

Connections 2012

Because Results Matter

Conference Program

May 2-3, 2012

The Westin Buckhead Atlanta



Healthcare Georgia Foundation
grantmaking for health



Quick Guide

6:30 am
Registration Opens

7:00 am
Breakfast and
Networking

7:30 am
Welcome and
Keynote Address

9:20 am
Break

9:30 am – 10:30 am
Morning Session 1

10:30 am
Break

10:40 am – 11:40 am
Morning Session 2

11:40 am – 11:50 am
Break

11:50 am – 1:15 pm
Lunch

1:15 pm – 1:25 pm
Break

1:25 pm – 2:30 pm
Afternoon Workshops

2:30 pm – 2:40 pm
Break

2:40 pm – 3:40 pm
Closing Session

3:40 pm
Closing Remarks

Connections 2012 programs are eligible for CE credits. See the registration desk for more information.

Session presentations will be available on the Foundation's website after the conference.

6:30 am

Registration Opens

Ballroom

7:00 am

Breakfast and Networking

B

7:30 am

Welcome and Introduction
of Keynote Speaker

Gary D. Nelson, PhD, President
Healthcare Georgia Foundation



Building Stronger Communities for Better Health: Moving from Science to Policy and Practice

Brian Smedley, PhD - Keynote Address
Vice-President and Director
Health Policy Institute Joint Center
for Political and Economic Studies

Racial and ethnic minorities relative to national averages suffer from higher rates of infant mortality, disease, disability, and shorter life spans. A growing body of research shows that an array of social, economic, and environmental conditions in communities contribute to health inequities. This presentation will explore how community conditions shape health, and will present promising policy strategies to improve opportunities for good health in communities of color.

9:20 am

Break

Lightning Sessions:

Throughout the program, when you see this icon it means a Lightning Session will be presented during the last five minutes of the breakout session. Lightning Sessions are a brief introduction to evaluation topics designed to increase your interest in evaluation. You'll be surprised at how much you can learn in five minutes! Sessions will also be available for viewing on the ERC website at www.georgiaerc.org.

9:30 am – 10:30 am Morning Session 1

From Evaluation to Action: Using Results to Improve Services and Programs

Ballroom

Too often, an evaluation report is required by a funder only to end up sitting on a shelf. Healthcare Georgia Foundation supports the use of evaluation for purposes of improvement in performance and outcomes. These presenters will share how their organizations have used evaluation results to improve their services or programs, ultimately benefitting their constituents.

E

Facilitator: **Nancy Paris**, President and CEO, Georgia CORE

Presenters: **Rebekah Hudgins, MA, MPH**, Evaluation Consultant, Georgia Family Connection Partnership*
Christina Lennon, MA, Executive Director, Georgia Lions Lighthouse Foundation
Sayge Medlin, Systems and Information Manager, Georgia Family Connection Partnership*
Sandee Simmons, RN, Children's Medical Services Coordinator, Lowndes County Board of Health

Lightning Session Presented by:

Ann Price, PhD, President, Community Evaluation Solutions

Conducting and Evaluating Health Policy Work: The Role of Safety Net Providers

East /
West
Paces

Policy and advocacy activities are critical to advancing the missions and activities of nonprofit health organizations, particularly safety net organizations. In this session, you will learn how to conduct effective policy and advocacy activities. Panelists will share their expertise on engaging consumers, patients, and legislators about your work, as well as how to evaluate the impact of your activities. The session will also feature information about emerging health policy issues in Georgia that affect primary care and mental health providers.

Facilitator: **Tim Sweeney, MPA**, Director of Health Policy, Georgia Budget & Policy Institute

Presenters: **Karen J. Minyard, PhD, MSN**, Executive Director, Georgia Health Policy Center
Cynthia Wainscott, Mental Health Advocate, former member of the National Council on Disability
Cindy Zeldin, MA, MPH, Executive Director, Georgians for a Healthy Future

* Indicates that this presenter's session was selected through the Foundation's Call for Sessions process.

Morning Session 1

Engaging Board Members, Staff, Volunteers, and Key Stakeholders in Evaluation

Ballroom

Evaluation can give your nonprofit health organization the information it needs to improve organizational and program effectiveness. It also benefits the individuals, families, and communities you serve, and ultimately helps you tell your story. This panel presentation features effective and successful communications strategies with key stakeholders around the importance of creating an evaluation plan and how the plan can be utilized to increase organizational capacity.

Facilitator: **Greg Dent**

Presenters: **Alan Essig, MPA**, Executive Director, Georgia Budget and Policy Institute
Christi Kay, MEd, Executive Director, HealthMPowers
Donna Looper, Executive Director, Georgia Charitable Care Network
Terri Theisen, President, Theisen Consulting, LLC*

D

Healthcare Georgia Foundation's Grants Management Process and New Priorities

Ballroom

The Foundation recently updated its priority areas and grantmaking process. In this session, Foundation staff will introduce the new grantmaking priorities and cycles, the online application process, and general application criteria. You'll learn about incorporating evaluation and results into your work, how to best communicate with the Foundation, and how to document the results of your grant. Participants will also receive an overview of reporting and financial requirements. This session will be recorded and made available on the Foundation's website after the conference.

Facilitator: **Ted Holloway, MD**, Board Chair, Healthcare Georgia Foundation

Presenters: **Andrea Young Kellum, MPH**, Program Officer, Healthcare Georgia Foundation
Racquel Lee-Sin, MPA, Grants Manager, Healthcare Georgia Foundation
Lisa Medellin, MSW, Program Officer, Healthcare Georgia Foundation
Michael J. Sweeney, III, Chief Financial Officer, Healthcare Georgia Foundation

C

10:30 am

Break

Morning Session 1

10:40 am – 11:40 am **Morning Session 2**

Above the Fold: Using Results to Publicize Your Message

**East /
West
Paces**

You've just completed an extensive planning and evaluation process, and you now have compelling data and results that you want to share with the public and your constituents. Or perhaps you'd like to get important evidence in front of legislators who shape policy affecting your target audience. What's the best way to get your message heard? This important skill-building session will explore the development of effective messaging, the art of storytelling, pitching to the media, and much more.

Facilitator: **Scott Maxwell**, Mathews and Maxwell

Presenters: **Charlie Hayslett**, CEO, Hayslett Group*
Andy Miller, MEd, CEO and Editor, Georgia Health News
Ayanna Robinson, MPP, Senior Vice President, Porter Novelli

Lightning Session Presented by:

Bill Beery, MPH, Senior Investigator, Center for Community Health and Evaluation (CCHE)

Sustainability: It's Much More Than Fundraising

Ballroom

C

The availability of philanthropic support is dwindling, and more than ever before nonprofit organizations have to do more with fewer resources. How can a nonprofit survive in this economic climate? Presenters in this session will provide information on how to create a sustainable and fundable organizational model that links fundraising to a sustainability plan, address the key elements necessary for creating a sustainability plan, and provide tips on how to capitalize on organizational intellectual property. You'll learn how to engage staff, board, and volunteers on the value and necessity of implementing a sustainability plan, and how to identify funding resources.

Facilitator: **Francis Tedesco, MD**, Board Vice Chair, Healthcare Georgia Foundation

Presenters: **Veda Johnson, MD**, Assistant Professor, Pediatrics, Emory University School of Medicine
Val Porter, Director, Foundation Center - Atlanta
Pam Reynolds, Executive Director, Southwest Georgia Area Health Education Center

Morning Session 2

Using Organizational Assessment to Build Capacity

Ballroom

D

Knowing how your organization is functioning on all levels is critical to its performance and outcomes. This session will provide an overview of how the organizational assessment process supported a healthcare organization's focus on a priority capacity building project. You'll learn how to establish an impact plan to assess results, implement that plan with consulting support, and acknowledge organizational accomplishments. Three grantees will share their experiences with this process and how it influenced their ability to accomplish their goals.

Facilitator: **Lynn Thogersen, MHA**, Board of Director, Healthcare Georgia Foundation

Presenters: **Subie Green, BFA, MEd**, Executive Director, Center for the Visually Impaired
Jenny Pomeroy, President, Prevent Blindness Georgia
Ruth Farrell Rucker, RN, BSN, MHSA, Executive Director, Hands of Hope
Neil Sklarew, MS, MBA Senior Consultant, Georgia Center for Nonprofits

Lightning Session Presented by:

Elizabeth Carson-Cheng, MPH, Program Manager, Center for Community Health and Evaluation (CCHE)

From Assessment to Tracking: Clinical Tools and Evaluating Results

Ballroom

E

Do you have the right resources to achieve the results you seek? This session will explore various tools used to assess and diagnose patients and track outcomes in community-based primary care and mental health settings. Panelists will discuss their experiences with the implementation of electronic medical records in a volunteer-based clinic, including the inputting of patient data to improve tracking and monitor outcomes. You'll learn how to use diagnostic tools in a community-based mental health setting, and the best way to ensure the effective diagnosis, treatment, and evaluation of patients.

Facilitator: **James Freeman, MA**, Director of Housing, Southside Medical Center

Presenters: **Mary Baxter, MEd**, Office Manager, Mercy Health Center*
Kimberly D. Farris, PhD, MSW, Director of Outcomes and Research, Skyland Trail*

Lightning Session Presented by:

Maddy Frey, MPH, Evaluation Manager, Healthcare Georgia Foundation

11:40 am – 11:50 am **Break**

Morning Session 2

11:50 am – 1:15 pm **Lunch**

Ballroom

B

Healthcare Georgia Foundation's Evaluation Resource Center

During lunch, Healthcare Georgia Foundation will launch its Evaluation Resource Center (ERC), which offers evaluation tools and services tailored to help nonprofit organizations achieve better outcomes.



Presenters: **Gary D. Nelson, PhD**, President, Healthcare Georgia Foundation
Maddy Frey, MPH, Evaluation Manager, Healthcare Georgia Foundation



Healthy, Wealthy and Wise: Engaged Leadership for Collective Impact

Tyler Norris - Featured Speaker
Senior Advisor, Center for Total Health
Kaiser Permanente

What does collaboration need to be to deliver collective impact at scale? What's working that creates measurable outcomes and at the same time, builds community capacity and civic infrastructure? This presentation will draw on learning from the healthy/livable/sustainable communities movement to share success stories from investment strategies, healthy public policy to authentic leadership that are vital to effecting positive community change.

1:15 pm – 1:25 pm **Break**

Lunch Program

1:25 pm – 2:30 pm Afternoon Workshops

Introduction of the Georgia Evaluation Resource Center (ERC)

Ballroom

C

In this session, preliminary results of ERC capacity-building activities will be discussed. A panel of ERC participants will discuss the changes to their organizations resulting from ERC participation, as well as additional successes or challenges experienced with efforts to evaluate their programs and organizations.

Facilitator: **Maddy Frey, MPH**, Evaluation Manager, Healthcare Georgia Foundation
Charles T. Stafford, MD, MBA-PE, Board of Director, Healthcare Georgia Foundation

Presenters: **Connie Buchanan, MS, NP-C, FNP**, Executive Director, Community Advanced Practice Nurses, Inc.
Mary Kate Pung, MSPH, Executive Director, Magnolia Coastlands Area Health Education Center
Pat Willis, Executive Director, Voices for Georgia's Children

Using Technology to Connect Communities, Consumers, and Experts to Improve Health Outcomes

East /
West
Paces

Thanks to technology, the world is flat. But how do you keep up with innovations that are constantly changing the way we access information? This panel presentation and discussion will highlight programs that are utilizing technology to connect patients with doctors, health care providers with education and training, and nonprofit professionals working in health with the information they need, when they need it.

Facilitator: **Matt Caseman**, Executive Director, Georgia Rural Health Association

Presenters: **Marsha Davis, PhD**, Assistant Dean, College of Public Health, University of Georgia
Paula Guy, CEO, Georgia Partnership for TeleHealth
John Banning, Senior Manager, Applications Services, TechBridge

Data Driven: Gathering and Using Data to Inform Policy Decisions

Ballroom

E

Assessment is a core function of public health. Understanding the health of a community enables health-related organizations to design and implement appropriate health interventions. Assessment also informs the adoption of policies in support of the health needs of that community. During this session, presenters will describe processes used to collect data on the health and health needs of their communities, and use those data to plan community health initiatives.

Facilitator: **Kelly Hill, PhD**, Principal, Nexus Research Group

Presenters: **Bee Frazier, MPA, PhD**, Performance Improvement Manager, Office of Performance Improvement, Georgia Department of Public Health*
Allen M. Hoffman, MD, Executive Director, WellStar Community HealthCare*
Jennifer Muñoz, MPH, Planning & Quality Manager, Cobb and Douglas Public Health*
Valarie Wilson, MPA, Executive Director, Atlanta BeltLine Partnership

Creating Successful Partnerships and Collaborating Effectively

Ballroom

D

Collaborative efforts and strategic partnerships among nonprofit organizations, government agencies, individuals, and communities often provide more positive results and financially efficient solutions than any single organization or individual. Presenters in this session will discuss two different models:

1. Public-Private Partnerships - benefits, successful strategies, and how to improve health outcomes. Participants will learn about the role that public-private partnerships can play in improving health and social services, strategies for establishing and sustaining partnerships, and how the Augusta-Richmond County model can be replicated.
2. Local Collaboration - benefits, how to identify potential collaborative partners, establishing mutually beneficial priorities, as well as how to initiate a collaborative relationship, merge leadership styles, and identify funding for a collaborative partnership.

Facilitator: **Gene Godfrey**, Board of Director, Healthcare Georgia Foundation

Presenters: **Mary Beth McCleod**, Patient Assistance Case Manager, Medbank Foundation*
Robetta McKenzie, Executive Director, Augusta Partnership for Children*

Lightning Session Presented by:

Beth Schapiro, PhD, MA, President, The Schapiro Group

2:30 pm – 2:40 pm Break

Ballroom

2:40 pm – 3:40 pm Closing Session

B

Managing for Better Results

Panelists: **Brenda Fitzgerald, MD**, Commissioner of Georgia Department of Public Health, State of Georgia
Janine Lee, President and CEO, Southeastern Council of Foundations
Michael F. Kemp, Senior Vice President, Regional Trust Manager, Synovus Trust Company, N.A.

This interactive panel discussion features evaluation and performance perspectives from experts in the public, philanthropic, and collaborative sectors. Panelists will discuss:

- Performance within their own organizations and other organizations they support
- The primary purpose evaluation serves in their leadership role and the type of leadership/management style that produces the best results
- Where evaluation over-promises and under-delivers; and
- The most important evaluation issue nonprofit health organizations should embrace

3:40 pm

Closing Remarks

Gary D. Nelson, PhD, President, Healthcare Georgia Foundation

2012 Joseph D. Greene Community Service Award



Joseph D. Greene
(1940 - 2007)

On the evening of May 2, 2012, Healthcare Georgia Foundation presented the Joseph D. Greene Community Service Award to the following individuals and one collaborative in recognition of their dedication and commitment to improving health and healthcare across Georgia.

Individual Recipients

Paul Buczynsky, MD, Mercy Health Center

Karen Carter, MD, MEd, Special Olympics Georgia

Charles G. Johnson, MD, Good Shepherd Clinic

Mary Lynch, MD, Georgia Lions Lighthouse Foundation

Janice and Tolbert Morris, Helping Hands Outreach Clinic

Collaborative Recipient

Coordinated Care Collaborative (C3)

Community Service Award Nomination and Selection Committee

Healthcare Georgia Foundation would like to thank those individuals that gave their time to assist us in selecting the 2012 Joseph D. Greene Community Service Award recipients.

Yvette Payton, Three Rivers Area Health Education Center

Danté McKay, JD, Voices for Georgia's Children

Rick Ward, CAE, American Academy of Pediatrics - Georgia Chapter

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grantmaking for health



About Healthcare Georgia Foundation

Healthcare Georgia Foundation is a statewide, private independent foundation. The Foundation's mission is *to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities*. Through its strategic grantmaking, Healthcare Georgia Foundation supports organizations that drive positive change, promotes programs that improve health and health care among underserved individuals and communities, and connects people, partners and resources across Georgia.

50 Hurt Plaza, Suite 1100
Atlanta, GA 30303
p. 404.653.0990
f. 404.577.8386
www.healthcaregeorgia.org

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