

*Iowa Primary
Care Association*

ANNUAL CONFERENCE

October 16-17, 2014

WEST DES MOINES MARRIOTT

Supporting Healthy Communities



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agenda at a glance

THURSDAY, OCTOBER 16

9:00 a.m. - 10:00 a.m.	Registration & Continental Breakfast	Ballroom Foyer
10:00 a.m. - 11:30 a.m.	Opening Remarks: Theodore J. Boesen, Jr. Keynote Address, see page 6 Speaker: Dr. Gary Wiltz "Preparing Health Centers for Future Opportunities & Challenges"	Grand Ballroom Concord AB
11:30 a.m. - 12:00 p.m.	Break - Exhibit Hall	Ballroom Foyer
12:00 p.m. - 1:00 p.m.	Lunch Awards Presentation Special Recognition Award	West Des Moines Ballroom
1:00 p.m. - 1:30 p.m.	Break - Exhibit Hall	Ballroom Foyer
1:30 p.m. - 3:00 p.m.	Concurrent Breakout Sessions I, see page 7	
3:00 p.m. - 3:30 p.m.	Break - Exhibit Hall	Ballroom Foyer
3:30 p.m. - 5:00 p.m.	Concurrent Breakout Sessions II, see pages 8	
5:00 p.m. - 6:30 p.m.	Iowa PCA Underserved Champions Reception & Social Roosevelt String Quartet, Roosevelt High School	Ballroom Foyer

FRIDAY, OCTOBER 17

6:30 a.m. - 7:00 a.m.	Registration	Ballroom Foyer
7:00 a.m. - 8:00 a.m.	Working Breakfast EMR & User Group Open Discussion	Grand Ballroom Concord AB
8:00 a.m. - 9:00 a.m.	Plenary Session, see page 6 Speakers: Fred Rachman, MD & Andrew Hamilton, RN, BSN, MS "Using Data for Effective Population Health Management"	Grand Ballroom Concord AB
9:00 a.m. - 9:15 a.m.	Break - Exhibit Hall	Ballroom Foyer
9:15 a.m. - 10:45 a.m.	Concurrent Breakout Sessions I, see page 9	
10:45 a.m. - 11:00 a.m.	Break - Exhibit Hall	
11:00 a.m. - 12:30 p.m.	Concurrent Breakout Session II, see page 10	
12:30 p.m. - 12:45 p.m.	Break - Exhibit Hall	Ballroom Foyer
12:45 p.m. - 1:45 p.m.	Lunch Exhibitor Door Prize Drawing	Grand Ballroom Concord AB
1:45 p.m. - 2:00 p.m.	Break - Exhibit Hall	Ballroom Foyer
2:00 p.m. - 3:30 p.m.	Concurrent Breakout Sessions III, see page 11	
3:30 p.m.	Adjourn	

welcome to our conference



Dear Colleagues,

Welcome to Greater Des Moines and the 2014 Iowa Primary Care Association Annual Conference! I am pleased to report this is our largest conference ever.

As we continue to face the challenges and opportunities of a rapidly changing health care environment, we focus this year on Supporting Healthy Communities. With a focus on access and quality, our speakers will share information about innovative programs, effectively using data, and other educational topics for financial, clinical, oral health, human resources, and outreach/enrollment staff.

We hope you find the conference sessions valuable as your health centers work to meet the ongoing needs of your patients and communities.

Sincerely,

A handwritten signature in black ink, appearing to read "Theodore J. Boesen, Jr.".

Theodore J. Boesen, Jr.,
Chief Executive Officer, Iowa Primary Care Association & InConcertCare, Inc.



board of directors

OFFICERS

- Chair:** Jennifer Lightbody, Chief Executive Officer
Peoples Community Health Clinic, Inc.
- Vice-Chair:** Tom Bowman, Chief Executive Officer
Community Health Care, Inc.
- Secretary/Treasurer:** Samantha Cannon, Chief Executive Officer
Community Health Centers of Southern Iowa
- Past-Chair:** Kelly Huntsman, Executive Director
Primary Health Care, Inc.

DIRECTING MEMBERS




- | | | |
|---|--|---|
| Cecelia Creighton, Executive Director
All Care Health Center | Ro Foege, Interim Chief Executive Officer
Eastern Iowa Health Center | Mari Kaptain-Dahlen, Chief Executive Officer
Siouxland Community Health Center |
| Renae Kruckenberg, Chief Executive Officer
Community Health Center of Fort Dodge | Nancy Dykstra, Executive Director
Promise Community Health Center | Rich Gehrig, Interim Executive Director
United Community Health Center |
| Ron Kemp, Chief Executive Officer
Community Health Centers of Southeastern Iowa | Jesus Soto, Chief Executive Officer
Proteus, Inc. | |
| Julie Woodyard, Executive Officer
Crescent Community Health Center | Rick Johnson, Chief Executive Officer
River Hills Community Health Center | |

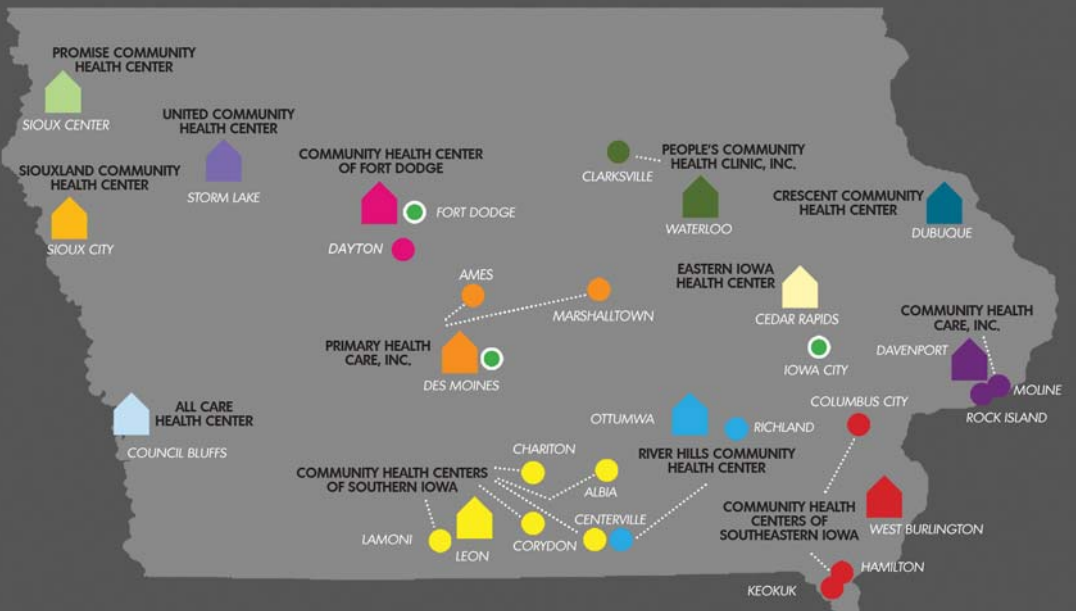
AFFILIATE MEMBERS

- | | |
|--|--|
| Dave Faldmo
Siouxland Community Health Center | Michelle Holst
Iowa Department of Public Health |
|--|--|



IOWA'S CHCS

-  MAIN SITE CLINICS
-  SATELLITE LOCATIONS
-  PROTEUS, INC. SITES



iowa pca and inconcertcare staff

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keynote and plenary sessions

THURSDAY, OCTOBER 16

10:00 AM - 11:30 AM

GRAND BALLROOM CONCORD AB

WELCOME & OPENING REMARKS

Theodore J. Boesen, Jr.
Chief Executive Officer
Iowa PCA and INCC

KEYNOTE SPEAKER

“PREPARING HEALTH CENTERS FOR FUTURE OPPORTUNITIES AND CHALLENGES”

Speaker:

Dr. Gary Wiltz
Board Chair
National Association of Community Health Centers (NACHC)

Chief Executive Officer
Teche Action Clinic, Franklin, LA

FRIDAY, OCTOBER 17

8:00 A.M. - 9:00 A.M.

GRAND BALLROOM CONCORD AB

PLENARY SPEAKER

“USING DATA FOR EFFECTIVE POPULATION HEALTH MANAGEMENT”

Description:

As the complexity surrounding and volume of available data continues to increase, there is a growing need for FQHCs to be strategic about how they access and utilize this data. Conference participants will learn about the variety of data sources available that can be used to impact population health and how this data can be utilized to facilitate innovation and transformation in health care. Viewing specific examples and demonstrations of new technology, participants will connect past and current experience with data collection and use to new approaches and emerging opportunities. The session aims to help frame priorities for deciding what data to collect, strategies for collecting it, and how to use it effectively to improve population health management efforts.

Speakers:

Fred Rachman, MD
Chief Executive Officer
Alliance of Chicago Health Services

Andrew Hamilton, RN, BSN, MS
Chief Informatics Officer/Deputy Director
Alliance of Chicago Health Services

thursday breakouts

THURSDAY, OCTOBER 16

1:30 PM - 3:00 PM

CONCORD A

BOARD MEMBER TRAINING I

“HEALTH CENTER GOVERNING BOARD TRAINING”

Description:

Ms. Sewell will provide a dynamic, interactive training on the responsibilities of Health Center Board members and what it means to be an effective Health Center Board member. This session will include an overview of the HRSA 19 Health Center Requirements.

Speaker:

Iris J. Sewell, MPH
The Sewell Group

THURSDAY, OCTOBER 16

1:30 PM - 3:00 PM

CONCORD B

GENERAL I

“GETTING READY FOR MANAGED CARE: THE MINNESOTA EXPERIENCE”

Description:

The Federally Qualified Health Center Urban Health Network (FUHN) is a safety net Accountable Care Organization (ACO) made up of ten Federally Qualified Health Centers (FQHCs) in the Minneapolis-St. Paul area, which negotiated an ACO contract with the State of Minnesota in 2013 through a Medicaid demonstration project. FUHN has partnered with Optum to assume responsibility for both the quality of care and total cost of care for an assigned Medicaid population. Conference participants will learn about how FUHN and Optum formed this coalition, the success and challenges associated with operating as a safety net-led ACO, and the initiatives and processes implemented to meet the Triple Aim. The FUHN experience will also be used to highlight the move toward managed care and value-based purchasing nationally and how FQHCs can best prepare for and ensure success in these new payment models.

Speakers:

Andrew Principe
Starling Advisers

Jaeson Fournier, DC, MPH
Chief Executive Officer
West Side Community Health Services

Natalie Ellertson
Vice President, Medical Cost, Quality and Access
Optum

thursday breakouts

THURSDAY, OCTOBER 16

3:30 PM - 5:00 PM

CONCORD A

BOARD MEMBER TRAINING II

“HEALTH CENTER GOVERNING BOARD TRAINING – PART II”

Description:

Continued from Part I

Speaker:

Iris J. Sewell, MPH
The Sewell Group

THURSDAY, OCTOBER 16

3:30 PM - 5:00 PM

CONCORD B

GENERAL II

“BRANDING AND MARKETING IOWA’S HEALTH CENTERS”

Description:

In 2013, the California Primary Care Association completed extensive research as they developed a common brand and marketing materials for the state’s Health Centers. CaliforniaHealth+ is the result of this effort and the Iowa PCA has been adapting the brand to Iowa. During this session, California PCA will discuss their research in developing the CaliforniaHealth+ brand and the Iowa PCA staff will share their plans for adapting the materials for use in Iowa.

Speaker:

Val Sheehan, MPH
Director of Development and External Relations
California Primary Care Association

friday breakouts: 9:15 am - 10:45 am



FINANCIAL I

“Energizing Around Strategic Planning and Performance Improvement”

Description:

Ellertson will present an energizing session on financial strategic planning and performance improvement (LEAN process) with an emphasis on what is required by the finance function at the health center in the managed care environment.

Speaker:

- Natalie Ellertson, Vice President, Medical Cost Quality and Access, Optum

Room:

Concord C



ORAL HEALTH I

“PRIMARY CARE ASSOCIATION ORAL HEALTH COMMITTEE MEETING”

Description:

This session is a meeting of the oral health providers to discuss current and future initiatives for Iowa FQHC dental programs. All oral health staff members are encouraged to attend.

Note: This session is for Iowa PCA Members only.

Room:

Salon C



CLINICAL I

“Colorectal Cancer Screening: Achieving High Quality and High Screening Rates”

Description:

This presentation is designed to introduce clinical teams to key policy and practice initiatives that result in improved colorectal cancer screenings.

Speaker:

- Dr. Durado Brooks, Director, Prostate and Colorectal Cancers, American Cancer Society

Room:

Salon A



WORKFORCE/HUMAN RESOURCES I

“Getting the Most Out of Your Interview”

Description:

Conducting job interviews can often be challenging and understanding what questions you can legally ask candidates can be tricky. This session will provide attendees with an overview of what is legal and illegal in interviewing for open positions, the do’s and don’ts of interviewing, and tips on asking appropriate questions.

Speaker:

- Gayla Harrison, Harrison, Moreland, Webber & Simplot, P.C.

Room:

Concord D



OUTREACH & ENROLLMENT I

“Health Insurance Marketplace and Medicaid Update”

Description:

Representatives from CMS, Iowa Medicaid and Delta Dental will provide updates and answer questions on the Health Insurance Marketplace, Iowa Health and Wellness Plan, and Dental Wellness Plan.

Speakers:

- Gretchen Hageman, Delta Dental of Iowa
- Natalie Duy, Iowa State Marketplace Lead, Region VII Centers for Medicare & Medicaid Services (CMS)
- Lindsay Buechel, Iowa Medicaid Enterprise

Room:

Salon B

friday breakouts: 11:00 am - 12:30 pm



FINANCIAL II

“Minnesota Strategic Planning Experience”

Description:

Dr. Fournier will present an in-depth look at the Minneapolis/St. Paul safety net Accountable Care Organization, FUHN, and its specific experiences and lessons learned around health center financial strategic planning, data driven decision-making, and financial performance improvement initiatives as they navigated the safety net ACO environment.

Speaker:

- Jaeson Fournier, DC, MPH, Chief Executive Officer, West Side Community Health Services

Room:

Concord C



CLINICAL II-A

“Advancing Safe Practices and Quality Healthcare Through Robust Risk Management”

Description:

This session’s objectives include: recognizing elements in ambulatory care that influence claims; identifying claims trends in the ambulatory care setting including FTCA related claims; and recalling key strategies for improving patient safety and mitigating risk in the ambulatory care setting.

Speaker:

- Patricia Breen, Office of Quality and Data (OOD)/FTCA, Health Resources & Services Administration (HRSA), U.S. Department of Health & Human Services

Room:

Salon A



CLINICAL II-B

“Medical Directors Meeting”

Description:

This meeting for Iowa FOHC medical directors will focus on topics of interest and provide an opportunity for medical directors to network and share information about their various roles and responsibilities in their health centers.

Note: This session is for Iowa PCA Members only.

Room:

Boardroom B



OUTREACH & ENROLLMENT II

“Effectively Working with the Media – Getting Your Message Out – Telling Your Story”

Description:

As CACs prepare for the next Marketplace open enrollment, CMS Public Affairs Specialist will provide helpful tips to work with local media on getting the word out about coverage options and assistance and responding to media requests for interviews. Participants will learn how to prepare and deliver messages, with tips, techniques, do’s and don’ts, and a handy formula. Participants will learn how to handle being misquoted, and their best image when conducting a television interview. Finally, participants will be given proactive pitching tips to entice journalists to cover their story. Mock interviews will not be conducted, so participants can sit back, relax, and learn. Participants will be given a packet of useful resources including Marketplace messages to use.

Speakers:

- Julie Brookhart, Region VII Centers for Medicare & Medicaid Services (CMS)

Room:

Salon B



ORAL HEALTH II

“Oral Health and Pregnancy”

Description:

The trainers will provide an overview of evidence based guidelines for treating and managing the oral health needs of pregnant women. Patient education resources available to clinicians will also be shared during this session. Objectives for this session include:

- Participants will learn about the literature and scientific evidence regarding oral health importance in pregnancy
- Participants will be able to identify different resources available to educate pregnant women and guide them in relation to oral health
- Participants will understand the recommended ways of communicating with pregnant women to adopt the best oral health behaviors during pregnancy

Speakers:

- Dr. Karin Weber-Gasparoni, DDS, PhD, Associate Professor, The University of Iowa
- Arwa Owais, BDS, MS, ABPD, ABDPH, Associate Professor, The University of Iowa
- Cathy Skotowski, RDH, MS, Clinical Assistant Professor, University of Iowa Department of Pediatric Dentistry

Room:

Salon C



WORKFORCE/HUMAN RESOURCES II

“Risk Management/Workers Compensation”

Description:

During this session industry experts will discuss the essentials HR staff need to know about risk management and workers compensation, including issues such as risk reduction, working with occupational health, and managing workers comp claims.

Speaker:

- Kent McCausland, Commercial Vice President, PDCM Insurance
- Liz DeJoode, Wellness Consultant, PDCM Insurance

Room:

Concord D

friday breakouts: 2:00 pm - 3:30 pm



FINANCIAL III "Compliance Update"

Description:

In October 2013, the industry was worried about the draft PIN 2013-01 and all of its restrictions on non-grant revenues and their related expenditures. Now that the final PIN has been released and those requirements have been deleted from the final rule, many in the industry are thinking that it is back to business as usual. The PIN, along with the new budget template, highlights the fact that the Bureau of Primary Health Care (BPHC) does care how you spend CHC grant funds and what you do with your program income (other sources of revenue). The new Medicare PPS rule (which is due out any day now) has the potential to be a real game-changer. The implementation of the lower of cost or charges provision into the CHC industry may change the way most CHCs look at their fee schedule. Do I raise my charges to enhance revenue from Medicare or do I hold steady on charges to make sure no sliding fee patient is harmed? Maybe a hybrid of the two? Also, the OMB Super Circular completely repeals long-standing existing OMB guidance such as OMB Circulars A-110, A-122 and A-133. What should CHCs do to get ready for this new guidance? An emphasis will be placed on documenting personnel-related expenses under the new Super Circular, as most CHCs tend to use grant funds to pay for these types of costs.

Speaker:

- Jeff Allen, Partner, BKD, LLC

Room:

Concord C



CLINICAL, ORAL HEALTH & OUTREACH AND ENROLLMENT III "Motivational Interviewing/Skills Enhancement"

Description:

Ms. Lang will provide Motivational Interviewing skills enhancement training, primarily to those that attended earlier sessions (O/E workers, clinicians, and care team members), but attendance at the earlier training is not necessarily a requirement and medical and/or dental staff may attend.

Speaker:

- Rebecca H. Lang, EdD, RDH, MCHES Motivational Network of Trainers (MINT Member), Certified Health & Wellness Coach, LifeStrategies, LLC

Room:

Salon B



CLINICAL & ORAL HEALTH III

"That Happens in IOWA?! The Realities of Human Trafficking in Our Community and Tools for Identifying and Working with Victims and Survivors"

Description:

This presentation will discuss the prevalence of human trafficking, including sex trafficking, in Iowa as well as tools to help identify and provide care to its victims and survivors.

Speaker:

- Annie von Gillern, MSW, LISW, JD, Launch Family Services and Consulting, LLC & von Gillern Law Firm, PLC

Room:

Salon C



WORKFORCE/HUMAN RESOURCES III "Having Crucial Conversations with Staff"

Description:

Addressing inappropriate or unprofessional workplace attitudes and behaviors can be awkward and uncomfortable. Having these crucial conversations can make the difference between success and failure for a valued employee. This session will provide managers with practical advice and tips on making these conversations easier.

Speaker:

- Pam Dykstra, Poertner Consulting Group

Room:

Concord D



keynote speaker

GARY M. WILTZ, MD

Board Chair
National Association of Community Health Centers (NACHC)

Chief Executive Officer
Teche Action Clinic
1115 Weber Street
Franklin, LA 70538
Phone: 337-828-2550
Email: gwiltz@tabhealth.org

Dr. Gary M. Wiltz, a Board Certified Internist, has been employed by Teche Action Clinic (TAC) for over 30 years. He began his medical career with TAC by serving as Medical Director from 1982 to 2003 and was appointed CEO in 2003. He is a graduate of Tulane Medical School. In fulfillment of his National Health Service Corps obligation, Dr. Wiltz was invited to join Teche Action Clinic in 1982. During his tenure with Teche, the organization has grown from two locations to ten locations and has increased services. Dr. Wiltz has served on many local, state, and national healthcare committees, including two Governor's Healthcare Reform projects. He has also served as Louisiana Primary Care Association Clinical Director, been appointed to the Board of Trustees of A.T. Still School of Osteopathic Medicine, served as NACHC Secretary, Treasurer, and, most recently, the Chair of the National Association of Community Health Centers (NACHC), an organization that represents 8,500 clinics and over 23 million people nation-wide. Being a voice for the "voiceless," Dr. Wiltz, being true to his advocacy of promoting quality health care for all, has (on more than one occasion) given testimony before Congress. He has also been a guest on C-SPAN discussing health care issues. He has been featured on the Discovery Health Channel's production of Bayou Medicine and has been featured and/or cited in USA TODAY, NPR, and was a panelist on a Health Care Summit at the White House discussing health care reform. He has also had the honor of introducing the Vice President of the United States of America at the March 2014 NACHC Policies & Issues Forum held in Washington D.C. Dr. Wiltz has been married to his wife, Diane for 38 years and together they are the proud parents of two children and two grandchildren.



plenary speakers



FRED RACHMAN, MD

Chief Executive Officer
Alliance of Chicago Community Health Services
215 West Ohio Street, 4th Floor
Chicago, IL 60654
Phone: 312-274-0069
Email: frachman@alliancechicago.org

Fred D. Rachman, MD received his Bachelor of Arts degree in Biology from Johns Hopkins University and his Doctor of Medicine degree from Temple University.

Dr. Rachman has close to 30 years experience in primary health care delivery and administration, and extensive experience in Community Health Center leadership and in directing Community Health Center programs and research initiatives. He is presently serving as Chief Executive Officer of the Alliance of Chicago Community Health Services, a HRSA funded network of primary care Community Health Centers which supports a centrally hosted electronic health record system shared by 31 Safety Net Health Centers in 10 States. He also serves as Co-Director of the Chicago Health Information Technology Regional Extension Center.

Dr. Rachman is an Attending Physician in Pediatrics at Ann and Robert H. Lurie Children's Hospital of Chicago he also sees patients as a Pediatrician at Erie Family Health Center, an FQHC in Chicago.

Dr. Rachman is on the Board of Directors of the Health Information Management Systems Society, the Illinois Health Information Exchange Advisory Board and is currently serving as the Vice-Chair of the Community Health Applied Research Network.



ANDREW HAMILTON, RN, BSN, MS

Chief Informatics Officer/Deputy Director
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Andrew Hamilton is a Masters prepared Nurse Informaticist with 18 years experience in both in-patient nursing care and outpatient community health, as well as nursing administration. As the Director of Clinical Informatics, Andrew is responsible for developing clinical decision support and National Clinical Performance Measures into the organization's EHRs, and is leading the organization's efforts related to Meaningful Use. Prior to working for the Alliance, Mr. Hamilton was a Pediatric Critical Care nurse and a member of a large academic hospital HIT team supporting the implementation of clinical information systems. He has also served as the Director of Patient Care Services for Howard Brown Health Center, a large Federally Qualified Health Center, for three years. Mr. Hamilton is the Past President of the Board of the Centricity Healthcare User Group (CHUG) and is also a member of several local, state, and national working groups related to EHRs and performance measurement. In addition, he is as an adjunct faculty at Loyola University School of Nursing and the University of Illinois at Chicago School of Nursing. He holds degrees as a BS in Nursing and MS in Nursing Business and Health Systems Administration with a focus on Nursing Informatics both from the University of Michigan School of Nursing.

breakout speakers

IRIS J. SEWELL, MPH

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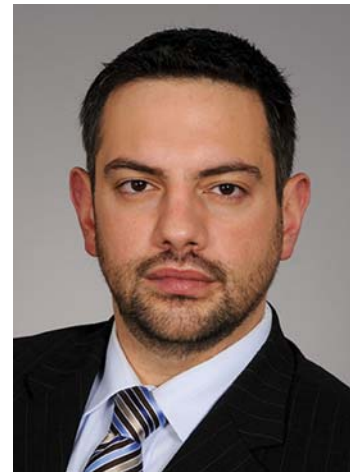
Iris J. Sewell is a seasoned professional with more than 20 years of consulting experience. Ms. Sewell's areas of expertise include, but are not limited to, strategic planning, governing board and staff development, as well as program assessments. She is also a highly skilled, culturally sensitive facilitator who is frequently engaged to conduct organizational meetings and retreats. Ms. Sewell has tailored her consulting practice to respond to the needs of nonprofit organizations. Most of her work is with federally funded community health centers.

She has a Master of Public Health from the University of Illinois. She is the President of The Sewell Group based in Chicago, Illinois.

ANDREW PRINCIPE

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Andrew Principe is a consultant to health centers and Primary Care Associations throughout the country. He serves as an advisor on issues related to payment reform, Accountable Care, managed care, PCMH, and the technology systems that support these concepts. A technologist by background, Mr. Principe spent five years as a Director at the Joslin Diabetes Center in Boston and six years as the Vice President of Strategy of Arcadia Solutions, where he developed methodologies and approaches for health centers to use technology to improve clinical, operational, and financial performance.



breakout speakers



JAESON FOURNIER, DC, MPH

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Dr. Jaeson Fournier serves as Chief Executive Officer at West Side Community Health Services, Inc. Dr. Fournier was Deputy Health Officer at WSCHS from the Ingham County Health Department. Since 2004, Dr. Fournier was responsible for the Department's Federally Qualified Health Center Network, its Correctional Health Unit and its Special Supplemental Nutrition Program for Women, Infants, and Children. Prior to this he served as Chief Executive Officer of the Greater Elgin Family Care Center in Elgin, Illinois. Dr. Fournier received his undergraduate degree from the University of Toronto, his Doctor of Chiropractic from the National College of Chiropractic and his Masters in Public Health from the University of Illinois at Chicago.



NATALIE ELLERTSON

Vice President, Medical Cost Quality & Access
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Natalie Ellertson's work with government funded programs at state, local, and federal levels spans almost 25 years. She conducted policy research and development for a Washington DC based think tank and as an aide for elected officials in the UK and USA. She has 15 years of strategic planning and performance management consulting experience. Past clients include the Centers for Medicare and Medicaid Services, several state and local departments of health and human services, and military health care entities. She also served as deputy Chief Operating Officer of a medium sized municipality in the Midwest. She currently builds clinical improvement programs for Medicaid and Medicare recipients served in both MCOs and ACOs. Natalie received her BA from the University of Minnesota in Political Science. She has a graduate level fellowship from the Coro Foundation in St. Louis, and a Masters of Science in Public Administration from the London School of Economics.

breakout speakers

VAL SHEEHAN, MPH

Director of Development & External Relations
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Val Sheehan is the Director of Development and External Relations at the California Primary Care Association (CPCA) and in her role, Ms. Sheehan oversees the development, communications, and programs areas at CPCA and co-directs the Member Services department. She has been with CPCA for five years and has been leading the association's branding work for the last three years. She has over 20 years of experience in health-related organizations including a wide range of community-based not-for-profits, a regional foundation, and Kaiser Permanente, the largest closed system HMO in the country. Ms. Sheehan holds a Master's Degree in Public Health with a concentration in Community Health Education from the University of California at Berkeley.



DURADO BROOKS, MD, MPH

Director, Prostate and Colorectal Cancer
American Cancer Society
250 Williams Street
Atlanta, GA 30303
Phone: 469-737-5235
E-mail: dr.brooks@cancer.org

Dr. Brooks has served as the Director of Prostate and Colorectal Cancers at the American Cancer Society since 2000. In this role he is involved in creating and implementing strategies to improve the prevention and early detection of prostate and colorectal cancers. He is also engaged in a number of the Society's health equity and disparities reduction efforts. A graduate of the Ohio State University and the Wright State University School of Medicine, Dr. Brooks completed his internal medicine residency and chief residency at Wright State's Affiliated Hospitals in Dayton, Ohio, and holds a master's degree in Public Health from the Harvard School of Public Health.

Dr. Brooks was a National Health Service Corps scholarship recipient, and practiced primary care internal medicine and served as medical director in Federally Qualified Health Centers in Ohio and Texas prior to joining the ACS.



breakout speakers



NATALIE DUY

Iowa State Marketplace Lead
Centers for Medicare and Medicaid Services
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Phone: 816-426-6384
Email: natalie.duy@cms.hhs.gov

Natalie Duy is a health insurance specialist for the Division of Medicare Health Plans Operations for the Centers for Medicare & Medicaid Services (CMS). Prior to being recruited by CMS Kansas City in 1999, Mrs. Duy served as the Program Director for the State Health Insurance Assistance Program in Missouri and was an advocate for Medicare beneficiaries and their families. Currently, Mrs. Duy is the lead trainer on Medicare and the new Health Insurance Marketplace. She is an accomplished trainer and presenter who has presented at national conferences and events, in addition to the regional education outreach she provides. She also serves in the role as Marketplace Account Manager and is the Iowa State Marketplace Lead. Mrs. Duy received her Bachelors of Science Degree in Organizational Communication from Southwest Missouri State University, and earned her Masters in Science in Management from Baker University.



LINDSAY BUECHEL

Communications Manager
Iowa Medicaid Enterprise
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Email: lbueche@dhs.state.ia.us

Lindsay Buechel currently serves as the Communications Manager for the Iowa Medicaid Enterprise. In her role, she oversees external and internal communications, community relations and events, publications, member outreach, and program education. Prior to her role at Iowa Medicaid, Ms. Buechel served as a marketing and communications expert in the commercial health insurance industry, specializing in Medicare products and government programs. Ms. Buechel holds a Bachelor of Arts in Journalism and Mass Communications and a Bachelor of Arts in Politics from Drake University.

breakout speakers

GRETCHEN HAGEMAN, MA

Dental Wellness Plan Director
Delta Dental
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Email: ghageman@deltadentalia.com

Gretchen Hageman works for Delta Dental as the Dental Wellness Plan Director. She started at Delta Dental in May. Ms. Hageman was previously at the Iowa Department of Public Health as a bureau chief for family health and has many years of experience working with Medicaid programs through public health.



GAYLA HARRISON, JD

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Ms. Harrison is a lawyer in Ottumwa, Iowa focusing on various areas of law.



breakout speakers

PATRICIA BREEN

Senior Public Health Analyst
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Patricia Breen currently serves as a Senior Public Health Analyst in the FTCA Branch of the Office of Quality and Data. As a registered nurse for over 36 years, Ms. Breen brings a strong clinical perspective to the program. She has extensive experience in various facets of health care, including over 25 years in critical care and emergency nursing. Ms. Breen has also served as a Director of Nursing, a Faith Community Nurse, a case manager, a risk manager, and as a senior patient safety coordinator. She received her BSN from Villanova University and is currently seeking a Masters of Science in Patient Safety Leadership at the University of Illinois in Chicago. Ms. Breen has been a volunteer in a free clinic and is an active volunteer with the American Heart Association, the Epilepsy Foundation, and the Cystic Fibrosis Foundation.



JULIE BROOKHART

Public Affairs Specialist
Centers for Medicare and Medicaid Services
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Julie Brookhart works for the Centers for Medicare & Medicaid Services (CMS) Kansas City Regional Office.

Ms. Brookhart has worked for CMS for over 19 years in the capacity of Media Relations, Outreach, Education and Partnership Development. She works on the Regional External Affairs (REA) Team, but her primary responsibility is handling media inquiries and publicity for the entire regional office. Ms. Brookhart holds a Bachelor's Degree in Education from the University of Kansas, with courses in Journalism.

breakout speakers

KARIN WEBER-GASPARONI, DDS, PhD

Associate Professor
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Email: karin-weber@uiowa.edu

Dr. Weber-Gasparoni joined the College of Dentistry in 2003. She is an associate professor and head of the Department of Pediatric Dentistry. Dr. Weber-Gasparoni is a predoctoral and postdoctoral lecturer and clinical instructor. She is the director of the Infant Oral Health Program where pediatric dentistry and medicine residents, as well as senior dental students provide preventive dental care for infants and toddlers. Her research specialties include dental care for patients with special health care needs and infants, toddlers, and children of low-income, high risk populations. Her research includes early dental interventions, including early childhood caries, psychological theories of motivation, and public health issues affecting the health of pediatric dental patients.



ARWA OWAIS, BDS, MS, ABPD, ABDPH

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Email: arwa-owais@uiowa.edu

Dr. Owais joined the University of Iowa College of Dentistry & Dental Clinics in 2013 as an associate professor in the Department of Pediatric Dentistry. She served as a faculty member in the preventive dentistry department from 2000-2013 at Jordan University of Science and Technology in Irbid, Jordan. She was the vice dean of the College of Dentistry at Jordan University of Science and Technology from 2010-2013 and the head of the pediatric dentistry section at King Abdulla Hospital, Jordan, from 2010-2013.



breakout speakers



CATHY SKOTOWSKI, RDH, MS

Clinical Assistant Professor
University of Iowa Department of Pediatric Dentistry
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Ms. Skotowski joined the College of Dentistry in 1986. She is the director of the department's preventive dentistry program. She participates in dental student instruction in the areas of fluoride and preventive dentistry. She coordinates community activities, which include scheduling and supervising dental health presentations, dental screenings, and fluoride varnish applications for daycare, preschool, and elementary school-aged children. Ms. Skotowski stays current on pediatric oral health resources and continually updates the department's website of resources.



PAM DYKSTRA

Senior Training Consultant
Poertner Consulting Group
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Email: pameladykstra1@gmail.com

Pam Dykstra brings more than 14 years of experience in learning and development to the marketplace. Specializing in team effectiveness and corporate facilitation, Ms. Dykstra helps individuals, teams, and organizations increase organizational effectiveness, achieve bottom-line results, and become measurably more vital.

Ms. Dykstra is a Master Trainer in Crucial Conversations® Training and a Certified Trainer in Crucial Accountability™. She has extensive experience introducing and teaching these crucial skills to a wide variety of industries including agri-business, healthcare, insurance, and manufacturing. A respected and experienced trainer, Ms. Dykstra has been complimented for her high-energy training approach and dedication to each individual's learning needs. Participants consistently comment on her ability to display passion, care, and conviction through her training methods.

In addition to her experience as a consultant and trainer, Ms. Dykstra is a skilled presenter, addressing audiences on the topics of accountability, effective communication, resolving conflict, and more. Audiences range from small executive retreats to large organizational meetings for clients in associations, human resources, training, banking and finance, manufacturing, and agri-business.

Ms. Dykstra began her career in learning and development at Wells Fargo where she gained valuable experience in the classroom. She worked with colleagues to develop a mentoring program for new employees as they adapted to the culture of Wells Fargo and grew in their understanding of the industry. She has been a member of her local ASTD chapter for ten years.

breakout speakers

JEFF ALLEN, CPA

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Jeff Allen, a partner on BKD's Community Health Center team, helps the firm serve approximately 225 community health center clients. He manages audit and cost report preparation services and provides consulting services in the areas of Medicare and Medicaid reimbursement, federal grant reporting and operational issues. Mr. Allen's expertise is routinely called upon by the National Association of Community Health Centers (NACHC), several state primary care associations (PCAs) and the Bureau of Primary Health Care for financial analysis of issues important to community health centers. He is a frequent speaker on community health center topics for NACHC and state PCAs. Mr. Allen has been with BKD since 1994 and is a 1993 graduate of Missouri State University in Springfield.



REBECCA LANG, EdD, RDH, MCHES

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Dr. Rebecca Lang has over 35 years of experience in the field of health promotion working in the area of teaching, clinical practice, public health, health promotion programming, consulting, speaking, and writing and 12 years in the field of health coaching.

Dr. Lang completed her BS degree in Dental Hygiene at the University of Iowa, her MA degree in Health Education/Promotion at the University of Northern Iowa, her Doctorate degree from Drake University in Educational Leadership, and is a Master Certified Health Education Specialist. She is a Certified Health and Wellness Coach through Wellcoaches, Inc. In addition, she is recognized and included in the Motivational Interviewing Network of Trainers (MINT Member).

She is Founder of LifeStrategies, LLC, a health coaching, training, and speaking business. She is the author of a chapter on health behavior change in a textbook for health professionals. She works as a consultant and presenter on motivational interviewing training throughout the United States and internationally.

breakout speakers



ANNIE VON GILLERN, MSW, LISW, JD

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Annie von Gillern is a clinical social worker and private attorney practicing in family law and juvenile court in Iowa. She is a trained mediator, parenting coordinator, and custody evaluator. She is passionate about involving children in their own legal process and has focused her career in child welfare and the rights of youth.



KENT MCCAUSLAND, CLCS

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Kent McCausland joined PDCM Insurance in 2010 after a six year stay at the adidas corporation in Kansas City, MO. He heads a health care practice team at PDCM that specializes in medical malpractice, workers compensation, and general liability for health care facilities. Mr. McCausland and his team use a unique model to work pro-actively with his clients to reduce risk and prepare them for industry challenges.

breakout speakers

LIZ DEJOODE

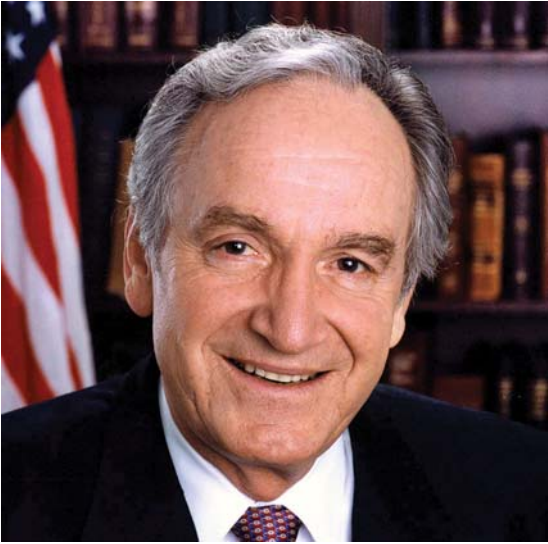
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Liz DeJode is a Wellness Consultant for Group Benefits Design and PDCM Insurance. Her main role is to coordinate, implement, and evaluate comprehensive wellness programming for clients. In addition, Ms. DeJode helps employees learn how to maximize their health insurance benefits through learning to live a healthier lifestyle. She offers a variety of different wellness programs and services for employee wellness - smoking cessation, lunch and learn seminars, weight loss challenges, etc.

Prior to working at PDCM Insurance, Ms. DeJode served as the Business Development Coordinator for Allen Occupational Health. Her main focus at Allen was to assist their company clients with their occupational health and wellness needs. Prior to her position at Allen Hospital, She served as Community Health Educator/Tobacco Prevention Coordinator for Pathways Behavioral Services. Ms. DeJode graduated from the University of Northern Iowa where she obtained her B.A. in Health and Physical Education.



farewell to senator harkin



THANK YOU, SENATOR HARKIN!

After more than 25 years of service, Senator Tom Harkin is retiring from the U.S. Senate this year.

Throughout his tenure, Senator Harkin's leadership has helped shape America's health programs, including the Affordable Care Act and the Health Center Program. He has had a tremendous impact on the lives of millions of Americans and has demonstrated an unrelenting commitment to increasing access to quality, affordable health care services. That leadership included unwavering support for Health Centers and health care reform. Because of Senator Harkin, more Iowans than ever have access to affordable health care coverage.

Over the years Senator Harkin has worked diligently to expand Health Centers in Iowa. Under his leadership, national funding for Health Centers has tripled from \$496 million in 1989 to \$1.5 billion in 2014. During this time, Senator Harkin's support helped increase the number of Iowa Health Centers from only two in 1989 to 14 in 2014. These centers now serve Iowans at over 85 sites throughout the state.

This year the National Association of Community Health Centers (NACHC) honored Senator Harkin with the Lifetime Achievement Award, recognizing Senator Harkin's 30 years of public service on health issues.

The Iowa Primary Care Association extends a heartfelt "thank you" to Senator Harkin for his tireless efforts on behalf of all Iowans.



REMEMBERING CARL

The Iowa Primary Care Association is honored to present the third annual Carl Kulczyk Memorial Award. Carl was the Director of the Iowa Department of Public Health Primary Care Office for 14 years. He served on the Iowa/Nebraska Primary Care Association Board of Directors from 1995 to 2008; serving on the Executive Committee as Board Secretary for several years.

Carl was recognized in Iowa, Washington D.C., and across the nation as an expert in primary care and the medically underserved. He worked passionately and tirelessly to ensure Iowa communities could offer quality health care to their residents regardless of ability to pay.

Carl also offered placement assistance to physicians and other health care providers including foreign medical graduates. Carl believed in finding the perfect fit between facility, community and provider.

Carl had a very special blend of passion, humor, determination, and a high intelligence. He dedicated himself to serving others. As Senator Tom Harkin remarked, "Carl worked miracles for people who desperately needed a miracle. The expansion of affordable, accessible health care services across Iowa would not have happened without Carl's hard work."

Carl viewed life as an adventure and once you got to know Carl you joined in to share the excitement and reap the rewards of serving others. Carl loved helping people, but he also loved to laugh. He had a quick wit and enjoyed playing the occasional practical joke. Carl often said, "If they only knew they would make me the king if they could..."

Carl was born April 5, 1952, in East Chicago, Indiana, and died unexpectedly on June 2, 2008. He received his Masters Degree in Child Behavioral Psychology from the University of Kansas. Carl served as executive director of community health centers in Michigan before moving to Iowa in the early 1990s. He is survived by his wife Pam and two sons, Caleb and Ezra.



carl kulczyk memorial award



LANETT KANE

This award was established in recognition of Carl Kulczyk's outstanding contributions and dedication to the Iowa PCA and community health field prior to his death in 2008. This award is presented to an individual who has made outstanding contributions to his/her organization and/or community.

This year's recipient of the Carl Kulczyk Memorial Award is Lanett Kane, Director of Quality at Peoples Community Health Clinic. She has been employed at Peoples Community Health Clinic, Inc. since 1990 and has held numerous clinical positions. She earned her Bachelor of Science in Nursing from Allen College of Nursing in 2001. Lanett has served as a member of Medicaid State Innovation Model and is currently a member of Midwest Clinician's Network Board, Iowa PCA Clinical Committee and Iowa School Nurse Organization. She attended Stanford Chronic Disease Self-Management Workshop and participated in trainings in the Waterloo/Cedar Falls area. Lanett also attended the Iowa Health Consortium Clinical Health Coach Training Program and can now train staff on motivational interviewing and techniques as a Health Coach. Under her leadership PCHC obtained Level 3 Patient Centered Medical Home Certification. Her greatest joy in life is her six grandsons.

Nomination Statement:

Lanett has dedicated her career to helping the underserved at PCHC. She has worked 24 years in a variety of jobs. She began working at PCHC in medical records through a temp. agency and then was hired for appointments. She also helped in billing and then transferred to clinic aide. She returned to school and received her BSN and became a clinic nurse. She then moved to management, starting as pediatric manager. She has also filled in as our homeless outreach worker when we needed her. She helped with the expansion of PCHC to incorporate urgent care and a satellite clinic and at one point was the manager of peds, adults, the satellite clinic and urgent care. She had the overwhelming task of incorporating the Iowa Care program into our organization and by the fourth year helping to significantly improve all of our quality measures, all while helping the clinic transition to electronic medical records. She was instrumental in helping PCHC become Level 3 PCMH certified in her most recent role of Director of Quality. She has been a rock at PCHC. Her dedication is unsurpassed. She has been an excellent spokesperson for the underserved. Without hesitation she has taken on critical tasks that have been assigned to her. No doubt she has the mission of the community health center at heart.

oustanding provider award

DR. THOR SWANSON

The Outstanding Provider Award recognizes a distinguished provider who exemplifies excellence in clinical practice and demonstrates a dedication to the health center mission and to the patients he/she serves.

This year's recipient of the Outstanding Provider Award is Dr. Thor Swanson, HIV Director and Medical Director at Siouxland Community Health Center. Dr. Swanson is one of Siouxland's most respected providers. A 2011 story in The Sioux City Journal called him "a healer, a preacher, a missionary and all-around nice guy." The native of Milwaukee has been part of the Siouxland Community Health Center (SCHC) family since 1999 when he did his residency. Dr. Swanson was a staff physician at SCHC from 2000-2005 and served as an HIV contract consultant and call employee from 2007-2010.

In 2003, Dr. Swanson became the first physician in Sioux City to be certified as an HIV specialist by the American Academy of HIV Medicine. He is also certified in Tropical Medicine, Travel Medicine, Addiction Medicine, and Chronic Pain Management. Dr. Swanson took a leave from the Siouxland Community Health Center in 2006 and 2007 to do missionary work in Kenya with his family. His family's concern for the poor also has taken them to Nepal, Tanzania, and Honduras where he has worked with the sick and the poor. In 2010, Dr. Swanson was named HIV Director and Medical Director and has also served as a staff physician since that time.

In 2010, Dr. Swanson's life took a dramatic turn when he was diagnosed with osteosarcoma, a cancerous bone tumor. Doctors had to amputate his left foot above the ankle and he has taken and continues to undergo chemotherapy. Through it all, Dr. Swanson and his family have been pillars of strength to their friends and community.

In addition to his practice at SCHC, Dr. Swanson is past president of the medical staff at Unity Point–St. Luke's and is also an ordained minister.

From His Nomination Statement:

Mari Kaptain-Dahlen, the CEO of the Siouxland Community Health Center, says Thor Swanson is the perfect choice for the Outstanding Provider Award. Dr. Swanson is a great example of servant leadership, said Kaptain-Dahlen. From his mission trips overseas to Dr. Swanson's long history of compassionate care for his patients, Thor represents what it means to put the needs of others before their own.



unsung hero award



AL AUSILI

The Unsung Hero Award recognizes an individual who has demonstrated a level of excellence in their work which distinguishes their services and contributions. This award is presented to a health center provider, staff members, or volunteer who is not typically recognized publicly for their contributions.

This year's recipient of the Unsung Hero Award is Al Ausili, Healthcare for the Homeless Outreach Worker at Peoples Community Health Clinic. Al started working at Peoples Clinic in August of 1990 as the outreach worker to people experiencing homelessness. He has developed this role over the past 14 years and earned the trust of law enforcement, the social service community, faith communities and health professionals. He is able to relate to people regardless of their circumstances.

Al hails from Brooklyn, New York, and every now and then returns to recharge his batteries. Al is a member of the Black Hawk County Local Homeless Coordinating Board and is a regular speaker at service clubs, churches, and civic groups.

Nomination Statement:

Al started with Peoples Clinic as the Homeless Outreach worker in 1990 and has worked here in that role for the past 24 years. He is widely known in the community as the "go to" guy when it comes to finding resources for people experiencing homelessness. While his priority is getting the homeless to access health services, he doesn't shy from finding food, shelter, clothing and transportation to help stabilize the situation. He networks with other state and local organizations to accomplish this daunting task. He - literally - does not know the meaning of working 9 to 5. He knows that homelessness feels more like hopelessness when night comes and there is no place called home to go to sleep.

Al Ausili deserves recognition for his dedication to the Clinic and willingness to help people.

special recognition award

THANK YOU, UMPHTC!

The Iowa Primary Care Association is very pleased to present a Special Recognition Award to the Upper Midwest Public Health Training Center (UMPHTC). UMPHTC has been an indispensable partner for the PCA and our member health centers in developing tools to assist them with workforce retention.

UMPHTC staff has spent countless hours working with the Iowa PCA Workforce Committee over the last several years to develop the PCA's Resource and Training Center. This web-based resource includes a self-assessment tool organized into 16 domains and a related listing of resources and trainings to build staff capabilities within each domain.

UMPHTC serves Iowa and South Dakota and is one of 38 national public health training centers established by the U.S. Department of Health and Human Services, Health Resources and Services Administration. UMPHTC assesses the learning needs of the public health workforce and provides training to meet those needs.

We extend our gratitude to the UMPHTC staff for their dedication, patience, and support for our ongoing workforce efforts.



underserved champions award



Senator Amanda Ragan



Representative Linda Upmeyer

2014 UNDERSERVED CHAMPIONS

In recognition of their dedication to ensuring access to quality, affordable health care for all, the Iowa Primary Care Association is pleased to honor Senator Amanda Ragan and Representative Linda Upmeyer with the 2014 Underserved Champions of the Year Award.

During the 2013 session, the State was faced with an important decision: whether or not to extend Medicaid benefits to 150,000 low-income Iowans as provided for through the Affordable Care Act. With many diverse views, reaching an agreement among legislators seemed an impossible task. However, in the final days of the session, Senator Ragan and Representative Upmeyer put their differences aside and reached a bi-partisan agreement on the Iowa Health and Wellness Plan, an Iowa Medicaid expansion solution that satisfied both sides.

Because of their commitment to reaching an agreement on this important issue, 150,000 more Iowans will have access to health care coverage. We applaud their dedication to meeting the health care needs of low-income Iowans and are pleased to recognize them as the Iowa PCA's 2014 Underserved Champions.

Previous Champions

2013 Iowa Prescription Drug Corporation

2012 Delta Dental of Iowa Foundation

2011 Jennifer Vermeer, Director, Iowa Medicaid Enterprise

2010 Bruce Braley, U.S. Congressman

2009 Chris Atchison, University of Iowa

2008 Ro Foege, State Representative

2007 Dave Heaton, State Representative
Jim Leach, U.S. Congressman

2006 Jack Hatch, State Senator

2005 Dr. Bery Engebretsen, Executive Director,
Primary Health Care, Inc.

2004 Tom Harkin, U.S. State Senator



Now celebrating over 30 years in business, RK Dixon has become a leading provider of IT solutions, managed print solutions and pure water drinking systems, in each of the business communities we serve. During our history, RK Dixon has grown steadily and continued to offer advanced technologies to our customers.

RK Dixon has continuously shown our commitment to customers by providing you with a wide range of offerings: IT solutions, document solutions, managed IT services, managed print services, production printing and Purity Plus water systems. We partner with a variety of the industry's most respected technological companies to help reduce costs and provide solutions ensuring that "Everything Just Runs Better".

Throughout the years, we have expanded our business by adding several new product lines and negotiated three successful corporate acquisitions, increasing our market to nine locations in Iowa and Illinois. We service 120 counties in Iowa, Illinois, and Wisconsin with office locations in Davenport, Des Moines, Bloomington, Champaign, Marshalltown, Peoria, Rockford, and Springfield. As we have grown, our commitment to our customers has never changed. We employ approximately 240 people dedicated to providing the highest level of service to our customers.

RK Dixon has worked with numerous Health Care organizations in the past and presently takes great pride in our partnership with INConcertCare and providing support of their network. RK Dixon actively seeks to help improve the success of all the customers we serve and as a result, we hope this reflects on the health and wellness of all the communities we touch.

BKD LLP

CPAs & Advisors

A top-tier CPA and advisory firm in the U.S., BKD, LLP, helps CHCs nationwide with unique financial issues. BKD National Health Care Group provides audit, tax, accounting outsourcing, operations consulting, cost report preparation, strategic positioning and Medicare, Medicaid, and third-party reimbursement consulting services to thousands of health care providers, including more than 225 community health centers. Experience, objectivity, and peace of mind from a firm with resources that bring insight and understanding to improve business performance.



Visualutions is a Healthcare Technology Company that provides clinical, financial, and IT solutions to enterprise organizations such as Federally Qualified Health Centers, Community Health Centers, PCPs, Accountable Care Organizations, Ambulatory facilities, and Freestanding Emergency Rooms. Our products and services are as diverse as the customers we service, and include:

- * Revenue Cycle Management and Consulting
- * PM and EHR Software enhancements
- * System Implementation, Training and Support
- * Data Conversions and Interfaces
- * Microsoft Certified Cloud Hosting services
- * PCMH Management and Consulting
- * Data Analytics Software and Warehousing

bronze sponsors



Together with our millions of supporters, the American Cancer Society (ACS) saves lives and creates a world with less cancer and more birthdays by helping people stay well, helping people get well, by finding cures, and by fighting back. The American Cancer Society is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem.



Since 1995, Magellan Behavioral Care of Iowa has been an integral component of Iowa's behavioral health system. They manage the Iowa Plan for Behavioral Health, a single managed care plan for mental health and substance abuse services. As the nation's leading manager of behavioral health services, Magellan brings significant expertise to the Iowa Plan and a strong commitment to the residents of Iowa. Working closely with state partners, provider network and communities, we are supporting individuals and families on their journey toward recovery.



Healthy and Well Kids in Iowa (hawk-i) offers free or low-cost health insurance for children under 19 years old. The hawk-i program covers doctor visits, immunizations, hospital care, eye exams and glasses, prescription drugs, routine dental, and much more. As one of the participating hawk-i health plans, UnitedHealthcare offers children the very best health care coverage. Call the hawk-i program today to learn more!



Since 1873, Baird Holm LLP has been providing superior advocacy and counseling solutions, delivered by a highly reputable and diverse legal team. We possess a depth and breadth of knowledge that enables us to successfully advise and represent all of our valued clients, from individuals and families, to organizations of all sizes and across all industries. Today, Baird Holm LLP is comprised of more than 85 attorneys who are proud to celebrate our 140th anniversary, and excited to carry on the legacy created by our visionary founders.

We are proud of our strong tradition of uncompromising quality, dedication to clients, personal and professional integrity and service to the profession and the community. Our attorneys are backed by substantial internal support and resources along with the leading digital legal research systems, mitigation tools, and document support technology that permit seamless communication with our clients.

bronze sponsors



We are committed to helping people live happier, healthier lives. That's why we go beyond traditional healthcare, offering special programs, benefits and services that address all the issues that can affect a person's health. We understand that every individual, every family and every community that we serve is unique. By better understanding and addressing various barriers to health, we are able to provide access to the best care for each and every person.



Meridian Health Plan (MHP) is a Medicaid managed care organization (HMO) in the State of Iowa providing health care to eligible enrollees through a contract with the Iowa Department of Human Services (IDHS). Meridian has extensive experience in the Medicaid markets of the Midwest. MHP is a privately-owned and physician-managed Medicaid health plan. Its corporate offices are located in Des Moines, Iowa. Our mission is to continuously improve the quality of care in a low resource environment.



CoOpportunity Health is a new kind of health insurance company designed for the new world created by the Patient Protection and Affordable Care Act (PPACA or ACA). CoOpportunity Health is a nonprofit health insurance CO-OP — Consumer Operated and Oriented Plan. We are governed by our members and exist to offer affordable, consumer friendly and high-quality health insurance options for individuals and businesses in Iowa and Nebraska.

Community health centers are important drivers of healthcare transformation as coverage extends to previously un- or underinsured and CHC patient-centered medical homes engage patients for improved health outcomes. CoOpportunity Health looks forward to a long and successful relationship with the Iowa Primary Care Association and its member centers.

vendors

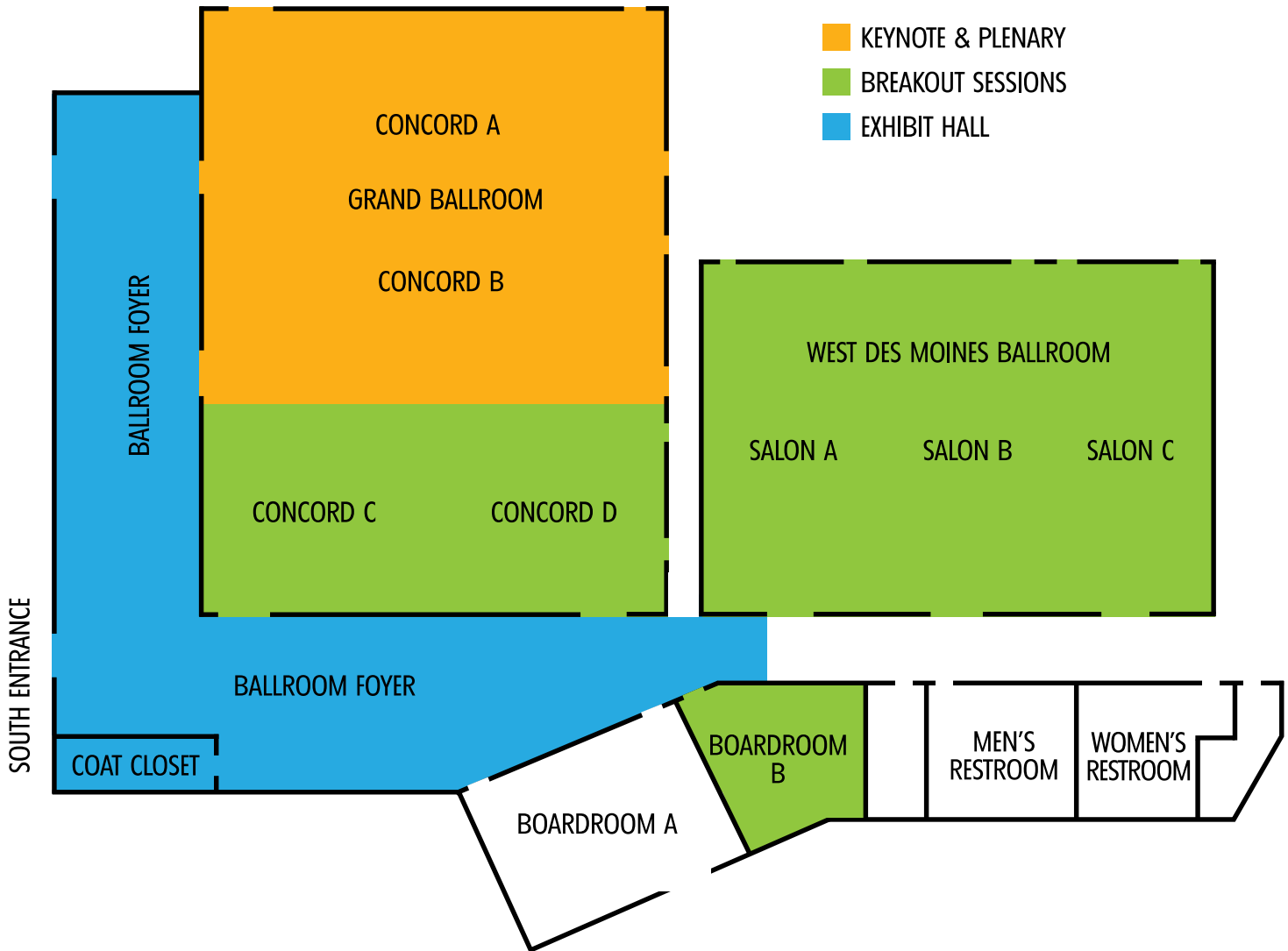


GE Healthcare





west des moines marriott hotel



CHECK IN & CHECK OUT

Check in: 3:00 pm
Check out: 12:00 pm

TRANSPORTATION

Self Parking Facilities (Complimentary)
Shuttle Service within Surrounding Area (Limited)
Airport Shuttle (Complimentary)

GUEST SERVICES

Guest Laundromat
Concierge Service
Dry Cleaning Service
Disability Accessible Facilities
100% Non-Smoking Rooms and Facilities

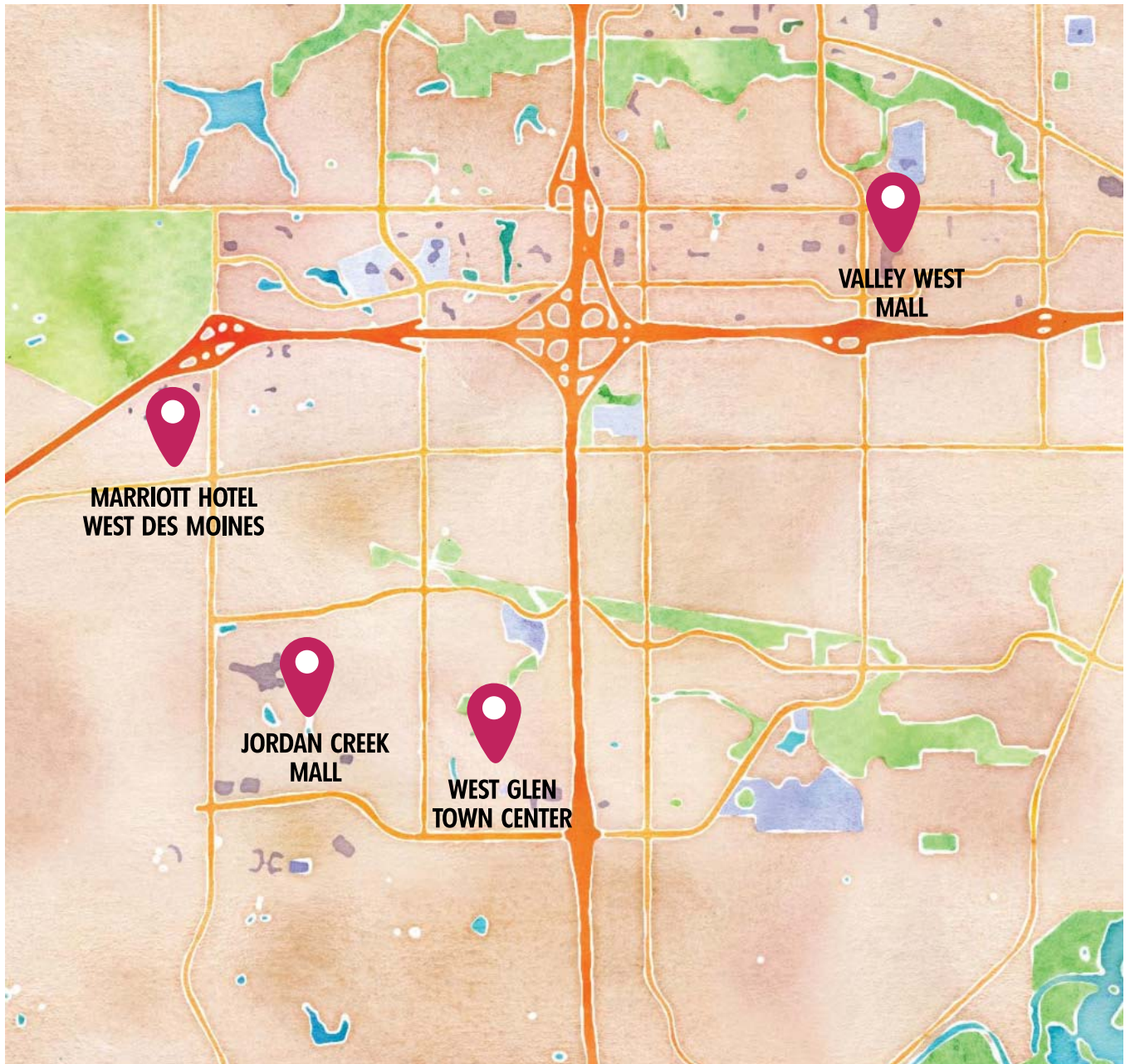
RECREATION & ENTERTAINMENT

Self Parking Facilities (Complimentary)
Shuttle Service within Surrounding Area (Limited)
Airport Shuttle (Complimentary)

RECREATION & ENTERTAINMENT

Wireless Internet Access in Guest Room (\$9.95/day)
Wireless Internet Access in Lobby (Complimentary)

west des moines



SHOPPING

- Jordan Creek Town Center
- Valley West Mall
- West Glen Town Center

JORDAN CREEK MALL

- Bar Louie
- BRAVO! Cucina Italiana
- Buffalo Wild Wings
- Cheesecake Factory
- Fleming's Prime Steakhouse & Wine Bar
- Joe's Crab Shack
- On the Border
- P.F. Chang's China Bistro
- Panera Bread
- Persis Indian Grill
- Samurai Sushi & Hibachi

WEST GLEN TOWN CENTER

- Abelardo's Mexican
- Bonefish Grill
- Caribou Coffee
- Coach's Pizza
- Cowboy Jack's
- Jimmy John's
- Wok in Motion

continuing education credits

CLINICAL CONTINUING EDUCATION CREDITS

Cost of Conference:

Members

One Day - \$175

Two Days - \$200 early bird, \$250 regular rate

Board Only - \$50

Non-Members

One Day - \$200

Two Days - \$200 early bird, \$275 regular rate

Conference Content:

The Iowa Primary Care Association will continue the tradition of offering another outstanding training event this year for CEOs, Operation Directors, Senior Leadership, Clinic Managers, Clinicians, Dental Staff, CFOs, HR Directors, Quality Directors, Board Members, and Outreach and Enrollment Staff.

Upon completion of this activity, participants will be able to:

1. Understand the key elements of high-quality colorectal cancer screening programs.
2. Be aware of and avoid ineffective cancer screening practices.
3. Incorporate evidence-based interventions in their practice to increase screenings.

M.D.: This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Iowa Medical Society (IMS) through the joint providership of Des Moines University (DMU) and the Iowa Primary Care Association. DMU is accredited by the IMS to provide continuing medical education for physicians. DMU designates this live activity for a maximum of *1.5 AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



D.O.: This activity has been planned and implemented in accordance with the accreditation requirements of the American Osteopathic Association (AOA) through the joint providership of Des Moines University (DMU) and the Iowa Primary Care Association. DMU is accredited by the AOA. DMU is accredited by the AOA. DMU approves this live activity for a maximum of 1.5 AOA Category 2-A credit(s).

IBON: Des Moines University Continuing Medical Education is Iowa Board of Nursing approved provider #112. This live activity has been reviewed and approved for 1.8 continuing education contact hour(s). No partial credit awarded.

Other: This live activity is designated for *1.5 AMA PRA Category 1 Credits*[™].

Everyone in a position to control the content of this educational activity will disclose to the CME provider and to attendees all relevant financial relationships with any commercial interest.

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