



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

Contents

JHF Healthcare Safety Challenge Funds Patient Safety Tech Startups with \$60,000.....	2
Full Court Press Teams Explore Community Health Workers & Tech's Role within Pregnancy and Senior Care..	4
WHAMglobal Kicks Off Statewide Doula and Perinatal Community Health Worker Advisory Group	6
PA Perinatal Quality Collaborative Heads Black Maternal Health Week Event	7
WHAMglobal Releases Maternal Health Policy Guide	8
PA DOH Awards Ryan White Program \$900,000 for HIV Advertising Campaign	9
JHF COVID-19 Documentary Wins Award	10
JHF Spearheads International Women's Forum Healthcare Special Interest Group; Explores Senior Living Around the World	10
JHF Teen Mental Health Panel Features Youth Voices	11
Liftoff PGH Follows Up with Young Innovators Healthcare Fellowship.....	13
Karen Feinstein Interviewed on Business as Usual Program	14
JHF Board Convenes to Review Novel Initiatives During COVID-19	15
JHF Addresses Long-Term Care Staff COVID-19 Vaccine Hesitancy	15
Leapfrog Exec and JHF Board Member Leah Binder Publishes Forbes Article on Hospital Safety	16
Dr. Ann McGaffey Brings Creativity and Playfulness to Increase HPV Vaccinations.....	16
Summer Patient Safety Fellowship Applications Due May 9.....	17
AIDS Free Pittsburgh Survey for Local Providers	18
JHF Hosts Event for Opera Singer Denyce Graves' Foundation	18
JHF Senior Staff Resume In-Person Meetings at New EQT Plaza Offices	19
Congratulations to JHF Innovation Manager Megan Butler	20

A Message From Karen Wolk Feinstein

April was an extraordinary month of momentous events. Our teams and boards were hard at work convening leaders and forming partnerships, and this issue of the *Window* reflects the progress we've made in our maternal health, senior living, HIV/AIDS, and teen mental health initiatives. Take time to review developments from our Full Court Press Teams, grant awards, recognitions and other events.

JHF Healthcare Safety Challenge Funds Patient Safety Tech Startups with \$60,000

To advance the most promising healthcare safety solutions from around the world, the Jewish Healthcare Foundation (JHF) funded and conceived the JHF Healthcare Safety Challenge with partner Innovation Works (IW). On April 27th, the challenge culminated in a live finale, with the five finalists competing live for \$60,000 in cash prizes.

The 4-month competition launched at the beginning of January received over 125 submissions from 15 countries around the world, showcasing innovative healthcare safety solutions against the backdrop of the world's largest healthcare crisis in a century. Technology innovators at Elemeno Health from Oakland, California won first place receiving \$25,000, with Medsix from Boston, Massachusetts and READE.ai from Pittsburgh taking second (\$7,500) and third (\$2,500) respectively.



Dr. Arup Roy-Burman, Founder & CEO of first prize winner Elemeno Health

A natural and complimentary next step after JHF's health innovation initiative [Liftoff PGH 2020](#), the JHF Healthcare Safety Challenge combined JHF's and IW's expertise in seeking out and supporting the next generation of health innovators, modeled after JHF's Liftoff PGH Ideathon [pitch competition](#) and IW and AlphaLab Gear's [International Hardware Cup](#). In a winning combination, the JHF Healthcare Safety Challenge sought to apply the power of technology--whether software, hardware, life sciences or some combination of multiple technologies--to uncover new ideas and address the pressing need for patient safety solutions in the U.S. health system. COVID-19 has made this need especially apparent: a recent [report](#) from Press Ganey suggests hospital safety has decreased throughout the pandemic. Healthcare systems have not implemented available solutions at scale – but the JHF Healthcare Safety Challenge participants demonstrated the great potential to apply technological safety advances from other industries to the medical setting.

The five finalists, also including ResTec Solutions from Pittsburgh and Vuetech Health Innovations from Charlottesville, Virginia, pitched their patient safety innovations to a panel of five expert judges: David Motley, Managing Partner, BlueTree Venture Fund; Mary Beth Navarra-Sirio, Senior Vice President Product Management, ConnectiveRX; Ven Raju, Vice President, Technology Ventures, Northwell Holdings and Ventures; Ken Segel, CEO & Managing Director, Value Capture, LLC; and Dr. Karen Wolk Feinstein, President & CEO, Jewish Healthcare Foundation.

"Each of our finalists crossed industry boundaries to apply the potential of technology to advance healthcare safety. We need this kind of bold thinking to address the persistent problem of medical error," said Karen Wolk Feinstein. "We're also working in our Full Court Press initiative on the establishment of a single federal agency solely focused on patient and worker safety to make the steady progress that the National Transportation Safety Board does for its industry. NTSB brings technology solutions and innovations to scale, preventing errors before they happen."

Using a cloud-based solution, Elemeno Health has developed a customized microlearning 24/7 service to provide frontline healthcare teams with immediate point of care training and communication so they can provide safer care at the bedside or in practice precisely when needed. "Our solution gets hospital-specific best practice information into the hands of frontline teams and clinicians at the point of care, when and where it is needed most," said Dr. Arup Roy-Burman, Founder & CEO. "We've seen our easy-to-use bite-sized guides reduce errors, increase efficiency, and reduce staff burnout. Integrating our on-demand support directly into the average workday equips frontline caregivers to deliver the best care possible to every life they touch."

Medsix is building novel sensors for surgical drain monitoring including a software dashboard with predictive analytics for improved patient outcomes after surgery. The device and software can be used both in and out of the hospital to address the needs of patients and providers alike, saving lives and money. READE.ai has developed innovative machine learning software to detect and alert a surgical team of stroke during surgery. ResTec Solutions applies disinfection technologies in healthcare settings much as automatic dishwashers do for dishes. Vuetech Health Innovations employs real-time predictive technology and monitoring to anticipate the risk of falling in hospitals, allowing immediate intervention.

"We see every day how important it is to have new, creative solutions to boost healthcare safety and avoid preventable errors," said Rich Lunak, president and CEO of Innovation Works. "Our criteria throughout the competition has been to seek out the novel technologies that are the most likely to be adopted and have the greatest impact on patient safety. We are looking forward to seeing many of these innovations applied in healthcare settings to improve patient outcomes - a goal that we've learned is difficult to achieve but incredibly necessary."

In addition to the five finalists, the JHF Healthcare Safety Challenge also recognized five kicker prize winners. The kicker prize winners received \$5,000 each and were selected based on the potential to apply their technology to health safety. The kicker prize winners include Advanced Robotics Corp from Pasadena, California; Augment Health from Atlanta, Georgia; Hubly Surgical, Inc. from San Francisco, California; Lumis Corp from Pittsburgh; and OxiWear from Arlington, Virginia.

The Pitch Competition was preceded by an April 20 [panel](#) with patient safety leaders, who discussed some of the leading innovations to address medical error. Panelists included Dr. Hardeep Singh, Chief, Health Policy, Quality & Informatics Program, Center for Innovations in Quality, Effectiveness and Safety, Michael E. DeBakey VA Medical Center; Dr. Gidi Stein, Co-Founder and CEO at MedAware; and Dr. Patricia Dykes, Associate Professor of Medicine, Harvard Medical School and Program Director Research, Center for Patient Safety, Research, and Practice at Brigham and Women's Hospital. Top ideas include using artificial intelligence to prevent medication errors, building algorithms in electronic health records to identify and predict adverse events, and creating clinical decision toolkits for preventing falls.

Full Court Press Teams Explore Community Health Workers & Tech's Role within Pregnancy and Senior Care

On April 15, the Jewish Healthcare Foundation (JHF) Maternity and Senior Living Full Court Press Teams held a joint meeting to discuss innovations in technology to support perinatal community health workers and high-quality senior living. The meeting built on JHF's history of dedicated effort to train, certify, and establish community health workers as an integral role in health delivery, which includes convening national and statewide community health worker summits, co-authoring an [issue brief](#), [supporting](#) the PA Community Health Worker Steering Group and Advisory Council, piloting PA's first Certified Community Health Worker Apprenticeship Program, and facilitating several community health worker [programs](#) for various populations.



The Senior Living and Maternity Full Court Press Teams gathered for a joint meeting.

The group first welcomed Marcus Plescia, MD, MPH, Chief Medical Officer of ASTHO (Association of State and Territorial Health Officials). Dr. Plescia spoke on state health agency efforts to support the community health workforce and why community health workers are critical to the foundation and structure of public health, especially in context of COVID-19. Dr. Plescia said the pandemic presents a golden opportunity for community health workers. He described an opportunity to use community health workers upstream in broader population health initiatives, where they can be more flexible to address a wide range of medical conditions and social determinants of health. They can also be used to close gaps in care for people at higher risk of health problems, he said. Dr. Plescia further noted the need to establish a sustainable funding source for community health

workers, especially those who have been brought on during the pandemic to do COVID-19-related work.

Wendy Leonard, MD, AAHIVS, Executive Director of TIP Global Health then presented a case study on community health workers with smartphones in Rwanda, who are focused on maternal and child health outcomes. Each community elects its own community health workers, which leads them to build strong relationships and find success. To address issues with data reporting, Rwandan community health workers use E-Heza, a low-cost, quality-driven point-of-care digital health record that eases workloads and inspires healthy behavior change and maternal engagement in care, building upon Rwanda's existing e-health strategy. The data community health workers collect is reported back to the Ministry of Health and helps connect families to the care system. The populations already served have seen a 27% drop in severely underweight children after three visits, and by 2022, the system will impact over 250,000 mothers and children.

Andre Bierzynski, Innovation Director of AARP Innovation Labs and Ana Pinto da Silva, CEO of Minka, then presented an overview of tech innovations for seniors that appeal across generations and address problems facing older adults.

The group then discussed how these frameworks could be applied to improve health outcomes, save lives, and provide more efficient and effective care.

On April 27, JHF Chief Policy Officer Robert Ferguson, MPH further boosted these ideas while presenting at Temple University's Community Health Worker Spring Summit. Ferguson spoke on methods for financing and reimbursing certified CHWs and current progress in PA and provided an update on the Doula and Perinatal CHW Advisory Group's progress.

The Full Court Press Teams will reconvene in June to resume meetings on advancing health policy in their focus areas.

WHAMglobal Kicks Off Statewide Doula and Perinatal Community Health Worker Advisory Group

The Women's Health Activist Movement Global (WHAMglobal) convened a statewide Doula and Perinatal Community Health Worker Advisory Group, to create more equitable access to doulas and to develop a statewide infrastructure to support the work of doulas and perinatal community health workers across Pennsylvania.



The Advisory Group first met on April 20 to identify long-term goals for the group and to learn about financing options, which were presented by representatives from the PA Department of Human Services (DHS) Chief of Staff Gwendolyn Zander and Pamela Machamer-Peechatka. As a partner, the PA DHS will provide information to the Advisory Group to help the group consider the different options and make recommendations. The Advisory Group discussion centered on the importance of removing barriers for doulas of various, experienced backgrounds to become certified, and to provide access to doulas for mothers regardless of whether they seek medical care. Other topics included uplifting doulas as a crucial, professional role in the birthing care team and to make space for doulas who identify as and serve clients of all genders and sexualities.

The Advisory Group will aim to gain consensus on education and certification standards for doulas in Pennsylvania; create a mechanism to operationalize a certification credential for doulas in Pennsylvania (including a registry of certified doulas); and advance recommendations for how to finance the critical work of certified doulas in Pennsylvania.

This Advisory Group will be inclusive, representing doulas, perinatal community health workers, doula and perinatal community health worker training programs, community organizations, commercial health plans, Medicaid managed care organizations, state agencies, women's health providers, certification organizations in Pennsylvania, and other stakeholders.

The Advisory Group will meet every three weeks for one hour. Future meetings will be used to edit and refine the recommendations for the education/certification standards and the financing/reimbursement strategies. While this Advisory Group has an initial scope, WHAMglobal intends for the Advisory Group to expand and continue over time. To support this long-term goal, the Advisory Group will create a transparent process for identifying co-chairs recommended by the Advisory Group. The Advisory Group could expand its goals to further support the doula and perinatal community health workforce in Pennsylvania based on the direction of the co-chairs and members.

PA Perinatal Quality Collaborative Heads Black Maternal Health Week Event

On April 15, the PA Perinatal Quality Collaborative, an initiative of Jewish Healthcare Foundation operating arm the [Women's Health Activist Movement Global](#) (WHAMglobal) partnered with the Pennsylvania Department of Health (DOH) to present an event for Black Maternal Health Week, "Maternal Health, Birth, and Reproductive Justice." The event convened over 250 leaders in government, academia, and health care to discuss innovations and forward action towards creating equitable health care for birthing persons of color.



Doug Jacobs, MD, MPH, Chief Medical Officer and Chief Innovation Officer of the PA Department of Human Services (DHS) welcomed attendees and commented on DHS's work to support Black maternal health with initiatives such as Regional Accountable Health Councils and an equity incentive program for managed care organizations.

La'Tasha D. Mayes, MSPPM, Member of the Governor's Commission on African American Affairs and President, Founder and CEO of New Voices for Reproductive Justice gave opening remarks. Mayes emphasized the importance of taking an intersectional approach and considering the effects of COVID-19, environmental issues, and violence on Black maternal health.

Carolyn Byrnes, MPH, CPH, Special Advisor to the Secretary of Health of PA DOH presented national and local data on maternal mortality. General trends point to a rise in pregnancy-associated deaths in PA in recent years, disproportionately so among non-Hispanic Black women. Many pregnancy-related deaths can be prevented, Byrnes noted.

Elizabeth Howell, MD, MPP, Chair of the Department of Obstetrics and Gynecology at the Perelman School of Medicine at the University of Pennsylvania gave the keynote address. Dr. Howell shared information from research on how quality improvement interventions around maternal health care and practice in hospitals can improve maternal health outcomes and reduce racial/ethnic disparities. She described how individual hospitals can provide better, culturally appropriate care with interventions such as training on eliminating bias, enhancing communication, and engaging the community. Dr. Howell noted that the Maternal Mortality Review Information Application database could help provide recommendations on how to prevent events of bias and racism.

A panel of Black women leaders in maternal health followed, moderated by Denise Johnson, MD, Acting Physician General of the PA DOH. Panelists Ngozi Tibbs, Co-Founder of Pittsburgh Black Breastfeeding Circle; Joanne Craig, Chief Impact Officer of The Foundation for Delaware County; and Saleemah McNeil, CLC, MS, MFT, CEO of the Oshun Family Center shared perspectives on how mental health impacts their work, how their organizations work to address discrimination of

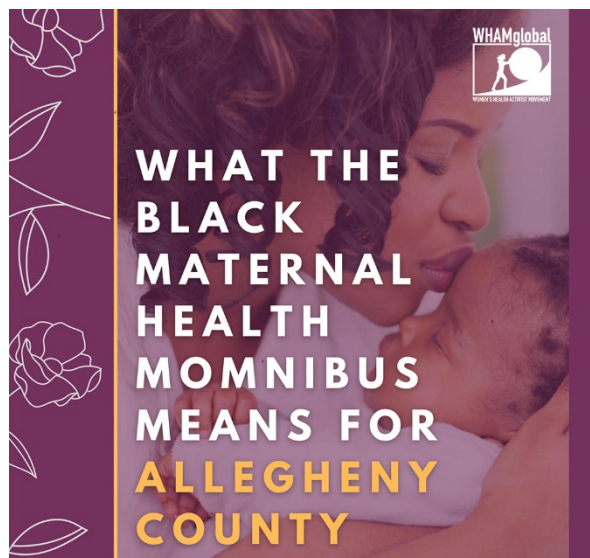
maternal health patients, and the importance of listening to, uplifting, and making space for Black women/femme voices in maternal health care work.

Alison Beam, Acting Secretary of Health of PA DOH gave the closing address, thanking all participants and noting the increased energy around addressing racial/ethnic disparities in maternal health care.

A recording of the session is available [here](#).

WHAMglobal Releases Maternal Health Policy Guide

The Women's Health Activist Movement Global (WHAMglobal), an operating arm of the Jewish Healthcare Foundation, has developed a maternal health policy guide to the Black Maternal Health Momnibus Act of 2021 and its implications for the Pittsburgh region. In February 2021, Representative Lauren Underwood, Senator Cory Booker, and the Black Maternal Health Caucus introduced the Momnibus, a comprehensive package of federal legislation aimed to address the Black maternal health crisis in America. WHAMglobal's guide analyzes bills within the legislation and details the localized impact it could bring to actualize maternal health justice in Allegheny County.



Across the country and in Allegheny County, Black women and birthing people are dying three times higher than white women, regardless of educational or economic differences. It is not race or a lack of perinatal care that accounts for this crisis, but rather, the intersectionality of racism and sexism faced across the lifespan. The bills of the Momnibus aim to correct these issues and support better maternal health outcomes for Black birthing people. The Momnibus intends to make critical investments in areas including social determinants of health, community-based organizations, expanding the perinatal workforce, incarcerated mothers, data collection, and effects of the COVID-19 pandemic.

The WHAMglobal guide to the Momnibus will support the Maternity Full Court Press Team as they explore policy levers to improve maternal health outcomes. The guide is available [here](#).

PA DOH Awards Ryan White Program \$900,000 for HIV Advertising Campaign

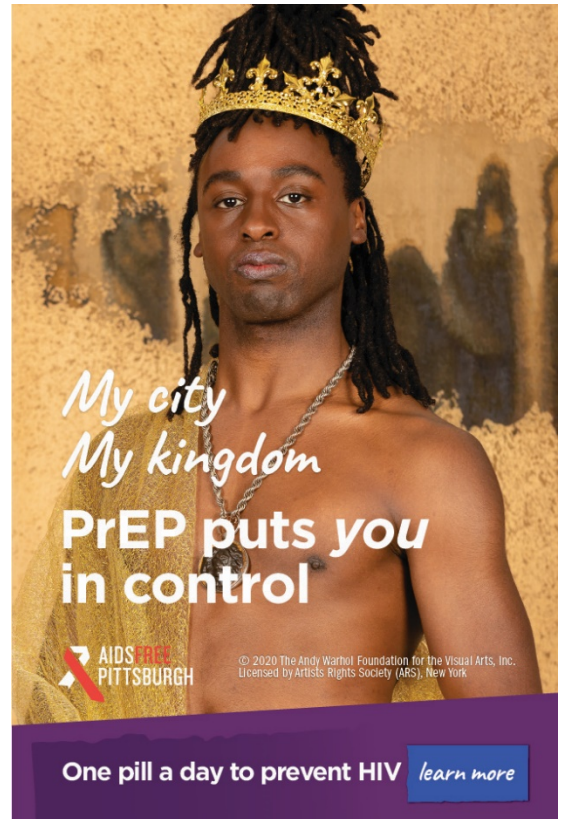
The Jewish Healthcare Foundation's Ryan White program has received a \$900,000 grant from the Pennsylvania Department of Health which will support [AIDS Free Pittsburgh](#) (AFP) with a health marketing campaign to raise HIV awareness and prevent new HIV cases across southwestern Pennsylvania, in addition to advertising HIV services offered throughout the region. This effort will build on AFP's already-existing media campaign and expand it beyond Allegheny County to reach rural areas in the eleven-county southwestern Pennsylvania region. As the Ryan White HIV/AIDS Program fiscal agent for Part B supportive services, the Jewish Healthcare Foundation HIV/AIDS team will manage the grant and partner with organizations across Allegheny County and southwestern Pennsylvania to reach a broader audience.

Trend data from the last five years collected by AFP indicates that significant strides have been made in reducing HIV incidence and AIDS diagnoses. However, these efforts have been limited to Allegheny County, and new cases continue to be identified across the southwestern Pennsylvania region. The media campaign will aim to reach communities disproportionately impacted by HIV as well as people living with HIV who are unaware of available services.

AFP's existing advertising across Allegheny County incorporates positive, empowering messaging featuring regional HIV advocates, activists, performers, and other recognizable Pittsburghers. The campaigns are developed by the AFP outreach subcommittee consisting of key stakeholders working in the community providing HIV outreach, prevention, and treatment services. To date, AFP marketing has been successful with over 88,000 pageviews on AFP sites.

JHF HIV/AIDS Project Director Richard Smith said, "The advertising campaign is an important mechanism to reach communities that don't often get the opportunity to learn about available resources. We are grateful for the state's support of this campaign, particularly during a time when there is much to distract everyone from this important work."

With the new grant, the JHF HIV/AIDS team will build upon AFP's model and continue to engage individuals in the community to determine the best inclusive, culturally, and regionally competent messaging. The regional advertising campaign will boost messages about available services, HIV testing, prevention, and medical treatment, among other topics. The campaign will utilize social media, dating apps, music streaming platforms, and other digital outreach platforms, as well as



PrEP Grindr ad. Artwork used with permission of The Andy Warhol Foundation for the Visual Arts, Inc. and The Andy Warhol Museum. Andy Warhol, Oxidation, 1978 The Andy Warhol Museum, Pittsburgh; Founding Collection, Contribution The Andy Warhol Foundation for the Visual Arts, Inc. 1998.1.213

physical advertisements on public transportation, transit stops, and billboards. The project is planned to run from July 2021 through June 2022.

JHF President and CEO Karen Wolk Feinstein said, “This grant is a testament to the Commonwealth’s trust in our HIV/AIDS team and their high-quality work over six years. We thank the Department of Health for their partnership and look forward to continuing the effort to reduce HIV incidence and AIDS diagnoses.”

JHF COVID-19 Documentary Wins Award

The short, JHF-produced documentary, *What COVID-19 Exposed in Long-Term Care*, won the Jury’s Choice Award from the A Show for A Change Film Festival in March 2021.

The 20-minute documentary explores the causes behind the COVID-19 crisis in long-term care facilities across the United States. JHF released the documentary in 2020, and it has been screened by WQED and several Pittsburgh and nationwide senior health and aging organizations.

The documentary is available to watch here:

<https://www.jhf.org/lcdocumentary>

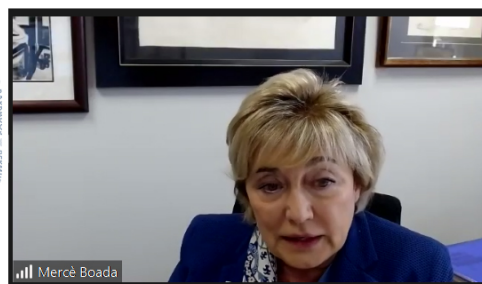


JHF Spearheads International Women’s Forum Healthcare Special Interest Group; Explores Senior Living Around the World

On April 28, the International Women’s Forum Women held another meeting of its Health Care Special Interest Group, a network formed by Karen Feinstein and Debra Caplan. This week’s program was organized by the Nancy Zions, JHF Chief Program Officer. The Special Interest Group took a virtual journey around the world to “visit” various countries and learn about models of successful living for seniors. JHF Board Chair and IWF Pittsburgh Forum



IWF Special Interest Group: Health Care



Dr. Mercè Boada presents during the IWF Special Interest Group meeting.

President Debra L. Caplan and JHF President & CEO Karen Wolk Feinstein (founding local IWF Chair) led the program.

Global responses to the COVID-19 pandemic inspired the topic, as the world witnessed the devastating losses that seniors and their families faced. In the welcoming remarks, Dr. Feinstein emphasized that the pandemic exposed many deficiencies in our systems of care, leadership, and preparedness. While some countries with reputations for strong systems of senior care also faced challenges and saw disease and death among their seniors, Dr. Feinstein said, overall, their policies and practices, rooted in a respect for older adults, enabled much better outcomes and can serve as a model the rest of us.

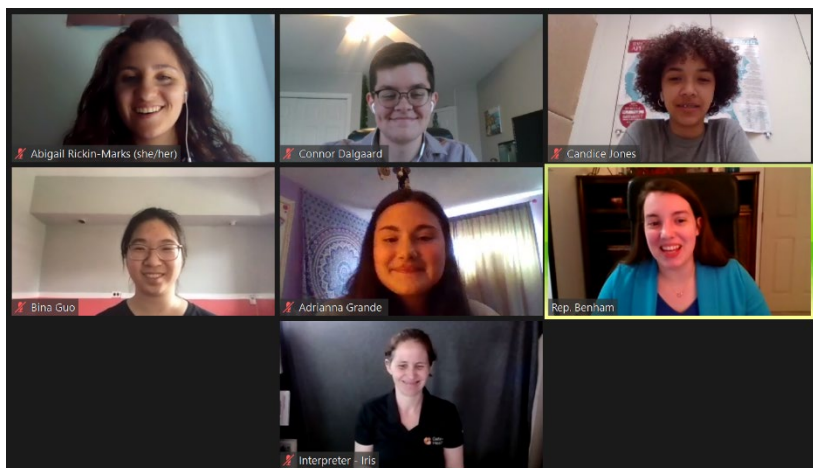
The program highlighted models in Denmark, Spain, Sweden, and Japan, presenting approaches from Dementia Villages to keeping couples together as they age. Featured speakers included Dr. Mercè Boada, Chief Medical Officer of private non-profit organization Fundacio ACE in Barcelona, Spain and Dr. Margarita Estévez-Abe, associate professor of political science at Syracuse University.

The group then went into breakout discussion sessions to reflect on the models presented and other appealing alternatives for senior living.

JHF Teen Mental Health Panel Features Youth Voices

On April 12, the [PA Youth Advocacy Network](#) presented a youth voice panel as part of the 2021 Representative Dan Miller Disability and Mental Health Summit. The panel featured Abby Rickin-Marks (senior, Fox Chapel High School), Connor Dalgaard (junior, West Allegheny High School), Candice Jones (senior, Beaver Falls High School), Adrianna Grande (sophomore, Baldwin High School), and Bina Guo (senior, Pittsburgh CAPA). Jewish Healthcare Foundation Adolescent Behavioral Health team members Deborah Murdoch, Carol Frazer, and Sarah Pesi, staff the Advocacy

Network. They supported the youth panelists and helped them to organize their policy recommendations into an engaging and uplifting presentation. In conversation with Representative Jessica Benham, the five youth panelists shared their experiences attending school and living through the COVID-19 pandemic, and how they received support from their teachers, schools, and community/peer networks. They also recommended strategies for parents, teachers, and school leaders to support teens' mental health.



Five youth advocates spoke as panelists for the Dan Miller Disability and Mental Health Summit.

The panelists introduced models that schools and adults could use to support teen mental health across Pennsylvania. These include establishing peer support groups like those at Pittsburgh CAPA and the [Friendship Circle-Pittsburgh](#), training students and teachers to regularly destigmatize mental health through programs like [Stand Together](#), increasing resources for guidance counselors to achieve the recommended ratio of 250 students:1 counselor at all PA districts; and increasing students' mental health service options through programs like [UpStreet Pittsburgh](#).

The panelists also called for increased attention towards the needs of students who are members of marginalized groups, including students of color and members of the LGBT+ community. These students, the youth said, may experience poor mental health compounded by the effects of oppression and discrimination, and may find fewer opportunities to access quality mental health services.

The youth panelists also suggested that government funds allocated to help students during the pandemic should support schools most in need, as well as mental health advocacy efforts that uplift the voices of teens, who are the experts on their experiences. The youth recommended that adults could help by listening to youth and learning more about their mental health experiences, especially pertaining to social media and changing technology use as a result of the pandemic. Schools can support students by creating opportunities for students to build relationships with teachers and counselors, educating teachers, and creating a culture of acceptance and openness around mental health, the youth said.

In closing, the panelists reminded student audience members that they are not alone and encouraged listeners to take the first step towards learning more about mental health and uplifting youth voices.

This panel builds on JHF's participation in previous Disability & Mental Health Summits, where JHF facilitated sessions to engage youth in conversation on mental health issues and gather their perspectives on issues important to them. JHF's youth mental health advocacy fits into the Foundation's broader work to promote teen mental health. In 2020, JHF granted nearly \$400,000 to local community-based organizations supporting teen mental health, and JHF formed a Teen Mental Health Collaborative of these organizations.

A recording of the session can be viewed [here](#).

Liftoff PGH Follows Up with Young Innovators Healthcare Fellowship

The Jewish Healthcare Foundation (JHF) is hosting its first-ever summer fellowship for high school students in the Pittsburgh region to explore healthcare careers and design technology solutions for a current healthcare problem.

The Young Innovators Healthcare Fellowship will provide a collaborative and creative environment to gain entrepreneurial, solution-oriented thinking skills; engage with young professional mentors to learn about diverse careers in health; learn about the role of technology and innovation in rethinking health care; and collaborate with peers to design an innovative solution. The Fellowship, a new project of JHF, is a spin-off of [Liftoff PGH 2020](#), JHF's health innovation initiative that convened leaders across Pittsburgh's technology, health, education, and entrepreneurship sectors for our region's first virtual healthcare innovation summit.



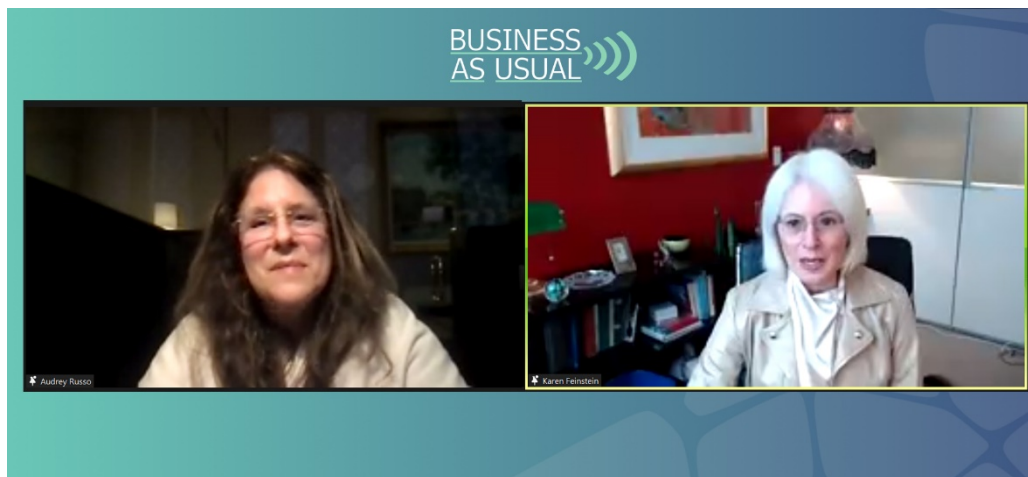
The Fellowship is planned to be virtual and will run for eight weeks – starting Thursday, June 17th, and concluding on Thursday, August 5th. Applications are now open with rolling admission. The fellowship is at no cost to students.

Students interested in physical and mental health STEM/STEAM, technology, and innovation, and those looking to boost their resume will also be able to highlight their participation in the fellowship with a certificate of completion.

Applications due May 15. Apply here [today!](#)

Karen Feinstein Interviewed on Business as Usual Program

On April 15, Jewish Healthcare Foundation President & CEO Karen Wolk Feinstein, PhD was a guest on the Pittsburgh Technology Council's noontime program, [Business as Usual](#). The [Pittsburgh Technology Council](#) launched the daily zoom interview series to create direct access for the business community to influential leaders during the COVID-19 crisis.



Audrey Russo and Karen Feinstein discuss JHF's work during the Business as Usual webinar.

Every day, President and CEO of the Tech Council Audrey Russo interviews prominent government officials, business executives, and members of the nonprofit and foundation community. Dr. Feinstein was invited to share JHF's work during the pandemic and its intersections with the Pittsburgh Technology industry.

During the April 15 installment, Dr. Feinstein shared how, during the pandemic, JHF went into a different mode and chose to focus relentlessly on three areas where the Foundation could make a difference: senior care, patient safety, and maternal health. Through the Full Court Press initiative, JHF is advancing policy for a new model of senior living, proposing a National Patient Safety Authority based on the National Transportation Safety Board, and exploring how international models could redefine successful childbirth for the United States. JHF also awarded grants to 14 local, community-based organizations serving teens with programs to support their mental health, which has presented a particular struggle with the effects of online schooling and the pandemic.

Dr. Feinstein recapped Liff PGH, sharing how the initiative convened Pittsburgh's top innovation and technology leaders to inspire the next generation of solutions for health. JHF also partnered with Innovation Works to offer the 2021 "Hardware Cup" JHF Healthcare Safety Challenge, which will award the top innovations for patient safety.

JHF looks forward to partnering with the Pittsburgh Technology Council to offer sessions on maternal health, "digital twin" personalized medicine technology, and many more topics through a program called High Tech + High Touch Health Care. The program will launch a series of *Business as Usual* webinars and podcasts, which will be part of JHF's work to highlight technology-enabled health care. Beginning in May 2021, these sessions will highlight national and local leaders—as well as JHF staff and board members—to explore the frontiers of health innovation. Sign up for our newsletter at liffpgh.org to receive updates.

A recording of the April 15 *Business as Usual* session is available [here](#).

JHF Board Convenes to Review Novel Initiatives During COVID-19

On April 5, the Jewish Healthcare Foundation Board met. This was Debra L. Caplan's first meeting as JHF Board Chair. The Board welcomed a record number of 10 new members. The Full Court Press Team leads Pat Siger, Chair of the Pregnancy Full Court Press Team, Eric Rodriguez, MD, Chair of the Senior Living Full Court Press Team, Steve Irwin, JD, Co-chair of the Patient Safety Full Court Press Team and Mark DeRubeis, MBA, Co-chair of the Patient Safety Full Court Press Team presented on their teams' work over the past few months to advance health policy around senior living, patient safety, and maternal health, which completely transformed JHF's approach to doing business during the pandemic.



The JHF Board met on April 5.

JHF Addresses Long-Term Care Staff COVID-19 Vaccine Hesitancy

JHF has been working to address COVID-19 vaccine hesitancy among long-term care facility staff, in collaboration with the PA Department of Human Services. Since early in the pandemic, JHF has served as a lead educator in Commonwealth programs to support long-term care staff in stopping the spread of COVID-19. Now, JHF has shifted gears and is answering facilities' and providers' questions about the vaccine with quality, easy-to-understand information, a project led by JHF COO & Chief Program Officer Nancy Zionts. Learn more:

[Pittsburgh Business Times](#)

[ABC 27 News](#)

[90.5 WESA](#)



Leapfrog Exec and JHF Board Member Leah Binder Publishes Forbes Article on Hospital Safety

Jewish Healthcare Foundation Board member and Patient Safety Full Court Press Team member and The Leapfrog Group President & CEO Leah Binder wrote an article for Forbes, [“New Press Ganey Report Warns That COVID-19 May Have Worsened Hospital Safety,”](#) showing how JHF’s work to establish a National Patient and Provider Safety Authority could not come at a more important time. Read on to learn more about this solution to the growing medical error problem [here](#).



Leah Binder, CEO of the Leapfrog Group

Dr. Ann McGaffey Brings Creativity and Playfulness to Increase HPV Vaccinations

Youth and adolescent vaccinations may have decreased nationwide during the COVID-19 pandemic, but not at the UPMC St. Margaret Bloomfield-Garfield Family Health Center. In 2020, Ann McGaffey, MD and her team at the Health Center saw their highest HPV vaccination rates to date. The Health Center completed HPV vaccinations for 81.6% of their adolescent patients last year, including improvement for males in receiving their first doses (91.8%) and overall improvement for males and females in completing second or third doses. Their secret? A coloring contest, another engagement tool added to their existing array of creative approaches to promote adolescent vaccines.

For years, UPMC St. Margaret Bloomfield-Garfield Family Health Center has been doing quality improvement projects to increase HPV vaccination rates (their work has been recognized by JHF as a past Fine Award Winner). They use a variety of strategies including rewards, such as ringing a gong, toy prizes, and drawings for gift cards, and health communications techniques to engage and encourage vaccination with patients and families.



Dr. McGaffey with the Health Center gong and a submitted coloring page

The presence of the gong and a variety of signage in visible places in the practice allow patients and families the opportunity to ask questions and remind them of the need to get the vaccine.

In 2019, the CDC recommended that males ages 9-26 should receive the HPV vaccine, and the Health Center jumped into action. Dr. McGaffey and her colleagues used 2020 as the centenary year for women's right to vote to discuss the need for "equal HPV vaccinations" between males and females. Male HPV vaccination rates have historically lagged those of females, and Dr. McGaffey's team creatively talked to patients and families about the women's right to vote and equality as a way to address equal HPV vaccination rates for males and females. They also introduced a new activity, a coloring contest, which included a women's right to vote and a leap year frog illustration, and winners of the contest were awarded gift cards.

"The coloring contest gave adolescents a way to participate, and many of them got really engaged, and then those illustrations became advertising for others to get their vaccine," said Ann McGaffey, MD, Medical Director of UPMC St. Margaret Bloomfield-Garfield Family Health Center. "This QI project has been a great success, and all of it was done during the pandemic year." Their study highlighting this work, *Harmonizing Male and Female Human Papillomavirus Vaccination Rates in a Family Medicine Residency Practice Quality Improvement Project*, was awarded as the best oral presentation at the 3rd annual UPMC Graduate Education Medication Quality and Safety Conference at the beginning of April.

In a time where COVID-19 vaccines are on everyone's minds, Dr. McGaffey believes the creative thinking behind their HPV work can be applied to help those hesitant to get the COVID vaccine. She posted signs showing staff getting their vaccine and has materials on-hand to direct interested patients to vaccine sites, but she would love to see a reward system developed to encourage vaccination. Dr. McGaffey has seen firsthand the impact of positive messaging and creative engagement for vaccines in the environment, and she believes that leveraging the trust of local providers and leaders could be a great way to encourage COVID-19 vaccination.

Summer Patient Safety Fellowship Applications Due May 9

The Jewish Healthcare Foundation's 2021 Patient Safety Fellowship will offer a unique curriculum to explore the challenges and opportunities facing senior residential living and senior care. After the disruption of COVID-19, options for seniors must embrace creative solutions that help individuals age well and safely in a range of settings. Fellows, working across disciplines, will explore existing and conceptional models for transforming our community and healthcare systems that maximize quality of life for seniors and families. [Apply by May 9.](#)



AIDS Free Pittsburgh Survey for Local Providers

AIDS Free Pittsburgh (AFP) is conducting a 5-10 minute survey to help inform AFP's overall efforts by assessing healthcare providers' knowledge of AFP activities and HIV and STI health resources in Allegheny County. The survey will be open through the end of May 2021:

https://pitt.co1.qualtrics.com/jfe/form/SV_89fWrC3zeFp6t9A



JHF Hosts Event for Opera Singer Denyce Graves' Foundation

In April, Jewish Healthcare Foundation (JHF) President & CEO Karen Wolk Feinstein attended a Pittsburgh event featuring acclaimed opera singer Denyce Graves. JHF supported the Pittsburgh debut of the Denyce Graves Foundation, which aims to support, educate, and empower classical singers through unique coaching programs, preparing them for performances on the world's stages. The Denyce Graves Foundation will soon partner with the [National Opera House](#) for a philanthropic project to save the home of the late opera singer Mary Cardwell Dawson, located in Homewood. The project will aim to preserve the home as a museum to the legacy of Dawson and the many Black musicians who stayed at the house.

Read more [here](#), and view Graves' campaign video [here](#).



Denyce Graves and Karen Feinstein pose for a photo at the Pittsburgh event.

JHF Senior Staff Resume In-Person Meetings at New EQT Plaza Offices

In April, the Jewish Healthcare Foundation senior staff met for the first time at the EQT Plaza office space in downtown Pittsburgh, the new office space that JHF began occupying during COVID-19. Karen Feinstein, Nancy Zionts, Scotland Huber, Richard Smith, and Robert Ferguson were delighted to be able to gather safely.

JHF's new address is:

EQT Plaza

625 Liberty Ave, Ste. 2500

Pittsburgh, PA 15222



Congratulations to JHF Innovation Manager Megan Butler

On April 17, Jewish Healthcare Foundation Innovation Manager Megan Butler and Wills Butler celebrated the birth of their son, Henry Edwin Butler. We send them our congratulations and wish them well!



Henry Edwin Butler