



February 2021 | Jewish Healthcare Foundation news, events, milestones, & more

Contents

Patient Safety Full Court Press Team Examines Tech and QI Options	2
WQED Screens JHF COVID-19 Long-Term Care Documentary	3
NPSA Advocacy Coalition Kicks Off.....	4
Maternal Health Policy Salon Brings Experts to D.C. Leaders	5
Jewish Healthcare Foundation Supports AcademyHealth Conference	6
PA Perinatal Quality Collaborative Presents 2021 Goals	6
Dementia Friends PA Translates Curriculum for Accessibility	7
Looking Back on Patient Safety Efforts with Naida Reed	8
Steelers Mask-Wearing Signs Distributed Throughout Region	9
Full Court Press Members Oriented to JHF.....	11
Farewell to Marsha Shisman and Catherine Mutunga.....	12
Last Chance to Apply for JHF Healthcare Safety Challenge	13
Stephen Shortell to be Inducted into Modern Healthcare Hall of Fame	13
80 Percent of Jewish Association on Aging Received COVID-19 Vaccine.....	14
Preorder Gregg Behr's Mister Rogers Book	14
Spreading Love this February	15

Patient Safety Full Court Press Team Examines Tech and QI Options

On February 25, the National Patient and Provider Safety Authority (NPSA) Full Court Press team discussed how technology and quality improvement methods can achieve patient safety with less overload on providers. The meeting was part of an ongoing effort to propose the NPSA as the United States' next move towards addressing medical error.

After Pittsburgh Regional Health Initiative (PRHI) Board and NPSA Full Court Press Team Co-Chair Steve Irwin welcomed the group, Jewish Healthcare Foundation (JHF) President and CEO Karen Feinstein reviewed the NPSA's core functions and introduced Ken Segel, MBA, CEO and Managing Director, Value Capture. Segel presented on how an NPSA would support Lean-based improvement at the frontline through truth and transparency, rigor in design, and technology/artificial intelligence. He emphasized the need to support frontline workers through safety efforts and create a culture of safety in health care. Real-time response and data collection can facilitate this and prevent errors, Segel said, and that autonomous technology presents a path to realizing these goals.



John Zimmerman, MDes, Tang Family Professor of Artificial Intelligence and Human-Computer Interaction at Carnegie Mellon University's Human-Computer Interaction Institute and the School of Design, spoke next on human-computer interfaces that work in health care. Zimmerman described the importance of creating interfaces that value professional knowledge and work within the context of institutions, to create a system that providers will accept and adopt. Zimmerman then provided examples of human-machine interfaces that CMU's Human-Computer Interaction Institute has created for health care, such as a decision support system for diagnosis.

The Team discussed ways to create acceptable solutions for providers using automated technology and artificial intelligence, which the NPSA could recommend to prevent adverse events.

James Gelfand, Senior Vice President of Health Policy at The ERISA Industry Committee (ERIC), ended the meeting with an update on NPSA advocacy efforts. He reported on the NPSA Policy & Advocacy Coalition, which first met in February to align policy and advocacy efforts to create an NPSA in 2021. Gelfand reviewed the legislators JHF has met with this year. He noted that every meeting thus far has been positive, and contacts have expressed viewing the NPSA as valuable. The Team next aims to double the size of the coalition and meet with more legislative and administrative contacts in the near future.

PRHI Board and NPSA Full Court Press Team Co-Chair Mark DeRubeis provided closing remarks, noting that JHF is in a great position to move this effort forward. The NPSA Full Court Press team

will next meet in March. Segel and Zimmerman's presentations from the February meeting can be viewed here: <https://youtu.be/33Z3NvVj3fw>

WQED Screens JHF COVID-19 Long-Term Care Documentary

On February 24, WQED, with host Lynne Hayes-Freeland, held a virtual event to spark discussion about how the current COVID-19 crisis unveiled the underlying systemic issues facing long-term care facilities and threatening the safety of residents and workers. Drawing 219 attendees, the event featured a screening of the JHF-produced documentary short, [*What COVID-19 Exposed in Long-Term Care*](#), which explores the causes behind the COVID-19 crisis in long-term care facilities across the United States.



Lynne Hayes-Freeland, Terry Fulmer, Alice Bonner, Bobbi Jo Haden, and Bill Thomas spoke during the WQED panel.

Following the screening, a national panel of experts discussed what is happening in the industry, what it means for boomers and their children, and the necessary policy changes to care for our frail seniors in the decades ahead. Speakers included:

- **Alice Bonner, PhD, RN, FAAN**, Senior Advisor for Aging, Institute for Healthcare Improvement; and Director of Strategic Partnerships, Center for Innovative Care in Aging
- **Terry Fulmer, PhD, RN, FAAN**, President and CEO, John A. Hartford Foundation
- **Bill Thomas, MD**, Founder and Chairman, Minka; Founder, Green House Project; and Co-founder, ChangingAging.org
- **Bobbi Jo Haden**, Vice President Retirement Services, Presbyterian SeniorCare Network
- **Karen Wolk Feinstein, PhD**, President and CEO, Jewish Healthcare Foundation

The event also featured cameo appearances by:

- **Stuart Altman, PhD**, Brandeis University; and Chair of the Health Policy Commission, Commonwealth of Massachusetts
- **Denise Octavia Smith, MBA, CHW, PN**, Executive Director of the National Association of Community Health Workers
- **Deborah Winn Horvitz, MS**, President and CEO of the Jewish Association on Aging

View a recording of the WQED screening and discussion here: <https://youtu.be/iXzRE-pciDY>

NPSA Advocacy Coalition Kicks Off

On February 23, the Jewish Healthcare Foundation and Pittsburgh Regional Health Initiative brought together the inaugural National Patient & Provider Safety Authority (NPSA) Coalition to align policy and advocacy efforts to create an NPSA in 2021. The Coalition reviewed the core functions of the NPSA and the Government Affairs strategy and the initial outcomes from the first round of meetings with U.S. Senators and Representatives. There are promising developments in building relationships and support on the Hill and a plan for navigating incoming administration officials.



The National Patient and Provider Safety Authority Coalition met to launch their policy and advocacy efforts.

Members of the Coalition include executive-level representatives from AARP Public Policy Institute, Business Group on Health, Carilion Clinic, Cincinnati Children's, Dartmouth-Hitchcock, Healthcare Council of Western PA, Hospital Quality Institute, Institute for Healthcare Improvement, Jewish Healthcare Foundation, Johns Hopkins University School of Nursing, School of Medicine, Carey Business School, and Bloomberg School of Public Health, Marshfield Clinic Health System, Massachusetts General Hospital, MedStar Institute for Quality and Safety, Microsoft, Mothers Against Medical Errors, National Association for Healthcare Quality, Network for Excellence in Health Innovation, Patient Safety Movement Foundation, Pittsburgh Regional Health Initiative, Project Patient Care, The ERISA Industry Committee, The Leapfrog Group, University of Chicago Medicine, Value Capture, Verily Life Sciences, and Virginia Mason Franciscan Health.

The Coalition raised existing challenges and legislative specifications that need to be addressed in the short-term in order to move the policy forward. The initial next steps for the NPSA Coalition include continuing meetings that advance a multi-pronged strategy to create legislative and executive actions, developing additional supportive evidence and materials, drafting legislation, and doubling the size of the Coalition.

Maternal Health Policy Salon Brings Experts to D.C. Leaders

On February 22, the Jewish Healthcare Foundation (JHF) partnered with AcademyHealth to host a closed-door virtual policy discussion on maternal health priorities for 2021. The Policy Salon brought together bipartisan and bicameral senior Hill staff, key Administration officials, and top research experts in the field for a discussion to spur evidence-based legislative work. The goal is for the conversation to lead to consensus building on the most pressing health system issues facing the nation today.



AcademyHealth President and CEO Lisa Simpson and JHF President and CEO Karen Wolk Feinstein welcomed the attendees and introduced the expert speakers:

Joia Adele Crear-Perry, MD, FACOG, Founder and President of the National Birth Equity Collaborative

Katy Kozhimannil, PhD., MPA, Director of the University of Minnesota Rural Health Research Center and an Associate Professor in the Division of Health Policy and Management, University of Minnesota School of Public Health

Erika Cottrell, PhD, MPP, Investigator at OCHIN, Assistant Professor at Oregon Health and Science University, and Director of the Health Experiences Research Core for the Oregon Clinical & Translational Research Institute

The conversation focused on issues of maternal mortality rates during COVID-19, especially among women of color, and highlighted the best and latest evidence from health services research combined with models of success and possible policy solutions to provide better maternal care. Dr. Crear-Perry recommended strategies to address racism and existing barriers in health care for women of color that could reshape maternal mortality rates. Dr. Cottrell suggested investments in the first year of postpartum care that takes place outside of hospitals (particularly at Federally Qualified Health Centers) and emphasized the importance of a diversified perinatal workforce. Dr. Kozhimannil echoed the critical need to address health disparities and social determinants of health with policy, including extending Medicaid to one-year postpartum, improving inequities reporting, paying for doula care and midwifery services, and ensuring internet access for rural communities.

JHF has championed many of these policy solutions that could inform a more comprehensive approach to pregnancy and postpartum care, such as the increased role of midwives, doulas, and perinatal community health workers, and increasing enrollment in state WIC Programs.

A discussion followed between the speakers and attendees that focused on implementing implicit bias trainings in the community, addressing social determinants of health, improving data collection, supporting community health centers, creating payment bundles to support the care needed in postpartum, and more.

Jewish Healthcare Foundation Supports AcademyHealth Conference

During the [AcademyHealth](#) 2021 Health Datapalooza and National Health Policy Conference, Jewish Healthcare Foundation (JHF) President and CEO Karen Wolk Feinstein moderated a breakout session with speakers Terry Fulmer, PhD, RN, FAAN, President of The John A. Hartford Foundation; Laurie Zephyrin, MD, MPH, MBA, Vice President for Advancing Health Equity at the Commonwealth Fund; and David Classen, MD, MS, Chief Medical Informatics Officer at patient safety organization Pascal Metrics. The session, A Full Court Press to Advance Patient Safety & Reduce Pandemic Harm, highlighted JHF's [aim of creating a National Patient and Provider Safety Authority](#) within the [new Full Court Press health policy initiative](#). JHF sponsored the February 16-18 Datapalooza and Conference, which facilitated discussions on health policy and data innovation in the U.S.



Clockwise from top left: Laurie Zephyrin, Karen Wolk Feinstein, Terry Fulmer, and David Classen present during the AcademyHealth Conference. Photo Credit: Lisa Simpson, President and CEO of AcademyHealth

PA Perinatal Quality Collaborative Presents 2021 Goals

On February 25, the Pennsylvania Perinatal Quality Collaborative (PA PQC) met to discuss priorities for 2021. The collaborative, launched in 2019, aims to reduce maternal mortality and improve care for pregnant and postpartum women and newborns affected by opioids. The PA PQC is growing its work within its two main focus areas: maternal Opioid Use Disorder (OUD) and Neonatal Abstinence Syndrome (NAS).

The PA PQC's newest initiatives focus on maternal depression, severe hypertension,



and the reduction of associated racial/ethnic disparities. In 2020, the [PA PQC began working](#) to improve statewide maternal depression screening and follow-up rates, as part of the Pennsylvania Department of Human Services' participation in the [CLASP Moving on Maternal Depression initiative](#) (MOMD), with a focus on racial equity and disparities. In February 2021, the PA PQC completed recruiting birth hospitals and their prenatal/postpartum and pediatric offices to join the [MOMD initiative](#). Sites will now adopt key interventions to achieve MOMD's goals using guidance and resources from the [MOMD Change Package](#). Through this initiative, hospital teams will partner with community organizations and patient advocates to better understand gaps in maternal depression and high rates of health disparities. Together, hospital teams and community partners will develop a collective action plan to further address maternal depression and promote maternal health.

As an action arm of the PA Maternal Mortality Review Committee, the PA PQC is [coordinating the rollout](#) of the PA [Alliance for Innovation on Maternal Health \(AIM\)](#) initiative, which launched in September 2020 with the support of the PA Department of Health. By the end of March 2021, the PA PQC aims to recruit 15 PA PQC birth hospitals to participate in the PA AIM initiative and implement the PA AIM Planning Task Force's [PA AIM Bundle](#), to reduce racial disparities for severe hypertension in pregnancy.

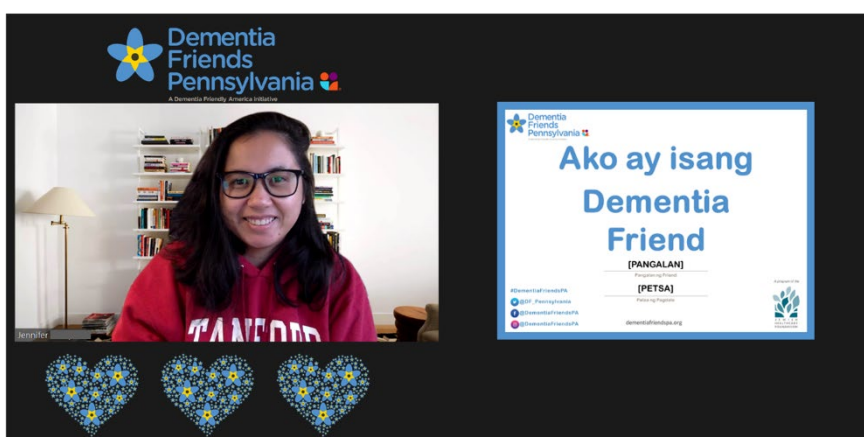
The PA PQC is expanding its efforts to support birth hospitals in providing immediate postpartum long-acting reversible contraception (IPLARC). The PA PQC is now recruiting a third cohort of hospital teams to participate in the Immediate Postpartum LARC initiative and aims to initiate work with these teams in April 2021.

Dementia Friends PA Translates Curriculum for Accessibility

As part of a partnership with the Pennsylvania Department of Aging, Dementia Friends Pennsylvania received funding to translate the Dementia Friends curriculum into additional languages, with the goal of making Dementia Friends accessible to everyone in Pennsylvania.

The curriculum will soon be available in Pennsylvania's most commonly spoken languages:

Spanish, Chinese, Tagalog, Vietnamese, Arabic, and French. The Jewish Healthcare Foundation contracted with [Global Wordsmiths](#) and recruited volunteer native speakers to complete the language library. These volunteers were asked to provide feedback on activities that have been adapted for other cultures and languages. Once the final recommendations are implemented,



A new Dementia Friend completed the Tagalog curriculum.

Dementia Friends Pennsylvania then aims to train bilingual community members to become Dementia Friends Champions, who can then provide sessions in languages other than English.

In an additional effort to make Dementia Friends accessible, Dementia Friends Pennsylvania presented their work during a February 4 meeting with the [Governor's Commissions](#), at the invitation of Secretary of Aging Robert Torres. The executive directors of the External Affairs Commissions on African American Affairs, Asian Pacific American Affairs, Latino Affairs, and LGBTQ Affairs and the External Affairs Commission for Women were present.

Looking Back on Patient Safety Efforts with Naida Reed

This year marks the 20th anniversary of the Pittsburgh Regional Health Initiative's work with Naida Reed, author of [The Pittsburgh Way to Efficient Healthcare: Improving Patient Care Using Toyota Based Methods](#). As the Full Court Press initiative on national patient safety advances, we asked Naida to reflect on her work and how its legacy supports PRHI's efforts today.

An early PRHI employee, Naida was hired in 2001 to write case studies on Pittsburgh hospitals implementing industrial principles to make health care safer, a project facilitated by PRHI. Over the next four years, she covered their stories in a PRHI newsletter, which became the inspiration for Naida's 2007 book, *The Pittsburgh Way*.



Naida Reed

The publication showcased how PRHI was at the forefront of bringing Lean to health care. The Pittsburgh Way also led Naida to write another book about designing better hospitals using Toyota and Lean methodology, a project spearheaded by healthcare improvement leader and engineer Charles Hagood. Both books won the Shingo Publication Award by the [Shingo Institute](#).

According to Naida, introducing the concept of Lean in health care was revolutionary. PRHI's approach helped healthcare professionals feel more comfortable with admitting mistakes in the process of preventing them, which allowed for transformational change and improvement. Today, PRHI aims to cultivate this change on a national scale with the National Patient and Provider Safety Authority (NPSA), proposed by the Full Court Press initiative. The NPSA would leverage data tools and automated technology to predict and prevent medical errors, using the successful National Transportation Safety Board as a model. A long-time champion for applying aviation safety principles to healthcare, Naida looks forward to seeing this policy movement come to fruition.

As PRHI moves forward with the Full Court Press, we look back fondly on The Pittsburgh Way as an instrumental contribution to early patient safety efforts. Naida says, "Revisiting the stories, consolidating them into a book, allowed for a permanent record of Pittsburgh's extraordinary, pioneering work in the healthcare quality improvement effort that spread nationally. I'll always be proud of the incredible work of my colleagues, and so glad I had the chance to be the bard."

Steelers Mask-Wearing Signs Distributed Throughout Region

The Jewish Healthcare Foundation completed a successful lawn sign campaign in partnership with the Steelers to promote mask wearing to stop the spread of COVID-19. The signs featured Steelers' players and slogans of reminders to wear a mask. 36 organizations requested signs, which JHF created and delivered free of charge. 2,000 signs were sent out and posted in communities across the Pittsburgh region and Pennsylvania. In addition, Giant Eagle also partnered to create window posters and signs using the Steelers' designs and posted them in 113 stores.



Chatham University President David Finegold with his "Winners Wear Masks" sign

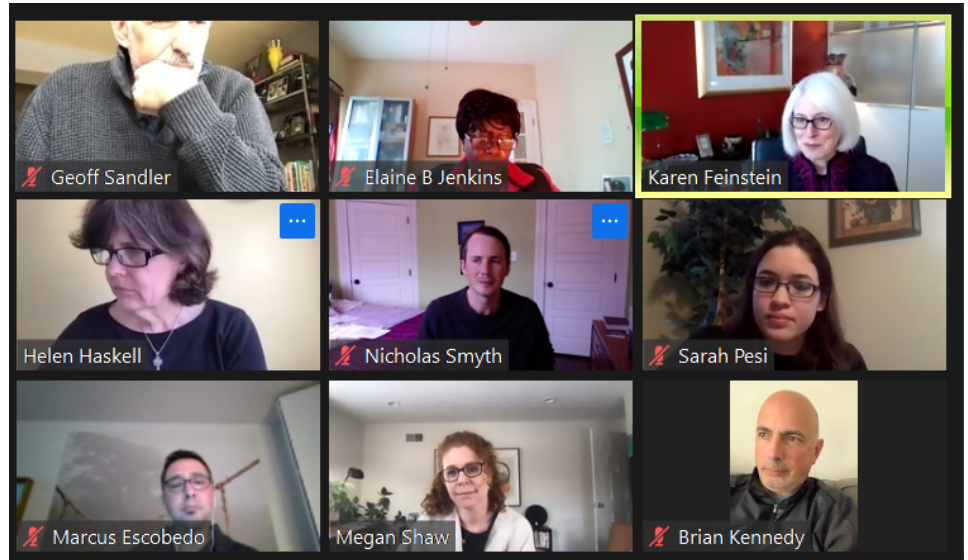


Pittsburgh Regional Health Initiative Board Co-Chair Steve Irwin poses with his sign

Full Court Press Members Oriented to JHF

In February, the Jewish Healthcare Foundation oriented seven Full Court Press team members, who will join JHF's initiative to advance key policy around a National Patient and Provider Safety Authority, senior living, and comprehensive pregnancy and postpartum care. We welcome to the Full Court Press initiative:

1. Helen Haskell, Founder of Mothers Against Medical Error
2. Elaine Jenkins, RN, FCN, Faith Community Nurse, Member of the PA Council on Aging
3. Nick Smyth, JD, Assistant Director for Consumer Financial Protection, Senior Deputy Attorney General, Bureau of Consumer Protection
4. Geoff Sandler, Principle, Independent Consultant
5. Megan Shaw, Portfolio Executive, Life Sciences at Innovation Works
6. Marcus Escobedo, MPA, Vice President, Communications and Senior Program Officer at The John A. Hartford Foundation



Full Court Press Team Members attend a virtual orientation.

Farewell to Marsha Shisman and Catherine Mutunga

We are sad to say goodbye to two staff members, HIV/AIDS Grants Manager Marsha Shisman and Administrative Assistant Catherine Mutunga, two resilient and resourceful individuals who contributed much during their years with JHF.

A native of Ukraine, Marsha was the grants manager for the HIV/AIDS program funding that the Jewish Healthcare Foundation (JHF) distributes under contract with the Commonwealth of Pennsylvania. She was responsible for the administration of funding and providing technical assistance to AIDS service organizations. Marsha was a great support to HIV/AIDS Project Director Richard Smith. She also helped with many Foundation events, and we want to express our gratitude for all she has done for JHF over the years. She was especially instrumental during JHF's move to a new office space last year.



Marsha Shisman and Catherine Mutunga

Originally from Kenya, Catherine was with JHF for over 18 years supporting *Working Hearts*, *Closure*, RAVEN, the community health workers apprenticeship, the GRAN reading program, the Aging Team, our Boards, and so much more. She was the administrative assistant to JHF Chief Operating Officer and Chief Program Officer Nancy Zions and provided administrative support to the Foundation's Boards and Committees. She was also a great support during JHF's move. Catherine always took it upon herself to make newcomers feel welcome and to help other staff succeed. Her kindness will be greatly missed.

Both Marsha and Catherine have served long and honorably and will be missed. We wish them both well in their future endeavors.

Last Chance to Apply for JHF Healthcare Safety Challenge

Apply before March 7, 2021 for the 2021 "Hardware Cup" JHF Healthcare Safety Competition! This collaboration between Jewish Healthcare Foundation and **Innovation Works** is a pitch competition dedicated to identifying the most exciting patient safety and healthcare innovation startups in the U.S. and across the globe. The Competition includes mentorship opportunities and \$60,000 in cash prizes with the application cycle open through March 7, 2021.

For more information visit www.healthcaresafetyppgh.org



Stephen Shortell to be Inducted into Modern Healthcare Hall of Fame

Congratulations to [Stephen M. Shortell](#), PhD, MPH, MBA, who will be inducted into the [2021 Modern Healthcare Hall of Fame](#). The Jewish Healthcare Foundation has worked with Steve for years on a mutual journey to bring Lean/quality engineering to health care. JHF President and CEO Karen Wolk Feinstein sits on the board of the Center for Lean Engagement and Research (CLEAR), which Steve co-directs. We are delighted to welcome Steve to our National Patient & Provider Safety Authority Full Court Press Team and wish to congratulate him on his recognition in Modern Healthcare.



Stephen M. Shortell

80 Percent of Jewish Association on Aging Received COVID-19 Vaccine

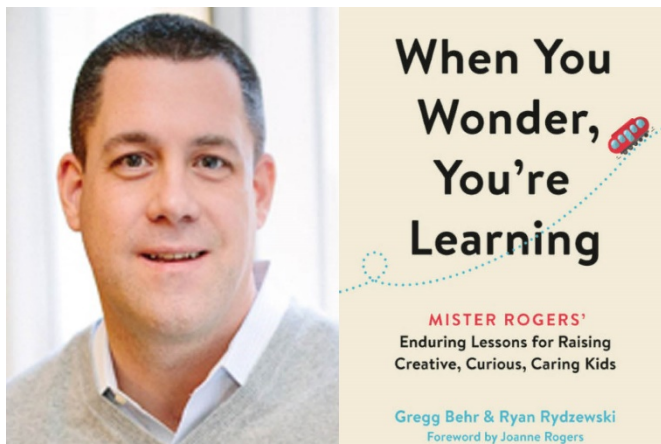
The Jewish Association on Aging launched a successful vaccination campaign among their staff and reported that 80 percent of their staff have received the vaccine. Read more in the Pittsburgh Business Times [here](#).

How Jewish Association on Aging persuaded 80% of staff to get vaccine

**PITTSBURGH
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Preorder Gregg Behr's Mister Rogers Book

We are excited for our friend Gregg Behr, whose playful and practical book about the science and legacy of Mister Rogers' Neighborhood comes out April 20. Preorder yours today [here](#).



Gregg Behr

Spreading Love this February



Congratulations to JHF Program Manager Deborah Murdoch on her marriage to Ryan Ash. Ryan is a professional cellist with the [Beo String Quartet](#) and teaches cello and piano at the Center for Young Musicians. The two wed October 17, 2020.

We send well wishes to Pauline Taylor, our program specialist, and her family as they welcome a new grandson into the world. Kamden George Raiff was born on February 6th to Pauline's son, Kyle Taylor Raiff, and his wife Katelin Raiff.



Kamden Raiff



Deb Caplan and JoJo

JHF Board Chair Debra L. Caplan also celebrated the birth of her granddaughter Josephine "JoJo" Durst on December 28. Congratulations to all!