



You're Invited

ALL TOGETHER NOW: BUILDING A BETTER, MORE AFFORDABLE
HEALTH CARE SYSTEM IN THE CENTRAL VALLEY

FIRST ANNUAL CENTRAL VALLEY HEALTH FORUM

MAY 27, 2009
7:30 am to 6:00 pm
Fresno Convention Center

Register today at <http://chccnet.org>

Accumulating evidence shows that up to 40 percent of our health care dollars are spent on care that is medically inappropriate, unsafe or clinically sub-standard.

Poor quality harms patients and adds significantly to community health costs. The high cost of poor quality is an unacceptable waste of resources in a region with 16 percent uninsured, many more struggling to maintain benefits and annual premium growth that continues to outpace the general inflation rate and wage growth.

We must do better! Together we can make the Central Valley a leader in health promotion and health care quality. You will hear from experts about how to reduce health benefit costs through strategies to improve the quality and safety of the health care services you buy.

Who should attend?

*Employers
Health & welfare trustees
Labor organizations*

*Benefits managers
HR professionals
Health care providers*

*Health advocates
Community residents*

Event Co-Sponsors

*CalPERS
California Diabetes
Program
California School Employees
Association
California's Valued Trust
Central Valley Health Policy
Institute*

*County of Fresno
Fresno City Employees Health
& Welfare Trust Fund
Fresno Metro Ministry
Fresno Unified School District
Joint Health Management
Board*

*Human Resources
Association of Central
California
Self-Insured Schools of
California
State Center Federation of
Teachers, Local 1533*

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All Together Now: Building a Better, More Affordable Health Care System in the Central Valley

Breakfast and registration	7:30-8:30
Welcome and introductions	8:30-9:15
<p>Susan Anderson, <i>Chair, Fresno County Board of Supervisors</i> Bob Koury, <i>Principal Internal Auditor, City of Fresno</i> Sally Covington, <i>Executive Director, California Health Care Coalition</i></p>	
Environmental and social factors affecting population health	9:15-10:15
<p>Edward L. Moreno, MD, MPH, <i>Director-Health Officer, Fresno County Department of Health</i> John Capitman, Ph.D., <i>Executive Director, Central Valley Health Policy Institute</i></p>	
Health system performance: overuse, underuse and misuse of care	10:30-11:30
<p>R. Adams Dudley, MD, MBA, <i>University of California, San Francisco</i></p>	
Lunch: the Role and Responsibilities of Commercial Health Plans in Raising Health System Performance	11:30-1:00
<p>Sally Covington, <i>Executive Director, California Health Care Coalition</i> (moderator) Paul Markovich, <i>Vice President and Chief Operating Officer, Blue Shield of California</i> Steve Scott, <i>Vice President and General Manager Large Groups, Anthem Blue Cross</i></p>	
Concurrent Session	1:00-2:15
<p>A. Preventing obesity, improving diabetes care B. Getting the right care: eliminating overuse, underuse and misuse C. Effective communications about quality with health plan beneficiaries</p>	
Concurrent Sessions	2:30-3:45
<p>A. A community blueprint for hospital quality improvement B. Provider perspectives on regional health system challenges C. Vendor accountability: knowing and measuring what you pay for</p>	
All together now: next steps toward health system improvement	4:00-5:00
Reception	5:00-6:00

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1:00 – 2:15, Concurrent Sessions

Preventing obesity, improving diabetes care: how we can, why we must

Obesity and physical inactivity are associated with poorer health. Overweight and obese children are hospitalized more often than normal weight children and they are nine to 10 times more likely to have high blood pressure as adults. Overweight, obese and physically inactive children and adults are at risk for Type 2 diabetes, high blood pressure, asthma, cardiovascular disease, and orthopedic problems. The economic costs are also significant. Overweight and obesity are associated with a 36% increase in inpatient and outpatient costs and a 77% increase in the cost of medications. To improve health and control costs, preventive strategies and improvements in provider and patient compliance with treatment guidelines are essential. This session will discuss regional prevention and care improvement efforts.

Moderator: Richard P. Yanes, J.D., *Fresno Metro Ministry*
Presenters: Reyna Villalobos, Director, *California Regional Obesity Prevention Program*
Helen Jones, MD, *Internal Medicine Associates of Fresno*
Maria Elena Avila-Toledo, MPH, *Area Health Promotion Specialist, South Central Valley, California Diabetes Program*

Getting the right care: eliminating overuse, underuse and misuse

Medically unwarranted variation in the utilization and costs of medical care have been studied since the early 1980s, when Dartmouth researcher, John Wennberg, MD, first reported that service utilization is more affected by the number and type of doctors in a community than by the health status or treatment preferences of the population. Since then, numerous studies have documented unnecessary surgical and medical hospital admissions, at the same time finding low rates of provider compliance with evidence-based treatments and recommended preventive and diagnostic services. The human and economic costs of overuse, underuse and misuse are substantial. This session will discuss specific areas where costly overuse and underuse commonly occur and propose a regional strategy to help ensure that your plan beneficiaries receive recommended care and are not subjected to risky procedures and services of no clinical benefit.

Presenters: R. Adams Dudley, MD, MBA, *University of California, San Francisco*
Tom Moore, Jr., *CHCC Senior Health Program and Policy Consultant*

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1:00 – 2:15, Concurrent Sessions

Effective communications on health and health care quality

Communicating with health plan members about quality of care is not an easy task. Recent research has found that the jargon of health care has very different meanings to typical employees than it has to health care or benefit professionals. Through focus groups and interviews, the American Institutes of Research found that workers are skeptical that industry or employer promotion of “care standards” or “evidence-based medicine” will benefit them. They are wary that “standards” will be used to deny them needed care. Based on this research, AIR has developed a highly flexible teaching toolkit for employers and unions to use in employee and member communications. This session by AIR will present information on how employers, trust funds and unions can use these free communications materials to help their health plan beneficiaries understand, recognize and insist on quality care while motivating them to better manage their own health.

Presenter: Kristin Carmen, Ph.D., *American Institutes of Research*

2:30 – 3:45, Concurrent sessions

A community blueprint for hospital quality improvement

Hospitals are the most expensive setting in which to provide care, and inpatient and outpatient costs together account for over 50% of total health care spending. Hospitals also vary widely in the safety, quality and outcomes of care, as measured by patient mortality rates, complications, hospital-based infections, medical mistakes, and compliance with professional treatment guidelines. The session will present a case study of how Modesto purchasers joined together to negotiate a quality improvement program with Doctor’s Medical Center that has supported dramatic improvements in the quality and costs of hospital care in that community. Based on this success, we will outline and propose a similar strategy of purchaser-hospital collaboration in Fresno and other Central Valley communities to improve the safety, clinical quality, outcomes and costs of hospital services in Fresno and other Central Valley counties.

Moderator: John Glynn, J. Glynn & Company

Presenters: Maurice Hodos, *Administrator, UFCW National Health & Welfare Fund*
Denny Litos, *Chief Executive Officer, Doctors Medical Center*
Michael O’Neil, *Blue Shield of California, Program Director, CalPERS, Labor, Public and Strategic Business Unit*
Keith Doram, MD, *Chief Medical Director, Adventist Health*

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2:30 – 3:45, Concurrent sessions

Provider perspectives on regional health system challenges

Providers in the Central Valley confront many challenges in helping patients maintain and improve health, not least of which is a growing uninsured and underinsured population, the growing prevalence of chronic diseases, a physician shortage, and substantial cultural diversity, with 105 languages spoken in the region. Representatives from Fresno and Central Valley physician organizations and hospitals will each outline what they consider to be the most daunting challenges in the region and offer their thoughts about how we can best address them together. The session moderator will then pose questions, followed by the audience.

Moderator: Phil Polakoff, MD, Claremont Partners

*Panelists: Varoujan Altebarmakian, MD, Kaiser Permanente Medical Center - Fresno
Russell Judd, President, Mercy Hospital Bakersfield*

Vendor Accountability: Knowing and Measuring What You Pay For

The delivery of health care services is often fragmented and uncoordinated, increasing the likelihood that health plan beneficiaries and especially patients will “fall through the cracks,” with adverse consequences for patients, their families and those who pay the bill. The Fresno Unified School District in implementing a new labor-management strategy to measure and improve the performance of the District’s contracted vendors. Representatives from the FUSD Joint Health Management Board will review this data-driven strategy that requires vendors to share information and work across “service” silos for patient benefit and cost stabilization. The session will help purchasers know how to get the most out of their health care vendors by measuring performance, establishing improvement benchmarks, and coordinating across programs for higher quality and more cost-effective health care.

Presenters: Ruth F. Quinto, Fresno Unified Associate Superintendent/CFO and Joint Health Management (JHBM) Co-Chair, John Stallsmith, CSEA 143 Labor Relations Representative and JHBM Co-Chair, Viola Mellela, Fresno Teachers Association, Vincent Harris, Fresno Unified Executive Officer for Accountability, and Andrew De la Torre, Fresno Unified Director, Benefits/Risk Management

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