The Foundation's relationship with Moe continued long after his term on the Board. Moe appointed JHF President and CEO Karen Wolk Feinstein PhD, to a leadership position at the Institute of Politics, chairing an effort in 2013 to review our state's policies regarding the ability of frail seniors to

(Continued on page 2)

INSIDE THIS ISSUE

The Future is Here: JHF Attends 2019 CES Digital Health Summit	3
Fifth Year of Death and Dying Fellowship Opens	5
COEs Mark Progress Toward Opioid Treatment Goals	6
JHF Supports Arts & Lectures Event with Jill Lepore	7
Apply Today for JHF's Summer Internship Program	8
Warm up with the Virtual Senior Academy™	8



(Continued from page 1)

remain in their homes. Moe worked in partnership with JHF and the Pennsylvania Health Funders Collaborative to develop a white paper, titled “The Future of Medicaid Long-Term Care Services in Pennsylvania: A Wake up Call.” This paper served as a catalyst for Governor Wolf to establish the new Managed Long-Term Services and Supports effort, called Community HealthChoices, that allows seniors to stay in the community to receive long-term care services.

Dr. Feinstein was honored to receive the Moe Coleman Award in 2009. Established in 2006, the Coleman Award annually recognizes a community leader who has made a lasting, positive impact on the region through personal example and sustained generosity.

"Pittsburgh has lost a remarkable leader—even more remarkable because he didn't lead from a position of power; he didn't lead by force or backroom deals; he never regarded himself as exceptional. But he was," Dr. Feinstein says. "This gentle friend of the Foundation, my partner in progressive policy change, an apologist and optimist who found something good in everyone, will be sorely missed."



Moe Coleman (Photo credit: University of Pittsburgh)

LEARN MORE ABOUT MOE COLEMAN'S LIFE AND ENDURING LEGACY

[“Morton 'Moe' Coleman / social worker was 'connective tissue' of Pittsburgh” \(Pittsburgh Post-Gazette\)](#)



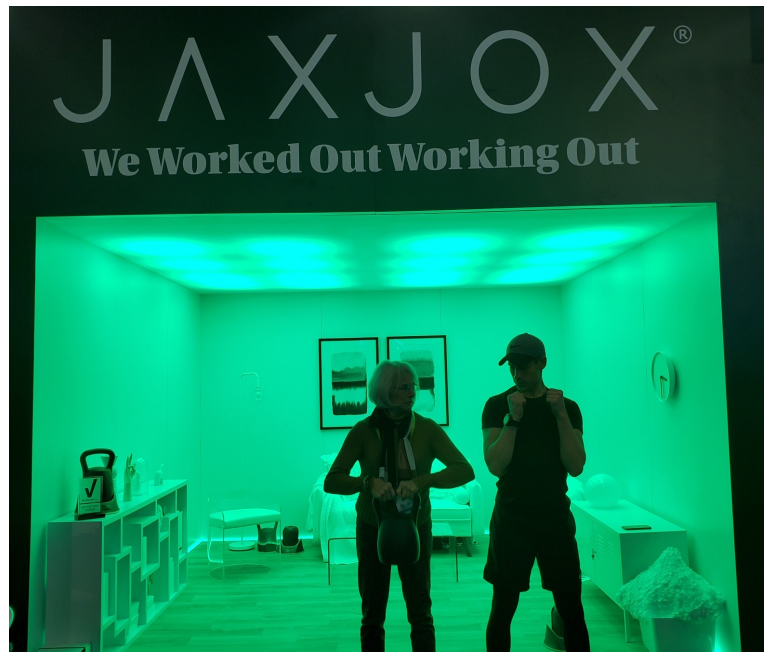
The Future is Here: JHF Attends 2019 CES Digital Health Summit

Since 2009, the most influential players in healthcare innovation and technology have descended upon Las Vegas, NV for the annual CES Digital Health Summit. What ensues is a glimpse into the future of health care, as industry leaders, entrepreneurs, policy-makers, and healthcare providers reimagine the current landscape—from prevention, diagnosis, and treatment; to workforce preparation and accreditation; to care design and delivery.

The Digital Health Summit combines more than 55,000 square feet of trade-show floor showcases with presentations and demos assembled by the most influential and high-profile speakers. On full display are trends like artificial intelligence and digital therapeutics, marketplace-changing partnerships among industry behemoths, and startup companies that buck convention to deliver better consumer experiences and health outcomes.

Karen Feinstein and JHF COO/CPO Nancy Zions, MBA represented JHF at the 2019 Digital Health Summit, which was held on January 8 and 9. Representatives from the Foundation have attended each of the past three Digital Health Summits, which are part of the larger CES conference. CES, which is owned and produced by the Consumer Technology Association, attracts more than 180,000 total attendees from around the world.

The 10th annual Digital Health Summit featured the latest in consumer technologies, including machine learning and AI, virtual and augmented reality, precision drug treatments, condition-specific wearables, sleep and fitness tracking, telemedicine, 3D printing, and data security/Blockchain. The exhibitors and speakers ranged from traditional healthcare players (Aetna, Cigna, and Kaiser



Karen Feinstein takes part in a workout facilitated by JAXJOX, a global technology company that integrates fitness tracking data, exercise regimens, and connected exercise devices.

(Continued on page 4)

(Continued from page 3)

Permanente among them) to consumer-centric and technology heavyweights (Fitbit, Google's Verily, Johnson & Johnson, Phillips, Samsung, Teladoc) to those who are out of this world—literally (NASA).

The Digital Health Summit emphasized that the future of health care is consumer-focused—delivered anywhere, at any time, with convenience, customization, and prevention at the forefront. The technologies on display represented an ecosystem that can help people live their healthiest, most independent lives possible. The Summit's prominent themes included diagnosing, monitoring, and attempting to prevent the development of health conditions at home; “gamifying” wellness activities; empowering consumers with secure, one-stop access to health data generated from medical records, wearables and trackables, and DNA testing; and using voice and using smart home innovations to promote senior health and independence.



A CES 2019 display for R-PUR, an anti-pollution mask designed for bicycle and motorcycle users.



Karen Feinstein and Nancy Zionts try one of the many sleep enhancement and tracking technologies on display at CES 2019.

The insights from CES will inform JHF's Window to the Future of Health Care initiative. Through this initiative, the Foundation aims to bring the top digital health innovations and leaders from across the U.S. to Pittsburgh for a summit so that our region can govern, teach, and allocate resources in the most effective manner possible. The goal is to catalyze a regional planning effort that will usher in a new era of healthcare education, training, and governance. The summit would bring together industry leaders and promising advances in the field of digital health and consumer-directed medicine to provide a fully immersive experience into the future of health care.

Fifth Year of Death and Dying Fellowship Opens, Teaching the Most Difficult Conversation

The JHF and HCF Fellowship on Death and Dying is built around developing one skill for healthcare professionals: How to take part in difficult conversations around serious illness, including issues of death, dying, and grief. A formal education in health care does not necessarily provide such training. Yet students and young professionals realize the value of being able to speak with candor and sensitivity about end-of-life care. JHF receives twice as many applications as space allows for the Fellowship, which engages legal, medical, social, cultural, familial, and spiritual dimensions.

This year's Fellowship on Death and Dying opened on January 28 with the first of eight weekly sessions. The 39 Fellows represent a range of disciplines, from medical school to bioethics, public health, social work, pharmacy, and counseling psychology. The opening event, held at the QI²T Center, grounded participants in the history of Fellowship, which launched in 2015, and the long-running work of *Closure*, JHF's outreach, education, and advocacy initiative around end-of-life care. JHF Physician Consultant Judith Black, MD, MHA; Nancy Zionts; and Quality Improvement Specialist Nicole Greer, RN, MPH/MPA led the session.



The 2019 participants in the Fellowship on Death and Dying.

The next six sessions get the Fellows out into the field. During site visits, the Fellows will discuss the importance of advance directives and POLST (Physician Orders for Life-Sustaining Treatment) at Shadyside Hospital; families and children confronting chronic disease and loss while at UPMC

(Continued on page 6)

(Continued from page 5)

Children's Hospital of Pittsburgh; long-term care while at the Jewish Association on Aging; end-of-life conversations in community settings while at Community LIFE (Living Independence for the Elderly); hospice and end-of-life while at Family Hospice; and family supports while at Highmark Caring Place.

In the final session, the Fellows will return to the QI²T Center to demonstrate their skills in conducting end-of-life conversations, joined by Robert Arnold, MD, chief medical officer of the Palliative and Supportive Care Institute of UPMC.

The Death and Dying Fellowship runs alongside two other Feinstein Fellowships—the Patient Safety Fellowship, which runs in the summer, and the Jonas Salk Health Activist Fellowship in the fall.



Olutoyin Ola (center), a dual MPH/MSW student at the University of Pittsburgh, reflects on her experiences with end-of-life care during a Fellowship session on January 28.

COEs Mark Progress Toward Opioid Treatment Goals

As part of the Commonwealth's multi-faceted response to the opioid epidemic, the Pennsylvania Department of Human Services (DHS) launched the Centers of Excellence (COE) Technical Assistance Project in 2018. With funding from the PA DHS, Pennsylvania's 45 COEs are working to increase access to addiction treatment and help ensure that people with an opioid-related substance use disorder stay in treatment to receive follow-up care and are supported within their communities. The centers coordinate care for individuals, emphasizing team-based and whole-person-focused treatment.



During a January 10 event held in Cranberry, PA, western Pennsylvania members of the Centers of Excellence Technical Assistance Project share progress in expanding access to opioid use disorder treatment and ensuring continuity of care for patients.

(Continued on page 7)

(Continued from page 6)

The University of Pittsburgh School of Pharmacy Program Evaluation and Research Unit (PERU), PRHI, Community Care Behavioral Health, and Poonam Alaigh, MD are providing technical assistance, learning networks, and curriculum tailored to the needs of each COE.

In January, PRHI and PERU hosted four regional, in-person sessions for the opioid use disorder COEs. The sessions took place on January 10 for western PA, January 16 for northeastern PA, January 17 for southeastern PA, and January 22 for the Lehigh/Capital region. Collectively, 224 participants from the COEs attended the events.

Many of the personnel involved were social workers, care navigators, certified recovery specialists, and administrators. During the sessions, the COEs shared their successes around engaging and retaining clients. They received an update about a transition to managed care per member per month payments, and participated in breakouts to discuss how to operationalize the new process.

JHF Supports Arts & Lectures Event with Jill Lepore

Since the Pittsburgh Arts & Lectures Series began in 1991, JHF has sponsored a constellation of authors who visit our city to discuss their internationally-acclaimed works. The list includes luminaries like Susan Faludi, Elizabeth Rosner, Siddhartha Mukherjee, Sheri Fink, Jared Diamond, Yann Martel, Michael Pollan, Andrew Weil, Atul Gawande, Laurie Garrett, Susan Love, Betty Friedan, Gail Sheehy, and Andrew Solomon.

On January 14, the Foundation sponsored an Arts & Lectures event at the Carnegie Music Hall with Harvard University historian and *New Yorker* staff writer Jill Lepore. She is also the author of two recent, celebrated books: *These Truths: A History of the United States* and the *Secret History of Wonder Woman*.



(L-R): Pittsburgh Arts & Lectures Executive Director Stephanie Flom; JHF Board Trustee Theresa Brown, BSN, RN; Karen Feinstein; and Jill Lepore, an acclaimed Harvard historian, *New Yorker* staff writer, and author of *These Truths: A History of the United States* (photo credit: Renee Rosensteel).

Following the Tree of Life tragedy, Lepore wrote a *New Yorker* essay, titled "[Reigns of Terror in America](#)," that draws lessons from a hate crime committed 60 years prior: The bombing of an Atlanta, GA synagogue. A few months before the incident, Karen Feinstein met the Rabbi of the synagogue,

(Continued on page 8)

(Continued from page 7)

Jacob Rothschild, while visiting a friend. A Civil Rights champion and native Pittsburgher, Rothschild would address the Atlanta community just a few days after the bombing from his fractured place of worship. He said that “out of the wreckage emerged a new courage and a new hope.”

During her introduction of Lepore, Dr. Feinstein noted parallels to the outpouring of global compassion and support that Pittsburgh has experienced over the past several months, and the city’s aspiration that something good would emerge from tragedy. But, Dr. Feinstein also noted:

“Professor Lepore suggests that greater kindness and compassion will not evolve from the current climate of, and I quote her essay, ‘blame and grievance that has become the language of our times, the grammar of Twitter, the idiom of Trump, the taste of bile,’ ” Dr. Feinstein said. “She calls for a new norm where all of us adopt a language of good will. Otherwise, we’ll destroy that courage and that hope, and our nation itself.”

Apply Today for JHF’s Summer Internship Program

Graduate students who are passionate about innovations in healthcare delivery, policy, and patient safety can pursue their interests through paid [summer internship opportunities](#) with JHF and its supporting organizations. During the ten-week program, selected interns will have the opportunity to contribute to Foundation projects that focus on women’s health, HIV/AIDS care, quality of life for seniors, digital health, and much more.

To apply, please complete the [application on the Health Careers Futures website](#), which includes a personal statement, resume, and letter of reference. The deadline to apply is February 15.



The 2018 cohort of JHF summer interns.

Warm up with the Virtual Senior Academy™

In just over a year’s time, more than 700 older adults living in Allegheny County have connected through JHF’s [Virtual Senior Academy](#)™: an interactive, online platform that promotes social interaction, lifelong learning, and creativity. Older adults are able to take or teach live classes on an expanding list of subjects, including health and wellness, arts and music, current events, and history. The Virtual Senior Academy™ links older adults through video conferencing technology from the comfort of their own residence or community settings.

(Continued on page 9)

(Continued from page 8)

The Virtual Senior Academy™ was recently featured in [NEXTpittsburgh](#) and [WESA](#). The articles showcase the Virtual Senior Academy™'s [Tech Buddy](#) initiative, which matches older adults with volunteers who help them navigate the platform and answer any questions that they may have. The Virtual Senior Academy™ has partnered with local universities, businesses, and nonprofit organizations to recruit and train Tech Buddies.

Since the initial training session, an additional 60 people have expressed interest in helping older adults become online explorers. If you are interested in becoming a Tech Buddy, contact Rachel Goldberger (Goldberger@jhf.org) or call 412-594-2579 for more information.



Karen Feinstein (right) and Program Associate Rachel Goldberger, MPH, MSW teach a Virtual Senior Academy™ class on Greek archaeology to individuals streaming from their homes and from senior centers.

To sign up for the Virtual Senior Academy™, visit virtualsenioracademy.org.

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