



Connections 2010

Leadership in Difficult Economic Times: Connecting Resources and People

March 31 - April 1, 2010
The Westin Buckhead Atlanta



Conference Program

Quick Guide

Thursday, April 1, 2010

- 6:30 am
Registration Opens
- 7:00 am
Buffet Breakfast and Networking
- 7:30 am
Welcome and Opening Program
- 9:20 am
Break
- 9:30 am – 10:30 am
Morning Session I
- 10:30 am
Break
- 10:40 am – 11:40 am
Morning Session II
- 11:40 am
Break
- Lunch 11:50 am
Anniversary Program and
Listening Tour Discussion
- 12:50 pm
Break
- 1:00 pm – 2:15 pm
Afternoon Workshops
- 2:15 pm
Break
- 2:30 pm
Closing Program
- 3:30 pm
Closing Remarks

Ballroom B

6:30 am **Registration Opens**

7:00 am **Buffet Breakfast and Networking**

7:30 am **Welcome and Introduction of Speaker**
Gary Nelson, PhD
President, Healthcare Georgia Foundation



Implications of Health Reform for Georgia
Ron Pollack

Founding Executive Director of Families USA

Families USA's mission is to achieve high-quality, affordable health coverage for everyone in the U.S.



Performance:

Sarah Jones, *A Right to Care*
Written and performed by Tony Award-winning playwright and actress Sarah Jones, *A Right to Care* illuminates a variety of issues ranging from chronic disease to cultural barriers to care; immigrant health concerns; and the impact of economic obstacles on the health of Americans.

9:20 am **Break**

Morning Session I

9:30 am – 10:30 am

Ballroom C

Cultural Competence: Communicating Effectively to Improve Health Care for Georgia's Diverse Populations

As the population in Georgia continues to become more diverse, it has become imperative to ensure that consumers are receiving the best health care. In addition, we must understand the impact of cultural incompetence on a community. This session will address cultural competency in the delivery and service of health care; the challenges health care providers face with an increasingly diverse population; and the impact of diversity on health outcomes and the quality of health care.

Session Organizer: **Lisa Medellin**, MSW, Healthcare Georgia Foundation
 Facilitator: **Eleanor Hooks**, PhD, The Smart Change Group
 Panelists: **Marianne Chung**, MPH, CHES, The Center for Pan Asian Community Services, Inc.
Yolanda Hallas, MEd, Hispanic Health Coalition of Georgia, Inc.
Carolyn Polakowski, Fragile Kids Foundation
Thalia Rodriguez, MBA, Feminist Women's Health Center
David Williams, MD, Southside Medical Center, Inc.

Ballroom D

Georgia's Health Safety Nets: Their Unparalleled Services and Their Unique Challenges

Where do people turn when they need health care services and have limited resources? Unfortunately, people resort to emergency room visits or simply allow their health needs to go unmet. Safety net providers offer health care services to the uninsured and underserved. This session will explore the services provided by safety net providers throughout Georgia, the economic impact they have on the state, and the unique challenges these providers face.

Session Organizer: **Andrea Young Kellum**, MPH, Healthcare Georgia Foundation
 Facilitator: **Eclemus Ricks**, MPH, Board of Director, Healthcare Georgia Foundation
 Panelists: **Kathie A. Aduddell**, EdD, MSN, BSN, Kennesaw State University/KSU Community Clinic at MUST Ministries
Aretha Jones, MPH, MA, J.C. Lewis Primary Healthcare Center of Union Mission, Inc.
Liz Longshore, MedBank Foundation
Lisa Mathis, MSN, RN, FNP-C, Kingdom Care

Morning Session I

9:30 am – 10:30 am **Morning Session I** *(continued)***East/West Paces****Partnering to Improve the Quality of Health Care Services**

Efforts to address healthcare quality have the unintended benefits of expanding access and controlling costs. Several quality improvement initiatives are underway in Georgia with important implications for the structure and delivery of health services. Learn how child health quality is being addressed by a collaboration of nonprofits addressing pediatric asthma and immunizations. In addition, the Georgia Hospital Association and its affiliates have been at the forefront of hospital-based efforts to improve quality outcomes for Georgians. This session will feature a panel of leaders who will explore the opportunities to improve health and healthcare for all Georgians.

Session Organizer: **Gary Nelson**, PhD, President, Healthcare Georgia Foundation
Facilitator: **Dewey Hickman**, MBA, Board of Director, Healthcare Georgia Foundation
Panelists: **Vi Naylor**, Georgia Hospital Association
Rick Ward, CAE, American Academy of Pediatrics Georgia Chapter
Joann M. Yoon, JD, Voices for Georgia's Children

Ballroom E**Community Collaborations: Working Together to Make a Difference in Health Care**

Collaborative efforts among nonprofit organizations, government agencies, individuals and communities often provide more positive results and financially efficient solutions than single organizations or individuals. Panelists in this session will discuss different collaborative efforts generating positive results; factors that lead to effective health collaborations; advantages, successes, challenges and disadvantages of collaboration; and ways to identify effective and committed leaders in the community who can bring independent groups together.

Session Organizer: **Symone McClain**, MBA, Healthcare Georgia Foundation
Facilitator: **Nancy Kennedy**, Northwest Georgia Healthcare Partnership
Panelists: **Dan Blumenthal**, MD, MPH, Morehouse School of Medicine, Prevention Research Center Partnership
Patricia Kota, RN, MSPL, Coastal Medical Access Project (CMAP)
Kim Smith, RN, Health Access Initiative
Diane Weems, MD, Chatham County Health Department, Chatham County Safety Net Planning Council

10:30 am

Break

Morning Session I

Morning Session II

10:40 am – 11:40 am

Ballroom C

The Impact of Health Literacy on Consumers' Choices and Health Outcomes

Consumers are faced with vast amounts of information and treatment options when making decisions about their health and health care. Helping consumers understand the information they receive from health care professionals is paramount. This session will examine the impact that literacy levels have on health outcomes, the lessons of health literacy learned by health experts and practitioners, and the economic impact of low health literacy.

Session Organizer: **Lisa Medellin**, MSW, Healthcare Georgia Foundation

Facilitator: **Andrea Hinojosa**, Board of Director, Healthcare Georgia Foundation

Panelists: **Elvan Daniels**, MD, Morehouse School of Medicine, National Center for Primary Care
Mike Gault, American Diabetes Association Atlanta/North Georgia

Ballroom E

The Financial and Social Economics of Health Care in Georgia

Nonprofit organizations need to understand as much as they can about how to make sound financial decisions that impact their organization's sustainability. This session will explore how grantees should measure the economic, social and relationship value of their investments, and how to better use the return on investment approach to analyze their current and future fundraising strategies.

Session Organizer: **Lisa Medellin**, MSW, Healthcare Georgia Foundation

Introduction: **Michael Sweeney, III**, Healthcare Georgia Foundation

Facilitator: **Greg Dent**, Community Health Works

Panelists: **Cheryl Christian**, RN, Good News Clinic, Gainesville
Phaedra S. Corso, PhD, MPA, University of Georgia College of Public Health

Morning Session II

10:40 am – 11:40 am **Morning Session II** *(continued)*

Ballroom D

2010: A New Decade and New Challenges for Health Care

2010 is poised to be a challenging year for health care, as Georgia faces staggering unemployment, more uninsured adults and children, and fewer dollars being spent on health and human services. In this session, panelists will discuss the most pressing health care issues from a public health, rural health and safety net perspective, as well as challenges that associations may face in the areas of finance, health care, crisis management and more.

Session Organizer: **Andrea Young Kellum**, MPH, Healthcare Georgia Foundation
Facilitator: **Ted Holloway**, MD, Board of Director, Healthcare Georgia Foundation
Panelists: **Alpha Fowler Bryan**, MD, Georgia Public Health Association/Clayton County Board of Health
Katherine Cummings, Georgia Rural Health Association
Donna Looper, Georgia Free Clinic Network
Duane A. Kavka, Georgia Association for Primary Health Care

East/West Paces

Organizational Capacity Building Assessments: Are Nonprofits Working at Maximum Potential?

In today's economic environment nonprofit organizations need to ensure that they are operating at peak performance. This session will explore the need for health nonprofits to conduct organizational assessments in regard to capacity building, and how they can use these assessments to ensure they are maximizing their work. Participants will also hear the lessons learned from nonprofit organizations that completed an assessment and used the results.

Session Organizer: **Gary Nelson**, PhD, President, Healthcare Georgia Foundation
Introduction: **Lynn Thogersen**, MHA, Board of Director, Healthcare Georgia Foundation
Facilitator: **Neil Sklarew**, Georgia Center for Nonprofits
Panelists: **Debbie Brillling**, Auditory-Verbal Center
Christina Lennon, Georgia Lions Lighthouse Foundation

11:40 am

Break

Morning Session II

11:50 am

Lunch

Ballroom B

Anniversary Program and Listening Tour Discussion**Gary Nelson**, PhD, President, Healthcare Georgia Foundation**Voices of the Community: 2010 Listening Tour**

Through a series of summits across the state, the Foundation sought the perspective from community representatives on the issues of health and wellness in its continued effort to advance the health of all Georgians. Insights from the Listening Tour will be presented along with participant's perspectives and the key health issues identified in their communities.

Session Organizer: **Symone McClain**, MBA, Healthcare Georgia FoundationFacilitator: **Jana Leigh Thomas**, MPA, Porter NovelliPanelists: **L. Monique Hillman**, RN, MPH, Area Agency on Aging, a division of the CSRA Regional Commission**Diane Holliman**, PhD., MPH, MSW, Valdosta State University**Tim Holt**, Brown Industries, Inc.**Ben Robinson**, MPA, University of Georgia, Center for Health Workforce Planning and Analysis

12:50 pm

Break

Lunch Program

Afternoon Workshops

1:00 pm – 2:15 pm **Afternoon Session**

East/West Paces

Lobbying and Advocacy: Effective Strategies for Nonprofit Health Organizations

The legal implications behind lobbying and advocating for a cause can be confusing, even for the most seasoned nonprofit and foundation professionals. In this workshop, health care advocates will help simplify the guidelines and legal implications of lobbying; how to develop and implement lobbying strategies; and the resources needed to support effective advocacy efforts.

Session Organizer: **Lisa Medellin**, MSW, Healthcare Georgia Foundation
Facilitator: **Beth Schapiro**, PhD, The Schapiro Group
Presenters: **Dara S. Antrum**, MPH, Community Catalyst
Michelle H. Ozumba, Georgia Campaign for Adolescent Pregnancy Prevention

Ballroom C

Getting to Outcomes: Understanding Evaluation Capacity and Assessing Needs

In this workshop, participants will learn how to assess individual and organizational evaluation capacity in order to: improve planning and programs; measure progress and success; report results to key audiences; and communicate needs and achievements to funders.

Session Organizer: **Gary Nelson**, PhD, President, Healthcare Georgia Foundation
Presenters: **Madeleine Frey**, MPH, Center for Community Health and Evaluation
Clarissa Hsu, PhD, Center for Community Health and Evaluation

Note: In this session, Healthcare Georgia Foundation will also introduce its plans for an Evaluation Resource Center.

Ballroom D

The Power of Leadership: Exploring the Essentials of a Strong Nonprofit Board

Board and staff relationships are essential to the success of nonprofit organizations. Board governance requirements have evolved over the years with more emphasis on leadership, strategy, fundraising and policy. This workshop will examine the roles and responsibilities of nonprofit board members, effective board governance, and ways to enhance the board and staff working relationships.

Session Organizer: **Symone McClain**, MBA, Healthcare Georgia Foundation
Introduction: **Dee Baldwin**, PhD, RN, Board of Director, Healthcare Georgia Foundation
Presenter: **Terri Theisen**, Theisen Consulting, LLC

Afternoon Workshops

1:00 pm – 2:15 pm **Afternoon Session** *(continued)***Ballroom E****Understanding the Grant Management Process**

Applying for a grant can be a daunting process. In this workshop, Healthcare Georgia Foundation staff will guide you through the application process to the execution of a grant award. You will review reporting and financial requirements; how to communicate with Foundation staff; publicizing your grant; and how to document the results of your project.

Moderator/Presenter: **Symone McClain**, MBA, Director of Grants Management, Healthcare Georgia Foundation
 Presenters: **Lisa Medellin**, MSW, Program Officer, Healthcare Georgia Foundation
Andrea Young Kellum, MPH, Program Officer, Healthcare Georgia Foundation
Michael Sweeney, Director of Finance, Healthcare Georgia Foundation

2:15 pm **Break****Closing**

2:30 pm

Ballroom B**Advancing Health Policy: What's Next for Georgia?**

Efforts to establish effective health policies have been a cornerstone of Healthcare Georgia Foundation's strategic grantmaking. During the past 9 years, the Foundation has awarded grants to improve nonpartisan policy research and analysis, inform the allocation of public resources, educate consumers, providers, and policymakers, and strengthen the advocacy capacity of nonprofit health organizations. Most importantly, the Foundation has been able to contribute to the establishment of policy organizations whose leadership has been vital to improving health and healthcare for all Georgians. The Connections 2010 closing session will feature the priorities, strategies, and vision of our state's leading health policy organizations and their focus on the cusp of health reform.

Introduction: **Francis Tedesco**, MD, Chair, Board of Directors, Healthcare Georgia Foundation
 Moderator: **Gary Nelson**, PhD, President, Healthcare Georgia Foundation
 Panelists: **Alan Essig**, MPA, Georgia Budget and Policy Institute
Robert Stolarick, DDS, Georgia Public Health Association
Pat Willis, Voices for Georgia's Children
Cindy Zeldin, MA, Georgians for a Healthy Future

3:30 pm

Closing Remarks

Gary Nelson, PhD, President, Healthcare Georgia Foundation

Ballroom B



Joseph D. Greene
(1940 - 2007)

2010 Joseph D. Greene Community Service Award Program

On the evening of March 31, 2010, Healthcare Georgia Foundation presented the Joseph D. Greene Community Service Award to the following individuals and collaboratives in recognition of their dedication and commitment to improving health and health care across Georgia.

Individual Recipients

Greg Block, First Step
Eleanor (Lee) Frances Brown, American Cancer Society
Bill Cohen, Center for the Visually Impaired
Susan Greene, Healthy Feet of Fannin County, Inc.
Alana Shepherd, Shepherd Center

Collaborative Recipients

Chatham County Safety Net Planning Council

Morehouse School of Medicine
Prevention Research Center Partnership

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 2010 Joseph D. Greene Community Service Award recipients.

Mindy Binderman, JD, Voices for Georgia's Children
Pattie Johnson, Foundation Center-Atlanta
Donna Looper, Georgia Free Clinic Network
Lisa Mathis, MSN, RN, FNP-C, Kingdom Care, Inc.
Lucy Marion, PhD, Medical College of Georgia, School of Nursing
Russ Toal, MPH, Georgia Southern University, Jiann-Ping Hsu College of Public Health

Board of Directors

Francis J. Tedesco, MD - Board Chair

Dee Baldwin, PhD, RN, FAAN

Rich D'Amaro

Dewey Hickman, MBA

Andrea Hinojosa

Ted Holloway, MD

Ecleamus Ricks, MPH

Arnold Tenenbaum

Lynn Thogersen, MHA

Staff

Gary D. Nelson, PhD, President

Janette Blackburn, MBA, PHR, Executive Assistant to the President/Director of Human Resources

Donna Bradshaw, Receptionist

Amy Hall, Distance Learning Coordinator

Andrea Young Kellum, MPH, Program Officer

Symone R. McClain, MBA, Director of Grants Management

Lisa Medellin, MSW, Program Officer

Michael J. Sweeney, III, Director of Finance

Healthcare Georgia Foundation
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. For more information, please visit the Foundation online at: www.healthcaregeorgia.org.

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

healthcaregeorgia.org