

THE WINDOW

NOVEMBER-DECEMBER 2018

HEALTH ACTIVIST
EXPO 2018
SALK HEALTH ACTIVIST FELLOWSHIP

JHF news, events, milestones, publications, and more

Health Activist Expo Displays Next-Generation Leaders, Innovative Solutions to Pittsburgh's Health Challenges

As a member of AmeriCorps' Resilience Team in Pittsburgh, Michael Roth worked to build the capacity of vulnerable communities to withstand extreme weather and other disaster-related events, and to improve the accessibility and affordability of housing stock. The Washington & Jefferson graduate has continued this work with the City of Pittsburgh, developing strategies on resilient infrastructure, environmentally-friendly energy procurement, and electric vehicles.



Around 160 people attended the Health Activist Expo, which showcased new solutions to urgent public health issues.

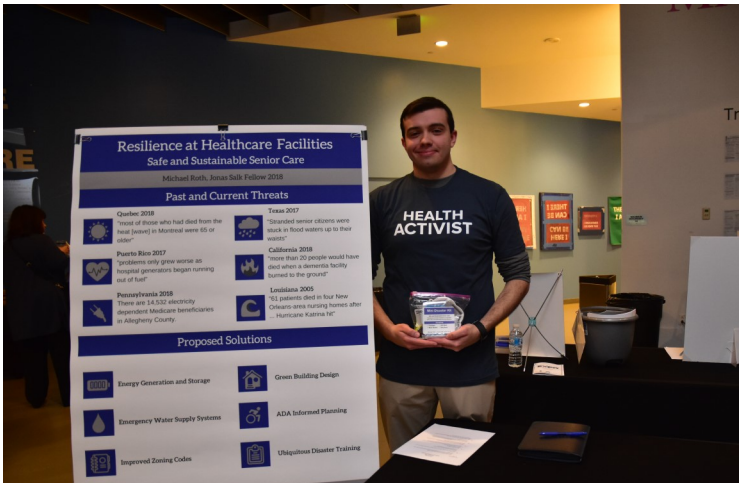
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Michael Roth, MPA, a City of Pittsburgh Resilience Fellow who has become an advocate for including seniors in disaster preparedness planning.



Megan Raymond, a Doctor of Medicine candidate at the University of Pittsburgh, who developed curriculum to equip medical students with the skills to discuss precision medicine and genetic testing with patients.

Something struck Roth throughout his work: When it comes to sustainability and disaster preparedness, seniors are often left out of the discussion. What would happen, he wondered, to older adults with complex medical needs in the event of a massive power outage—one long enough that healthcare facilities run low on fuel for generators? Would seniors with cognitive or physical limitations be able to quickly evacuate a building if flood waters or flames threatened?

This fall, as a member of the Jewish Healthcare Foundation (JHF)'s Jonas Salk Health Activist Fellowship, Roth took action. He created a game plan to make our region's healthcare facilities more resilient, examining issues related to green building design, energy generation and storage, emergency water systems, ADA-informed planning, improved zoning codes, and wide-scale disaster preparedness training.

"The Salk Fellowship was a fantastic experience," Roth says. "It provided me with the opportunity to create something from the ground up, and to think freely in a way that isn't always afforded in traditional education."

On November 29, Roth and the 31 other members of the 2018 Salk Health Activist Fellowship showcased their plans to change practice, policy, and perspectives around a health issue of their choosing during a Health Activist Expo at the August Wilson Center. Around 160 community members attended the Expo, which featured new solutions to some of the most critical public health issues facing our region and the nation.

The Expo is the culmination of the Salk Health Activist Fellowship, an in-depth, ten-week program that equips participants with the skills to build a movement around a health issue that ignites their passion. During the program, the Fellows have partnered with local leaders in patient advocacy, media and storytelling, policy, and technology. The Fellows have backgrounds in twenty different disciplines, including medicine, healthcare administration, education, social work, nursing,

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pharmacy, health management systems, occupational therapy, psychology, public health, public policy, community engagement, and microbiology.

The health issues that they are working to solve are just as varied. The Salk Health Activist Fellows are taking on challenges that include improving maternal health and addressing the U.S. maternal mortality crisis; assessing the health needs of older LGBTQ individuals; improving low-income families' access to child resources; uncovering solutions to physician burnout; and developing various programs to address social determinants of health, including health literacy and transportation.



Nikki Blake, an MPH candidate at the University of Pittsburgh, developed the concept of the MOM (Maternal Outcomes Matter) Collaborative.

Megan Raymond, a Doctor of Medicine candidate at the University of Pittsburgh, developed curriculum to equip medical students with the skills to discuss precision medicine and genetic testing with patients. She hopes to pilot the course, which includes simulated patient discussions, at Pitt next year.

"I want to implement this on the front lines of care, to help patients who are increasingly asking questions and showing up with test results," says Raymond, who's studying the role of genomic and precision medicine on health disparities. "As a medical student, the Salk Fellowship provided an opportunity to meet people from different background and disciplines," Raymond says. "The speakers had great ideas to change medicine, from the grassroots all the way to the systemic policy level."

Nikki Blake, an MPH candidate at Pitt, developed the concept of the MOM (Maternal Outcomes Matter) Collaborative. The MOM collaborative would work to address disparities in maternal mortality by creating a learning network of birthing centers that serve vulnerable populations, establishing a doula and midwife program, and strengthening diversity and inclusion practices in healthcare training and employment.

"The Fellowship challenged me to think beyond courses and semesters, to come up with an idea, and run with it," Blake says. "It forced me out of my comfort zone, but with the support of the JHF staff and some amazing speakers—including some of last year's Fellows who have continued their projects. It made me realize that my voice matters and I can make a difference in my work."

The Salk Fellows will stay connected through the [Health Activist Network](#), an in-person and online hub for health professionals from across the continuum to accelerate policy and care delivery improvements.

"I'm leaving the Expo with a network of people who are as passionate as I am, and with the knowledge to keep building my movement," says Chinmayi Venkatram, a University of Pittsburgh student who created an overdose prevention and education program that re-frames the topic as a social justice, rather than criminal justice, issue. "This Fellowship is all about dreaming big, and making it happen."

Youth Advocacy Summit Gives Voice to Mental Health Activists

On November 6, JHF hosted a Youth Advocacy Summit in partnership with local teen-serving organizations and school districts at Pittsburgh Creative and Performing Arts (CAPA) 6-12 in Downtown. During the Summit, more than 30 youth activists from 13 different high schools and more than 35 youth advisors had the opportunity to voice their concerns and aspirations related to teen mental health.

The Summit featured student-driven breakout discussions on building a safety net for teen mental health as well as developing policy and advocacy strategies to make it happen. After the breakouts, the teens presented their recommendations and had a Q&A session with leaders in government, human services, behavioral health care, and education.

The Summit was made possible thanks to funding support from The Fine Foundation and Staunton Farm Foundation, and partnerships with the Allegheny Department of Human Services, the Beaver County Youth Ambassadors Program, the Consumer Health Coalition, the Healthcare Council of Western Pennsylvania, and the Jewish Community Center (JCC) Center for Loving Kindness and Civic Engagement.

During the day, youth advocates discussed the impact of community trauma on mental health, societal pressures to be perfect, and the role of traditional and social media on how they view themselves and the world around them. Many youth stressed the need to de-stigmatize mental health matters; expand mental health training for youth-serving adults and teens; create positive messages about mental health that build resilience and coping skills; eliminate disparities in school resources; and design services and supports that account for the wide-spread and long-lasting effects of community trauma.



During the Youth Advocacy Summit, more than 30 high school students shared their concerns and aspirations related to teen mental health.



The Youth Advocacy Summit featured student-driven breakouts on building a safety net for teen mental health as well as developing policy and advocacy strategies to make it happen.

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“To me, mental health means having good ways to deal with your feelings, and finding ways to enjoy life even when it’s hard,” said Liam Boyd, a student at Baldwin High School. “You need a healthy body *and* a healthy mind.”

“This Summit is a safe space to have healthy discussions, see things from a different perspective, and be your true self,” said Montour High school student Emma Dischner.

Youth presented their ideas for improving mental health services and supports to a panel that featured Dara Ware Allen, PhD, CEO and principal at City Charter High School; Marc Cherna, MSW, director of the Allegheny County Department of Human Services; Shannon Fagan, MS, director of the Pennsylvania Office of Mental Health and Substance Abuse Services’ Bureau of Children’s Behavioral Health Services; Dan Miller, Pennsylvania State Representative for the 42nd Legislative District; and Erika Strassburger, Pittsburgh City Council representative for District 8. Sally Jo Snyder, director of advocacy and consumer engagement at the Consumer Health Coalition, moderated the discussion.

Jamaica Johnson, a student at CAPA, shared her group’s desire for more in-school supports.

“We need to increase the amount of students and professionals trained in mental health,” Johnson said. “We can’t expect only counselors to solve problems. If more teachers had mental health training, they could make a difference and have better rapport with students. That could lead to better attendance and test scores, and fewer behavioral referrals.”

Michael Cosnek, of West Allegheny High School, and his group urged legislators to take action.

“Mental health wasn’t talked about much in midterm elections,” Cosnek observed. “We’re the future of this country. If leaders talked about this more and made services more accessible, it would save lives.”

The youth advocates also received advice from longtime community and behavioral health leaders. Rabbi Ron Symons from the JCC Center for Loving Kindness and Civic Engagement encouraged to



Rabbi Ron Symons (center) from the JCC Center for Loving Kindness and Civic Engagement encourages teens to bring the energy and shake away stress.

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be strong and full of courage, and to show empathy. Joni Schwager, executive director of the Staunton Farm Foundation, shared three suggestions: recognize community trauma, build emotional resiliency, and practice intersectionality.

Pastor Tim Smith, executive director of the Center for Life and an advisory member for the JCC Center for Loving Kindness and Civic Engagement, facilitated a wrap-up discussion on building a youth mental health movement.



Youth present their ideas to improve teen mental health services and supports to a panel of leaders in government, human services, behavioral health care, and education.

“Have you ever been to a rally and it’s hyped, but when it’s over nothing happens?” Smith asked. “It’s not the rallies that make the difference—it’s the everyday things. You need to get up from these seats, find strength in our differences, and come together without tragedy.”

As the Summit concluded, many of the teens—now connected as part of a larger advocacy network—vowed to share findings from the day with their peers. Later in November, one committed youth advocate—Ayala Rosenthal of Yeshiva Schools—organized a suicide prevention training for more than 30 local students as well as a teen mental health panel that more than 100 community members attended. JHF provided support for both events.

In 2019, JHF and partners will continue to build a strong, statewide youth mental health advocacy network, and advocate for policy and practice changes that increase the quality and accessibility of services (for more information, see page 7).

JHF Approves up to \$2.1M in Grants

JHF approved up to \$2.1 million in grants, including support to strengthen behavioral health services and supports for teens, expand quality improvement education and training opportunities for community organizations, improve maternal and child health outcomes, develop new senior programming, and address health and human services needs within and beyond the Jewish community.

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Strengthening the Behavioral Health Safety Net for Teens, Families

JHF approved a two-year grant of up to \$220,000 to support ongoing efforts to build a safety net from the bottom up for teens who are experiencing a mental health crisis, and to build resilience among teens with behavioral health needs through a community-wide initiative.

The goals of the initiative include increasing opportunities for teens, parents, and youth-serving professionals to learn about the signs and symptoms of mental health problems; training professionals in the community in Youth Mental Health First Aid and suicide prevention; increasing peer supports for teens and families who are navigating the behavioral health system; and mobilizing community advocates to improve access to and accountability for effective behavioral health services for teens who are experiencing a crisis. The grant will support, among other components, a community planning event in early 2019 as well as a project coordinator position at the Jewish Community Center (JCC).



(L-R): JHF Director of Government Grants and Policy Robert Ferguson, MPH; JHF COO/CPO Nancy Zionts, MBA; Jewish Federation of Metropolitan Detroit Youth Mental Health Coordinator Amy Wayne, MPH and Senior Director of Planning and Agency Relations Todd Krieger, JD, MS; and JHF President and CEO Karen Wolk Feinstein, PhD at the 2018 Pennsylvania Health Funders Collaborative Annual Meeting. JHF's expanded youth mental health initiative was inspired by the Jewish Federation of Metropolitan Detroit's *We Need to Talk* program.

This local effort was inspired by *We Need to Talk*, a multi-pronged youth mental health initiative developed by the Jewish Federation of Metropolitan Detroit. *We Need to Talk* launched in 2016 to connect youth with mental health services and supports, reduce stigma, and increase resiliency through community education and awareness. The initiative was designed with broad community input, to ensure that it reflects the cultural, socioeconomic, and faith-based experiences of the individuals that it serves. JHF's 2019 planning event will align local stakeholders for a similar effort and build upon the lessons learned from the Detroit community.

The new grant advances JHF's Adolescent Behavioral Health Initiative, which was launched in 2016. Through the initiative, JHF has engaged state and county leaders, mental health and substance use providers, social service representatives, family and patient advocates, educators, health plan representatives, nonprofit leaders, and researchers. With the guidance of these stakeholders, JHF has developed a policy agenda for strengthening the teen behavioral health safety net that includes

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expanding certified community behavioral health clinics and first-episode psychosis Centers of Excellence, certifying and reimbursing youth and family peer support specialists, and improving access to treatment by increasing reimbursement for behavioral health services.

Perfecting Performance and Care at Community Organizations

JHF approved a two-year grant of up to \$500,000 to support new and ongoing training, coaching, and educational initiatives at various community organizations. These initiatives include quality improvement training and coaching for frontline providers and administrative staff at the JCC and the Jewish Association on Aging (JAA), as well as region-wide offerings related to strengthening the skills of community health workers, creating dementia-friendly organizations, and improving end-of-life care and communication. The Foundation will explore partnerships with LIFE (Living Independence for the Elderly) programs, Area Agencies on Aging, AARP, and Familylinks, among other organizations.



Staff at the Jewish Community Center take part in a Perfecting Patient CareSM activity designed to improve communication and workflow. The training is an example of JHF's work to improve population health by partnering with community-based organizations.

For more than 20 years, JHF and its supporting organizations have developed, tested, and delivered curriculum to advance the skills of frontline healthcare workers in acute, long-term, and community settings, as well as for graduate healthcare students. More than 10,000 people from around the globe have been trained in [Perfecting Patient CareSM](#), the Foundation's signature quality improvement methodology to increase healthcare safety, quality, and reliability.

The Foundation has adapted its training and coaching to meet the unique needs of each organization, and has expanded its quality improvement work into community-based settings that play a significant role in improving the physical, mental, and emotional well-being of the individuals that they serve. JHF's new grant will advance its work to create a healthier community by bolstering the knowledge and skills of frontline workers, managers, caregivers, and consumers.

Realizing the Vision: Senior Connections Phase Two

JHF approved a one-year grant of up to \$75,000 for strategic planning related to *Senior Connections*, an initiative to strengthen a suite of service opportunities for older adults in western Pennsylvania and

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beyond. These services include transportation and housing, exercise and recreation, geriatric-friendly health care, nutrition, and caregiver supports.

Since its inception, JHF has been committed to improving the physical, mental, and social well-being of older adults. With the Baby Boomer generation redefining what it means to age well, JHF kicked off a multi-pronged *Senior Connections* initiative in 2016. Charrettes, or community planning sessions, are a hallmark of the *Senior Connections* initiative. The charrettes bring together thought leaders and practitioners from across disciplines and industries for a day of senior-focused discussion and strategic planning.



The Foundation and its *Senior Connections* partners have already launched exercise and recreation programming for older adults of all physical abilities, which is available through Venture Outdoors. To help older adults stay socially and intellectually engaged, JHF also launched the [Virtual Senior Academy](#)TM, a platform that has connected more than 700 older adults in the Pittsburgh region through interactive courses on a variety of subjects.

Grant Renewals

JHF also renewed the following grants:

- A one-year grant of up to \$300,000 to the [Women's Health Activist Movement Global](#) (WHAMglobal), a supporting organization of JHF, to advance the organization's strategies to improve maternal and child health. WHAMglobal is committed to identifying the root causes of maternal and infant mortality, and supporting mothers and families through the entirety of their care. WHAMglobal aims to accomplish those goals by studying high-quality maternal care models from around the world, championing policy and practice reforms, and forming a strong network of women's health advocates.
- A one-year, \$900,000 block grant to the Jewish Federation of Greater Pittsburgh, which is distributed to beneficiary agencies to address the health needs of the Jewish community. Since its founding in 1990, JHF has provided an annual block grant to the Jewish Federation of Greater Pittsburgh. The block grant, which benefits the Jewish Association on Aging, the Jewish Community Center, Jewish Family and Community Services, Riverview Towers, and Jewish Residential Services, represents 60% of the \$1.5 million distributed annually by the Federation to the local community for aging and human service needs.

The block grant is part of JHF's more than \$2.1 million in total funding support provided to the local Jewish community in 2018.

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- A one-year, \$68,000 grant to the United Way of Southwestern Pennsylvania Impact Fund. JHF has provided a yearly grant to the Impact Fund since it was launched in 2002 to support the United Way's core partner agencies and address critical community needs.
- A one-year, \$50,000 grant to PublicSource to provide independent coverage of healthcare issues of interest to the residents of southwestern Pennsylvania.

AIDS Free Pittsburgh Celebrates Collective Progress in Fight to End Epidemic

On December 1, 2015—World AIDS Day—our region launched a collaborative public health movement to support and improve the care of people living with HIV/AIDS, as well as those who are HIV-vulnerable. Crossing health systems, disciplines, and zip codes, these healthcare institutions, government agencies, and community-based organizations created [AIDS Free Pittsburgh](#) (AFP) with the goal of eliminating new AIDS diagnoses in Allegheny County and reducing new HIV infections by 75% by 2020.

As the 2018 World AIDS Day approached, AFP partners marked progress towards those goals while coordinating a variety of community events to help Pittsburghers understand their HIV status, increase knowledge of breakthrough HIV/AIDS treatments, and connect with resources.

From 2015 to 2017 in Allegheny County, new HIV cases decreased by 30% and new AIDS cases decreased by 56%, according to the latest available data from the Pennsylvania Department of Health. This data is included along with a summary of AFP's recent work in [the AIDS Free Pittsburgh Annual Report](#).

Possible reasons for the reported decrease in HIV and AIDS cases include three of AFP's key strategies: normalizing and improving access to routine HIV screening, increasing access to pre-exposure prophylaxis (PrEP) for HIV prevention, and immediately linking newly diagnosed HIV-



Dan Seresin of the Allegheny County Health Department and AIDS Free Pittsburgh Project Manager Julia Och present a poster on the public health movement's progress at the World AIDS Day Conference.

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positive individuals to care.

AFP does not provide services directly, but rather works to raise awareness and build collaboration among community stakeholders. AFP is financially supported by the Allegheny Singer Research Institute (Allegheny Health Network) and UPMC Presbyterian Shadyside and is managed by JHF.

AIDS FREE PITTSBURGH IN THE NEWS

[“County project tackling AIDS and HIV reports fewer new cases”](#) (Pittsburgh Post-Gazette)

AIDS Free Pittsburgh partners shared the public health movement’s progress during a poster session during the MidAtlantic AIDS Education and Training Center World AIDS Day Conference, which was held on November 30 at the University of Pittsburgh.

JHF Retreat Envisions a New Era of Activist Healthcare Boards

While the U.S. health system performs miraculous acts of healing, it also commits serious acts of harm. Each year in the U.S., between 250,000 to 440,000 people die due to preventable medical error. An estimated 40% of healthcare spending is wasted on unnecessary treatments and preventable complications, inefficiencies, and errors. Front-page stories abound on wrong-site surgeries, provider misconduct, and conflicts of interest.

Many reasons and excuses have been given for the U.S. health system’s longstanding quality and safety problems, from the payment system to medical and health professional education to consumer and purchaser inaction. But what are the roles and responsibilities of healthcare governing boards in guaranteeing the quality and safety of the hospitals and systems that they oversee? How much better could the system be if governing boards were designed for, and charged with, active engagement?

On December 10, the Foundation hosted an interactive retreat for JHF, Pittsburgh Regional Health Initiative (PRHI), and Health Careers Futures (HCF) board members that explored the legal, ethical, financial, and quality and safety responsibilities of healthcare governing boards. The retreat

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JHF Board Chair David Ehrenwerth, JD provides an overview of the legal obligations and vulnerabilities of healthcare boards during a December 10 retreat.

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introduced a new set of expectations for active healthcare board governance, examined the psychological components of bystander behavior, and imagined how activist boards could have prevented many past deaths and could prevent future harms.

Karen Feinstein set the tone for the retreat by introducing a new compact for healthcare board members—one that treats board governance as a sacred responsibility to protect the well-being of patients, the workforce, and the health system. The compact emphasizes that board members are selected because they bring a unique passion and insight to the task of guiding a health system that is safe, reliably best practice, efficient, and affordable. Under the compact, Dr. Feinstein noted, board members are expected to request and receive information, data, training, and experiences that support quality decision-making.

JHF Board Chair David Ehrenwerth, JD provided a brief overview of the legal obligations and vulnerabilities of healthcare boards. Gerard Magill, PhD a professor at Duquesne University's Center for Healthcare Ethics, described the ethical obligations of healthcare boards. Lauren Bairnsfather, PhD, director of the Holocaust Center of Pittsburgh, offered a definition of bystander behavior, which is characterized by group conformity, denial, apathy, and passivity. JHF Consultant Jonathan Weinkle, MD, FAAP, a Squirrel Hill Health Center primary care physician and author of the new book [Healing People, Not Patients: Creating Authentic Relationships in Modern Healthcare](#), explained the conditions that can create physician bystanders and a culture of acceptance.



Retreat attendees talk strategy in the “situation room,” a breakout session that challenged board members to assume the perspective of a critical stakeholder in reducing preventable medical error.

Then, attendees engaged in three “what if?” breakout discussions that explored how much different the U.S. healthcare system could be if board members were equipped with and empowered by the new compact.

The first breakout challenged attendees to turn back the clock by about 20 years, to the time when the Institute of Medicine's reports revealed the stunning regularity of preventable medical error. Each person assumed the perspective of a critical stakeholder board member, and considered how they might have responded to own the problem of preventable medical error back then and treat it like a public health emergency. Karen Feinstein and JHF Board member Jim Lieber, Esq., author of [Killer](#)

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[Care: How Medical Error Became America's Third Largest Cause of Death, and What Can Be Done About It](#), facilitated the breakout.

The second breakout delved into the psychological constructs of bystander behavior. Attendees discussed the potential of board members to enhance care if health systems encouraged them to ask questions, make suggestions, demand accountability, and even voice constructive criticism. They also examined ways to eliminate the “shame and shun” culture that encourages silence when actual or potential harms are known. Psychiatrist Marnin Fischbach, MD; Brad Stein, MD, PhD, Senior Physician Policy Researcher at the RAND Corporation; Jonathan Weinkle; and JHF Special Projects Director John Allison facilitated the breakout.

During the third breakout, attendees operationalized the new compact that Dr. Feinstein introduced. Through case studies, they discussed how a number of prominent mistakes—from fatal medication errors to wrong-site surgeries to profitable but questionable transplant programs—would have been handled differently if the new compact had been in place. Ken Segel, MBA, Managing Director of Value Capture; Gerard Magill; and JHF COO/CPO Nancy Zions, MBA facilitated the breakout.

“We know how to reduce deaths from medical errors,” Dr. Feinstein said during the retreat. “PRHI has demonstrated this for 20 years. Now it takes the will, the leadership, and some ownership of the problem by the boards who govern our health systems and hospitals.”

Advisory Charts Steps to Make PA a Leader in Maternal, Child Health

On November 16, maternal and perinatal health leaders and experts from across the state gathered in Harrisburg for the first advisory meeting for Pennsylvania’s newly-formed Perinatal Quality Collaborative (PQC). Over 60 stakeholders joined the meeting both in-person and virtually.

The Pittsburgh Regional Health Initiative (PRHI) is establishing the PQC, which aims to make Pennsylvania the best place for a mother to have a baby by measuring quality, spreading best practices, and advancing policy. The Pennsylvania PQC will build a statewide, multi-stakeholder coalition and use research, training, quality improvement,



David Kelley, MD (center), chief medical officer for the Pennsylvania Department of Public Welfare's Office of Medical Assistance Programs, comments during the first advisory meeting for Pennsylvania’s newly-formed Perinatal Quality Collaborative.

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technical assistance, and policy/advocacy to lower maternal mortality rates in Pennsylvania and achieve excellent attachment and outcomes for mothers and babies. The Henry L. Hillman Foundation provided a \$120,000 grant to PRHI to help establish the Pennsylvania PQC.

The rate of maternal mortality in the U.S is three times greater than in any other developed country, and it is trending in the wrong direction while other nations lower their rates. Pennsylvania ranks 17th in terms of the lowest maternal mortality rate, according to the United Health Foundation's 2018 America's Health Rankings, and was previously one of only a handful of states that did not have a PQC. States with an engaged, active PQC, such as California, have achieved significant reductions in maternal mortality.

Initially, the PQC will focus on lowering maternal mortality and improving care for pregnant women with opioid use disorders (OUD) and babies with neonatal abstinence syndrome (NAS). It will build on complementary efforts in the Commonwealth, such as the newly-established Maternal Mortality Review Committee (MMRC), the Premie Network, the Northeastern PA PQC, and the Multi-Disciplinary Workgroup on Infants with Substance Exposure (MDWISE).

The maternal mortality rate in Pennsylvania has doubled since 1994, mirroring the national trend. Rates of OUD and NAS are also rising rapidly. According to recent analyses from states such as Massachusetts, the proportion of pregnancy-associated deaths related to substance use disorders climbed from less than 10% in 2005 to more than 40% in 2014.

After welcoming comments from Sally Kozak, MS, deputy secretary of the PA Department of Human Services' Office of Medical Assistance Programs and an overview of the PQC's vision and goals by JHF and PRHI Director of Government Grants and Policy Robert Ferguson, MPH, the Advisory heard from a number of existing PQCs and PQC networks.

Zsakeba Henderson, MD, FACOG, provided an overview of the Centers for Disease Control of Prevention's National Network of PQCs (NNPQC). The NNPQC provides guidance to states with newly-formed PQCs by connecting them with existing statewide PQCs. Amy (Bross) Ushry, RN, MPH, from the American College of Obstetricians and Gynecologists' Alliance for Innovation on Maternal Health (AIM), offered recommendations for getting started with the PQC, including ensuring that patients are among the key stakeholders invited to meetings. Susan Ford, MSN, RN, from the Ohio Perinatal Quality Committee (OPQC), spoke on Ohio's experience starting a PQC, including the process for developing their key goals, drivers, and interventions for achieving the PQC's goals.

After hearing from experts representing established PQCs, the Advisory started drafting its own Driver Diagram for the Pennsylvania PQC. The purpose of the Driver Diagram is to outline the PQC's key goals, along with the drivers and interventions that will support those goals. The group also had the chance to review the Driver Diagram with Pennsylvania Secretary of Health, Rachel Levine, MD.

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Following the November Advisory meeting, smaller work groups will convene to discuss issues related to data and policy. The goal is to stand up the Pennsylvania PQC in 2019 and recruit high-volume delivery sites to the PQC during the first quarter of the year.

PA Health Funders Tackle Public Health Priorities, 2019 Policy Agenda

Over the past decade, the Pennsylvania Health Funders Collaborative (PHFC) has evolved into a statewide network that channels the collective talent and passion of 45 foundations to influence health philanthropy and policy. Karen Feinstein and Russell Johnson, President and CEO of the HealthSpark Foundation, co-chair the PHFC, which is led by executive director Ann Torregrossa.

On November 7-8, PHFC members traveled to State College, PA for an annual meeting that focused on identifying partnership opportunities to address urgent public health challenges, promoting civility and responding to community trauma, and shaping a policy agenda in a post-midterm election landscape.



Representatives of the Pennsylvania Health Funders Collaborative, a statewide alliance that works at the intersection of health philanthropy and policy.

The first day of the conference included leadership from a number of community foundations. Representatives gave rapid-fire, TED Talk-style presentations on a pressing public health concern. JHF Director of Government Grants and Policy Robert Ferguson, MPH, presented on the maternal mortality crisis; Rev. Dr. Lorina Marshall-Blake, MGA, president of the Independence Blue Cross Foundation, discussed the opioid epidemic; Johnson shed light on the health and human service safety net; The Foundation for Delaware County President Frances Sheehan, MBA and Tamela Luce, MPA, senior program officer for the HealthSpark Foundation, explored the food safety net; Torregrossa raised awareness of the importance of the 2020 Census on funding and policy priorities; and JHF Program Manager Mara Leff, MPH, described ways to combat isolation among older adults, including through the Foundation's [Virtual Senior Academy](#)TM.

After the TED-style talks, attendees broke into smaller groups to explore potential partnerships and

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sign up for affinity groups on the presented topics. Day one concluded with a keynote presentation on the implications of the mid-term elections by Christopher Borick, PhD, MA, professor of Political Science and director of the Muhlenberg College Institute of Public Opinion.



Pennsylvania Department of Health Secretary Rachel Levine, MD, describes the DOH's strategies to address the opioid crisis.

Day two of the PHFC Conference featured a special presentation by leadership from the Jewish Federation of Metropolitan Detroit, which created a multi-pronged youth mental health initiative called *We Need to Talk*. Senior Director of Planning and Agency Relations Todd Krieger, JD, MS and Youth Mental Health Coordinator Amy Wayne, MPH explained that *We Need to Talk* was launched in 2016 to connect youth with mental health services and supports, reduce stigma, and increase resiliency through community education and awareness.

Krieger and Wayne explained that *We Need to Talk* includes a library of online resources for youth and families, and a live chat line for questions and crisis information. The initiative

was designed with broad community input, to ensure that it respects the cultural, socioeconomic, and faith-based preferences of participants. More than 850 educators, youth leaders, clergy, and other youth-serving professionals will be trained in suicide prevention and awareness.

Following the presentation, PHFC members had the opportunity to meet with Pennsylvania Department of Health (DOH) Secretary Rachel Levine, MD, to discuss the DOH's priorities during the second term of the Wolf administration, the role of foundations in improving community health, and PHFC's 2019 agenda.

National Leaders Explore Reforms, Innovations to Improve Maternal and Child Health

In response to our nation's troubling maternal and child health outcomes, JHF and its supporting organizations are working to re-imagine and redesign the birth experience—from care delivery improvements to payment reform, and from consumer advocacy to policy change. In December, JHF

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participated in two important conferences at the Kaiser Center for Total Health in Washington D.C., that sought to align partners around creating a higher standard of care for mothers and babies.

On December 11, Network for Excellence in Health Innovation (NEHI) and Merck for Mothers held a conference to explore novel payment models for maternal and infant care. The meeting brought together a broad group of stakeholders, including health plans, Medicaid managed care organizations, large self-insured employers, hospitals, clinicians and other providers, federal and state agency representatives, maternal and infant health advocacy groups, and academics.

Convening participants included a number of organizations that are already employing versions of maternity quality, safety, and payment bundles. Bundled payments models hold the potential to redefine pre-and-post-natal care by wrapping services around the mother and incorporating midwives, doulas, and mental health professionals as part of a true team-based approach.



NEHI President and CEO Susan Dentzer leads a discussion on existing maternal and child health policies, and new approaches that could dramatically improve health outcomes.

During the event, participants explored strategies to reduce racial and ethnic disparities in maternal and infant health; expand state and federal funding of needed research; and increase access to high-quality, comprehensive, and cost-effective maternal and infant care through bundled payment approaches and other innovations in reimbursement and practice.

NEHI will work to develop a list of policy priorities that will be presented to key agencies and policymakers. The NEHI summit will advance some of the key practice and policy recommendations that emerged from JHF and WHAMglobal's [Maternal Health Leaders Symposium](#). The summit will also advance the Foundation's efforts to create a statewide perinatal quality collaborative.



On December 12, Karen Feinstein welcomes attendees to a NEHI and JHF-organized summit on improving maternal and infant health through federal and state-level policy change.

Through its Reinvesting in Health initiative, PRHI is testing new bundled payment models, promoting *Choosing Wisely* guidelines, and engaging employers and payers so that they demand value. The goal is to redesign the care delivery experience and reimbursement system to remove unnecessary services, and reinvest in services that matter. Perinatal care is the current focus area for the Reinvesting in Health initiative.

On December 12, NEHI hosted a national maternity care summit to identify policy levers and opportunities at the federal and state levels for improving the quality, safety and outcomes of maternal and infant care. JHF provided a grant to NEHI for the summit.

Karen Feinstein Delivers Keynote on Country's Persistent Medical Error Problem

Nearly 20 years have passed since the publication of “To Err is Human,” a seminal Institute of Medicine study that uncovered the sweeping nature of our country’s healthcare quality and safety problems. Yet, more Americans die of preventable medical errors than from any other cause aside from heart disease and cancer. As the president and CEO of PRHI, Karen Feinstein leads an organization that trains, convenes, and advocates to create a safer, more efficient, and more reliable health system.

On December 6, Dr. Feinstein delivered a keynote address during the American College of Healthcare Executives (ACHE) of Western Pennsylvania Annual Event and Chapter Celebration that explored the origins of our nation’s persistent medical error problem, outlined systems-level safety improvements, and previewed some of the technological, care delivery, and education/workforce transformations that have the potential to save lives. Around 60 healthcare executives and students attended the event, which was held at Phipps Conservatory and Botanical Gardens.



Karen Feinstein outlines the origins of the U.S. medical error crisis and systems-level solutions during the American College of Healthcare Executives Annual Event and Chapter Celebration.

An international professional society of more than 48,000 health systems leaders, the ACHE provides continuing education, networking, and career development opportunities. The ACHE’s Western PA chapter, established in 2003, features more than 400 healthcare executives from 230 different organizations.



During her keynote, Dr. Feinstein explored the potential of virtual reality surgical training in reducing preventable medical errors, and machine learning/AI in improving the accuracy of diagnoses and treatment.

Karen Feinstein Delivers Keynote on Living a Good Life—Not Just a Long One

As we age, we're challenged to find new meaning and purpose in life. The roles that defined our adult years—doting parent, accomplished professional, weekend warrior athlete—start to fade. In a society that glamorizes youth and novelty over experience and wisdom, older adults can feel marginalized. A growing body of research suggests that finding renewed purpose later in life can, quite literally, be a life-saver.

On November 1, Karen Feinstein delivered a keynote address during the Pennsylvania Geriatrics Society—Western Division's fall meeting on how seniors who have a clear sense of purpose tend to have better

physical, mental, and spiritual health compared to those who don't. The continuing education event, sponsored by the Pennsylvania Geriatrics Society and the University of Pittsburgh School of Medicine, was held at The University Club in Oakland.

In addition to Dr. Feinstein, the program faculty included Fred Rubin, MD, chairman of the Department of Medicine at UPMC Shadyside; and Rollin Wright, MD, MPH, the Geriatric Track program director for the UPMC Internal Medicine Residency Training Program.

The Pennsylvania Geriatrics Society is an organization of healthcare professionals dedicated to improving the health and well-being of older adults by promoting geriatric education and career opportunities, as well as by advancing programming and public policy.



(L-R): Namita Ahuja, MD, a PA Geriatrics Society Board trustee; JHF Consultant Judith Black, MD, MHA; Fred Rubin, MD, chairman of the Department of Medicine at UPMC Shadyside; and Karen Feinstein.

Eastern PA Partners Hold RAVEN Education Leadership Day

Over the past five years, JHF has served as the lead education partner for the RAVEN (Reduce Avoidable Hospitalizations using Evidence-based interventions for Nursing Facility Residents) initiative, which aims to improve the quality of care and reduce avoidable hospitalizations among long-stay nursing home residents. The Center for Medicare and Medicaid Innovation-funded project, which is guided overall by UPMC, was renewed through 2020 after results showed that RAVEN

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significantly reduced avoidable hospitalizations and readmissions, and reduced costs.

The scope of RAVEN expanded during its second phase, with new skilled nursing facilities from across Pennsylvania joining the initiative and piloting a new payment model for treating residents who have health conditions that frequently lead to hospitalizations (including pneumonia, dehydration, congestive heart failure, urinary tract infection, skin ulcers/cellulitis, and COPD/asthma). JHF continues to provide training, coaching, and education to skilled nursing facilities that have participated in RAVEN since its launch, while also providing virtual education opportunities (through [Tomorrow's HealthCare™](#)) to facilities in Eastern PA that joined the initiative during phase two.



During an education leadership event in Harrisburg, RAVEN partners showcase their game plan for tackling documentation of changes in a resident's condition.

On November 2, RAVEN partners from eastern PA convened for an Education Leadership Day event in Harrisburg. During the event, members of JHF's long-term care team hosted a "conversation café," with frontline providers and administrators from RAVEN facilities learning more about Foundation-created education and training offerings. These offerings are designed to detect changes in a resident's condition, enhance communication among practitioners, and care for residents who have dementia or are facing issues related to end-of-life care.

JHF COO/CPO Nancy Zionts, MBA, also shared some of the key lessons that western PA learned while rolling out Community HealthChoices, which is a program to deliver long-term services and supports to seniors, individuals with disabilities, and people who are Medicaid-eligible or dually eligible for Medicare and Medicaid. Community HealthChoices will be rolled out in other portions of Pennsylvania in 2019.

Tech Buddies Open Online Universe to Seniors

Through JHF's [Virtual Senior Academy™](#), more than 700 older adults living in Allegheny County connect through an interactive, online platform that enables them to remain socially and intellectually engaged, expand their social networks, and express their creativity. Older adults are able to tale or teach live classes on an expanding list of subjects, including health and wellness, arts and music, and

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current events and history. The Virtual Senior Academy™ links older adults through video conferencing technology from the comfort of their own residence or community setting.

Sometimes, seniors just need a helping hand to expand their universe. That's why the Virtual Senior Academy™ rolled out a "Tech Buddy" program, which matches older adults with volunteers who help them navigate the platform and answer any questions that they may have. The Virtual Senior Academy™ has partnered with local universities, businesses, and non-profit organizations to recruit and train Tech Buddies.



Kyle Spangler from Computer Reach and JHF Program Associate Rachel Goldberger, MPH lead a Tech Buddy training session at the University of Pittsburgh.

On November 16, a cohort of 15 volunteers participated in a Tech Buddy training session that was held at the University of Pittsburgh Graduate School of Public Health. JHF Program Associate Rachel Goldberger, MPH, MSW and Kyle Spangler from Computer Reach led a training that focused on navigating the Virtual Senior Academy™, addressing gaps in technology access, and recognizing signs of social isolation in older adults. A global volunteer organization with a chapter in western PA, Computer Reach works to bridge the digital divide by providing refurbished computer technology and digital literacy training to people in need. Computer Reach is lending computers and mobile hot spots to Virtual Senior Academy™ participants.

Since the initial training session, an additional 40 people have expressed interest in helping older adults become online explorers. If you are interested in becoming a Tech Buddy, contact Rachel (Goldberger@jhf.org) or call 412-594-2579 for more information.

To sign up for the Virtual Senior Academy, visit virtualsenioracademy.org.

Legislative Briefing Centers on Making Pittsburgh Dementia-Friendly

JHF is a proud partner of Age-Friendly Greater Pittsburgh, a broad-based initiative to make Pittsburgh a more inclusive and respectful place for individuals of all ages and abilities. The Age-Friendly movement, organized by AARP and the Southwestern Pennsylvania Partnership for Aging and part of an international initiative led by the World Health Organization, has engaged more than 800 local civic, business, non-profit, and community leaders. These partners created an [Age-Friendly Greater Pittsburgh Action Plan](#), which includes strategies to strengthen our region's accessibility (including mobility and affordability), connections (such as intergenerational programming and shared social

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spaces), and innovation (including community supports, employment, and technology).

On November 29, JHF Senior Quality Improvement Specialists Stacie Bonenberger, MOT, OTR/L and Anneliese Perry, MS were featured speakers during a legislative briefing at the Allegheny County Courthouse that focused on Action Items #21 and #22 of the Age-Friendly Greater Pittsburgh Action Plan: Dementia-friendly conversations and dementia-friendly training.

JHF is the sub-licensee for Pennsylvania's [Dementia Friends](#) initiative. Dementia Friends is a global movement that is changing the way people think, act, and talk about dementia. Dementia is a term that describes a wide range of symptoms associated with a decline in memory or other thinking skills severe enough to reduce a person's ability to perform everyday activities. Currently, dementia affects nearly one out of every ten older adults in the U.S. Bonenberger and Perry direct the program and serve as the Dementia Friends Pennsylvania State-wide Coordinators. They offer information sessions and Champion trainings (a train-the-trainer model) on dementia-friendly practices to individuals and organizations that touch the lives of those living with dementia.



JHF Senior Quality Improvement Specialists Anneliese Perry, MS and Stacie Bonenberger, MOT, OTR/L.

The program offers simple, actionable information that all community members can use to support individuals who are living with dementia as well as their caregivers. Dementia Friends aims to engage a wide range of stakeholders, including healthcare organizations, businesses, social service organizations, schools, government, faith-based organizations, law enforcement, transportation services, and libraries, among other groups. So far, more than 300 people have become Dementia Friends in Pennsylvania.

Two new Dementia Friends—Kevin Wilkes, Chief Security Officer for the Pittsburgh Cultural Trust, and Zita Reis, President of the AARP's Dormont chapter—attended the legislative briefing as special guests. Volunteers for the Cultural Trust's new ambassador program have taken part in Dementia Friends training. More than 20 AARP members also attended a regional Dementia Friends meeting and plan to bring the information session to their local chapter meetings in 2019.

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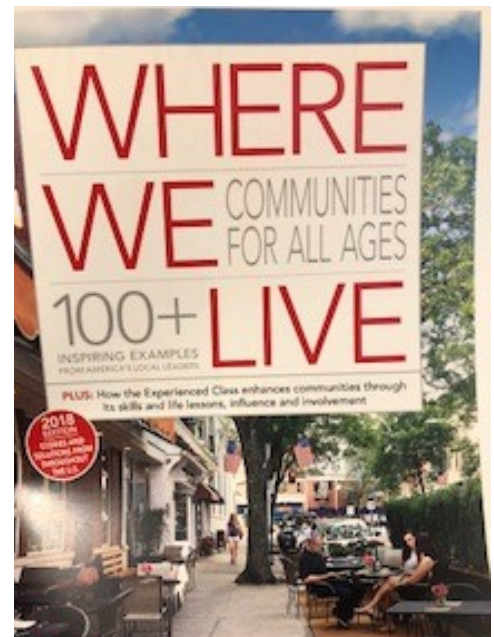
Do you want to learn the five key messages about dementia, and how you can turn your understanding into action by helping those living with dementia have the best quality of life possible? Visit dementiafriendspa.org and contact Anneliese and Stacie (info@dementiafriendspa.org)

Pittsburgh Delegation Attends AARP Livable Communities Conference

Pittsburgh was well-represented at the AARP Livable Communities National Conference, an event that gathered nearly 700 community advocates, business and non-profit leaders, planning professionals, and elected officials in Charlotte, NC from November 12-14. Through presentations and breakout sessions, the conference showcased innovative models for healthy aging—from urban design to transportation, and intergenerational programming to exercise and recreational opportunities.

Mara Leff participated in the conference along with Jennifer Blatz, associate state director of community outreach at AARP Pennsylvania; Rebecca Delphia, Livable Communities advisor at AARP; Shayna Gleason, an engagement specialist at ACCESS Transportation Systems; and Laura Poskin, MPSG, director of Age-Friendly Greater Pittsburgh. Poskin co-facilitated a breakout session on creating an Age-Friendly action plan along with leaders from Boston and Columbus.

The AARP's new book, *Where We Live: Communities for All Ages*, also features JHF's work to expand exercise and recreation opportunities for older adults in local parks. To download the book or receive a free paperback version, visit the AARP website.



JHF's work to expand exercise and recreation programming for seniors is featured in a new AARP publication.

NBME Public Stakeholders Meeting Showcases AI, other Healthcare Innovations

Since 1915, the National Board of Medical Examiners (NBME) has developed tests and tools to ensure that healthcare professionals are prepared to deliver quality care to patients. The NBME's

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Public Stakeholders Committee, which includes Karen Feinstein, helps to ensure that these assessments reflect the needs and concerns of current healthcare consumers. Comprised of consumer advocates and public health experts, the committee also provides guidance on the NBME's strategic focus and public policy initiatives.

On November 14-15, Dr. Feinstein and fellow Public Stakeholders Committee members gathered at NBME headquarters in Philadelphia, PA. The meeting highlighted ways that the NBME is adapting its offerings to reflect wide-scale changes healthcare delivery and technology, including a presentation on the role of artificial intelligence by Stephen Clyman, MD, MS, the organization's director of product discovery and Center for Innovation.

The Public Stakeholders Committee is a subset of the larger, approximately 80-member NBME, which features academics, government representatives, licensing professionals, and community advocates. In 2015, Dr. Feinstein was elected to a four-year term as a member-at-large of the NBME.

Karen Feinstein, Fellow Leaders Envision New Integrated Care Models

In recent years, JHF and PRHI have played a leading role in large-scale, multi-state initiatives to test new models of care that bridge traditional divides between medical, behavioral health, and social services.



Lahey Health
Behavioral Services

These efforts include projects to prevent hospitalizations for patients with chronic, complex diseases as well as depression and substance use issues; enhance patients' care access and self-management skills; and link to other providers and community resources to prevent hospitalizations.

On November 4-5, Karen Feinstein was invited to participate in a working group to envision new models of integrated care during the *Transforming Tomorrow: Innovation in Behavioral Healthcare Symposium*, which was organized by Lahey Health Behavioral Services in Boston, MA. During the Symposium, providers, funders, regulators, and families with lived experience in the mental health and substance use treatment systems sought to create a blueprint for care while exploring subjects including the social determinants of health, data and analytics, and the criminal justice system.

Lahey Health Behavioral Services is an integrated system of care that serves families, adults, and children. The Symposium is the capstone of the Lahey Transformative Research Initiative, which aims to discover innovative solutions to healthcare delivery for patients with co-morbid medical, behavioral health and social needs.

Carla Barricella Joins GWP Board

JHF Communications Director Carla Barricella was recently elected to Grantmakers of Western Pennsylvania's (GWP) Board of Directors. Her three-year term begins January 2019. GWP creates educational programs, connections, and resources for foundations and other grantmakers to help them improve their ability to make a difference in the community.

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