

# North Carolina Community Health Center Association

# 44th Annual Primary Care Conference Agenda

June 7-9, 2023

## Overview

### Theme:

Transformation: Embracing a New Tomorrow

[Click to Register](#)

### Tracks:

- Leadership & Workforce
- Finance Essentials
- Data & Health Information Technology
- Innovations & the Health Care Landscape
- School-Based Health

## Locations

### Conference:

Washington Duke Inn & Golf Club  
3001 Cameron Blvd.  
Durham, NC 27705

### NCCHCA Board Meeting:

JB Duke Hotel  
230 Science Dr.  
Durham, NC 27708

## Wednesday, June 7

9:00 am - 12:00 pm	<b>Office of Rural Health Grantee Meeting</b> JB Duke Hotel
10:00 am - 11:30 am	<b>Carolina Medical Home Network Founding Members Meeting</b> JB Duke Hotel
10:00 am - 12:00 pm	<b>Finance Essentials Pre-Session on Medicaid Enrollment</b> JB Duke Hotel
12:00 pm - 1:00 pm	<b>Lunch</b>
1:00 pm - 4:00 pm	<b>NCCHCA Board Meeting</b> JB Duke Hotel
1:00 pm - 5:00 pm	<b>Board Governance Training for Health Center and Other Organization's Boards</b> Felix Woods and Paula Woods, Woods-Lidell Group <i>Separate Registration Required</i>
6:00 pm - 8:00 pm	<b>NCCHCA Welcome Reception for Health Center Leaders</b> <i>Invitation Only</i> Nasher Museum of Art, 2001 Campus Dr, Durham, NC 27705

# Thursday, June 8

7:00 am - 8:00 am	<b>Breakfast</b>
8:00 am - 9:00 am	<b>Opening Plenary: Building the Future Our Communities Need through Community Organizing</b> Building for Mission
9:00 am - 9:30 am	<b>Networking Break   Visit our Sponsor &amp; Exhibitor Hall</b>
9:30 am - 10:45 am	<b>Concurrent Breakout Sessions</b>
<b>Leadership &amp; Workforce</b>	<b>Session I - Deep Dive: Leadership Demands of Value Based Care</b> Adam Falcone, Feldesman Tucker Leifer Fidell LLP
<b>Finance Essentials</b>	<b>Deep Dive into the Prospective Cost-Based Alternative Payment Methodology</b> David Fields, Forvis
<b>Data &amp; HIT</b>	<b>Preparing for UDS +</b>
<b>Innovations/Health Care Landscape</b>	<b>The Vision for Behavioral Health in NC</b> Kelly Crosbie, NC Department of Health and Human Services
<b>School-Based Health</b>	<b>Part 1: Seed Digging: Pulling Seeds of Trauma and Replanting Seeds of Love</b> Shawna Burns, Seed Digging
10:45 am - 11:15 am	<b>Networking Break   Visit our Sponsor &amp; Exhibitor Hall</b>

# Thursday, June 8

11:15 am - 12:30 pm	<b>Concurrent Breakout Sessions</b>
<b>Leadership &amp; Workforce</b>	<b>Session II – Deep Dive: Leadership Demands of Value Based Care</b> Adam Falcone, Feldesman Tucker Leifer Fidell LLP
<b>Finance Essentials</b>	<b>Medicare Enrollment for FQHCs</b> Alisha Sanders and Dionna Johnson, Centers for Medicare and Medicaid Services
<b>Data &amp; HIT</b>	<b>Digital Health Tools</b> Federal Communications Commission
<b>Innovations/Health Care Landscape</b>	<b>Safety Net Role in Supporting Maternal Health Equity</b> Belinda Pettiford and Tara Owens Shuler, NC Division of Public Health
<b>School-Based Health</b>	<b>Part II: Seed Digging: Pulling Seeds of Trauma and Replanting Seeds of Love</b> Shawna Burns, Seed Digging
12:30 pm - 2:15 pm	<b>Lunch Plenary: Medicaid Expansion: What's Next for NC?</b> Jay Ludlam, Deputy Secretary, NC Medicaid Heidy Robertson-Cooper, VP, Healthcare Strategy, SelectQuote
2:15 pm - 2:30 pm	<b>Break</b>
2:30 pm - 3:45 pm	<b>Concurrent Breakout Sessions</b>
<b>Leadership &amp; Workforce</b>	<b>Advocacy Communications Best Practices</b> Building for Mission

# Thursday, June 8

2:30 pm - 3:45 pm	<b>Concurrent Breakout Sessions, continued</b>
<b>Finance Essentials</b>	<b>Demystifying Revenue Cycle Management for FQHCs and RHCs</b> Erin Pinkos, Coronis Health
<b>Data &amp; HIT</b>	<b>Building Your Technology Stack for Success in Value-Based Care</b> Sita Kapoor, Health EC
<b>Innovations/Health Care Landscape</b>	<b>The Role of Outreach and Enrollment Teams in Medicaid Expansion: What Does the Future Hold?</b> Verlina Lomick, Kintegra Health; Martha Spencer, Kintegra Health; Brittany Payne, Cabarrus Rowan Community Health Center
<b>School-Based Health</b>	<b>Recognizing, Supporting, Working with, and Advocating for Children of Incarcerated and Returning Parents</b> Melissa Radcliff, Coastal Horizons
3:45 pm - 4:00 pm	<b>Break</b>
4:00 pm - 5:15 pm	<b>Concurrent Breakout Sessions</b>
<b>Leadership &amp; Workforce</b>	<b>Mindset Matters: The Importance of Mindset in Stress and Wellness</b> Corey Martin, Innovations in Resilience <i>This speaker will offer individual office hours on Thurs. Sign up on site.</i>
<b>Finance Essentials</b>	<b>A Primer on Indirect Costs: Why It Is Important in Grant Funding</b> Aurpon Bhattacharya, Cherry Bekaert Advisory, LLC
<b>Data &amp; HIT</b>	<b>Telehealth Quality Improvement</b> Kathy Wibberly, Mid-Atlantic Telehealth Resource Center
<b>Innovations/Health Care Landscape</b>	<b>Group Visits for Integrated Pain Management</b> Isabel Roth, UNC School of Medicine
<b>School-Based Health</b>	<b>Prevention of Overweight and Obesity in Childhood: Understanding New Guidelines</b> Laura Rolke, Duke University
6:00 pm - 7:30 pm	<b>Reception and Award Ceremony</b>

## Friday, June 9

8:00 am - 9:00 am	<b>Breakfast</b>
9:00 am - 10:00 am	<p><b>Morning Plenary: HRSA's 'New Tomorrow' Panel Presentation with Bureau of Primary Health Care Leadership</b>            Matt Kozar and Ernia Hughes, Bureau of Primary Health Care  <i>These speakers will offer individual office hours on Thurs. Sign up on site.</i></p>
10:00 am - 10:30 am	<b>Networking Break   Visit our Sponsor &amp; Exhibitor Hall</b>
10:30 am - 11:45 am	<b>Concurrent Breakout Sessions</b>
<b>Leadership &amp; Workforce</b>	<p><b>Talent Management Life Cycle: Effective Hiring, Leadership Offence, Leadership Defense, and the New Manager</b>            Dexter Nolley, Nolley Coaching</p>
<b>Finance Essentials</b>	<p><b>Key Information to Know About FQHC Mental Health and Substance Use Disorder Billing</b></p>
<b>Data &amp; HIT</b>	<p><b>Using Data to Support Health Equity</b>            Mitchell Blount, Morehouse School of Medicine</p>
<b>Innovations/Health Care Landscape</b>	<p><b>The Importance of JEDI in Building Teams and Retaining Staff</b>            Helen Rhea Vernier, Star Center</p>
<b>Innovations/Health Care Landscape</b>	<p><b>Telepsychiatry in North Carolina</b>            Ryan Baker, East Carolina University            Nick Galvez, NC Office of Rural Health</p>
12:00 pm - 2:30 pm	<p><b>Closing Plenary - The End of Bias: A Beginning</b>            Jessica Nordell, Independent Journalist and Author  <b>Other Special Guests</b>  <b>Legislative Award Presentation</b></p>

## Plenary Presenters



### **Natalie Thomas, Building for Mission**

As a Talent Consultant at Building For Mission, Natalie Thomas brings a deep commitment to building organizations with the capacity and strengths to sustain change. Natalie has 10 years of global experience as a leadership coach, strategy consultant, adult educator, facilitator, and nonprofit executive. Natalie co-founded a nonprofit in Nairobi, Kenya with local Kenyan leaders and most recently worked as the Director of Engagement for a statewide social justice organization in Massachusetts.

Natalie was trained in leadership practices through the Leading Change Network and served as a Teaching Fellow with the network's founder, Marshall Ganz, at the Harvard Kennedy School and Harvard Executive Education School where she co-taught Public Narrative: Leadership, Storytelling, and Action and Leadership, Organizing and Action: Leading Change. She is also trained in the Interactive Institute for Social Change's facilitative leadership practices.

Natalie's work is motivated by a desire for equity and flourishing for all people that centers BIPOC women. In her role as clergy with The Episcopal Church, Natalie is leading a state-wide overhaul of church structures for the purpose of racial justice. Natalie is a frequently requested speaker about race, leadership, and equity at church congregations, organizing conferences, and was a featured speaker at the TEDx Beacon Street conference in November of 2014.



### **Jay Ludlam, NC Department of Health and Human Services**

Jay Ludlam was recently appointed Deputy Secretary for NC Medicaid after almost six years with the North Carolina Department of Health & Human Services. Previously, he served as the Executive lead for North Carolina's Medicaid Transformation initiative – a multi-year effort to transition NC Medicaid from a predominately fee-for-service delivery system to managed care. By combining best practices from other state programs with outcomes expected from local stakeholders, the NC program is considered one of the most innovative in the country.

Jay led negotiations of the State's innovative 1115 waiver in which CMS approved two, first-in-the-nation initiatives – the EBCI Tribal Option and the Healthy Opportunities Pilots. The Tribal Option supports the self-determination goals of Eastern Band of Cherokee Indians creating a tribal PCCM program. The Pilots use Medicaid dollars to deliver social services related to housing, food insecurity, transportation, and interpersonal violence.

## Plenary Presenters



### **Heidi Robertson-Cooper**

Heidi Robertson-Cooper has spent her career focusing on primary care health care policy, value-based payment, and delivery system redesign impacting primary care and the safety net community. She has served in leadership roles for the Missouri Primary Care Association, MissouriHealth+, and the American Academy of Family Physicians. In these roles, she oversaw efforts to influence primary care delivery and payment system reform and provide effective value-based practice transformation and performance improvement support for primary care and community health centers. Heidi served more than ten years in healthcare, working in various areas, including primary care value-based transformation strategy and delivery focusing on policy, clinical integration, population health, accountable care, value-based contracting with Medicaid, Medicare, Medicare Advantage, and Commercial stakeholders.



### **Ernia Hughes, Bureau of Primary Health Care**

Ernia Hughes is the director of the Office of Health Center Investment Oversight (OHCIO) at the Bureau of Primary Health Care (BPHC)-Health Resources and Services Administration. The OHCIO is dedicated to creating a measurable and lasting impact on health outcomes, health equity, and Health Center Program performance through oversight of BPHC investments. Hughes is accountable for more than 1300 Federally Qualified Health Centers and a grant portfolio of more than \$6 billion. Ernia's professional career began in Boston, Massachusetts and spanned over 15 years. There she led national public health programs and social justice campaigns. Ernia held director roles in two Boston-based community health centers and served as the executive director of the Massachusetts Coalition of School-based Health Centers. Hughes earned a bachelor's degree in communications from Boston College and a master's degree in business administration from Northeastern University.



### **Matt Kozar**

Matt Kozar is the Director of Strategic Initiatives within the Health Resources and Service Administration' Bureau of Primary Health Care. Mr. Kozar has supported various HRSA-related activities and programs throughout his career, with a particular focus on capital infrastructure activities, programmatic data analysis, and funding operations in administering the Health Center Program. His current team specifically supports the strategic direction and funding strategies associated with the policy and program development activities for the Health Center Program. These efforts include identifying and targeting areas with unmet need for comprehensive primary care services, evolving strategic thinking to support the future of the Health Center Program, developing resources to advance health equity and health center excellence, and administering the Health Center Loan Guarantee Program.

## Plenary Presenters



### **Jessica Nordell**

Jessica Nordell is an award-winning author and science writer known for blending rigorous science with compassionate humanity. Her first book, [The End of Bias: A Beginning](#), shortlisted for the 2022 Columbia Journalism/Lukas Prize for Excellence in Nonfiction, the 2022 NYPL Bernstein Book Award for Excellence in Journalism, and the 2021 [Royal Society Science Book Prize](#), is the culmination of fifteen years of reporting and writing on the subject of bias and discrimination and how to solve it, for publications including the New York Times, the Atlantic, and the New Republic. The End of Bias was named a Best Book of the Year by the World Economic Forum, Greater Good, AARP, and Inc and is currently being used by organizations from newsrooms and startups to universities, healthcare organizations, and faith communities to solve some of their biggest cultural challenges.

Deeply engaged with connecting across differences to expand and heal the human experience, Nordell's own early-career experience with workplace bias inspired her passion for tackling discrimination. With degrees in physics from Harvard and poetry from the University of Wisconsin, Nordell often collaborates across disciplines; her work with computer scientists to simulate the real-world impact of workplace bias became a 2021 viral NYT story. Nordell has been a visiting scholar at MIT and is the recipient of a Gracie Award from American Women in Radio and Television, was named a Best New Poet by Tracy K. Smith, and was a 2022 featured speaker at SXSW. She is a direct descendent of the last woman to be tried for witchcraft in the state of Massachusetts, and is an amateur rock drummer.



## Featured Breakout Presenters



### **Adam Falcone**

Based in Pittsburgh, PA, Adam J. Falcone is a partner in FTLF's national health care practice group, where he counsels a diverse spectrum of community-based organizations that render primary and behavioral healthcare services. He counsels clients on a wide range of health care issues, with a focus on fraud and abuse, reimbursement and payment, and antitrust and competition matters.

Mr. Falcone established the firm's health care corporate compliance practice, offering proactive counsel to avoid costly legal missteps that can jeopardize vital health services within communities. To that end, he has championed the development of online compliance support services to assist clients in the development of effective corporate compliance programs. He also conducts internal investigations, defends clients in audit proceedings, and negotiates settlements related to fraud allegations.

Drawing on his extensive knowledge of health care policy and markets, Mr. Falcone regularly speaks to groups across the country on managed care contracting and value-based payment methodologies. In particular, he brings strategic counsel to clients that are responding to changes in their local marketplace, negotiating participating provider agreements, and seeking to establish provider networks such as Accountable Care Organizations.

Prior to joining the law firm, Mr. Falcone served as Program and Policy Counsel at the Alliance of Community Health Plans, a national association of non-profit and provider-owned health plans advocating federal policies to improve health care quality. Working at the intersection of law and policy, he represented the Alliance before the Congress and Executive Branch.



### **Corey Martin**

Corey Martin is a Yale-trained family physician driven to change the delivery of healthcare and improve the mental and physical health of our communities. He is a founder of the Bounce Back Project, practicing private group physician, former Bush Fellow, Chief Medical Officer and lead physician in response to clinician burnout. Driven to do this work by the loss of two colleagues and friends, Corey strives to create an environment of opportunity in which all of us can do the deep, heartfelt work of changing the way we show up and interact in each other's lives. One of the ways he does this is by facilitating resilience retreats across the United States and throughout the world. He is both a Certified Dare to Lead Facilitator and Center for Courage and Renewal Facilitator and facilitates workshops based on the work of Brené Brown and Parker Palmer. In his free time, he enjoys working on his farm that he has recently turned into an event center. He lives in Buffalo, MN with his wife and three daughters. He is a recovering perfectionist and an aspiring "good enoughist."

## Featured Breakout Presenters



### **Sita Kapoor, Chief Information Officer, Health EC**

Sita is a healthcare IT entrepreneur and innovative leader directing HealthEC's research and development team, applying mathematical and computing models in the custom development of large-scale data integration and analytics solutions that empower physicians and healthcare organizations to identify and engage at-risk patients requiring closer medical attention. She also serves as a board member of the Population Health Alliance and is actively involved in HIPAA workgroups charged with defining consent and transaction standards.

Prior to HealthEC, Sita was co-founder and CIO of IGI Health, a provider of IT solutions and BPO services. There, she built the Med-Link clearinghouse that allowed provider organizations working with any billing system to capture and convert data into discrete data formats for claims adjudication. Sita further designed the foundation for custom and packaged healthcare portal solutions, including the payer-provider portal, clinical exchange and the personal health record. She has also provided consulting services for numerous multi-national healthcare companies including United Healthcare, Siemens Medical Systems and Johnson & Johnson healthcare.

Sita began her data scientist career in the aeronautics sector in the mid-1980s. She was part of an engineering team that programmed the navigational backup system for the U.S. Air Force's F-16 Fighting Falcon aircraft. She also converted raw satellite telemetry data that was fed to the first UNIX database for satellite monitoring via Microsoft tools. For a NASA project, she interpreted encrypted satellite data to prevent spacecraft communication failure.

She holds a Bachelor of Computer Science degree from Rutgers University, New Brunswick, NJ, and a Master of Computer Science degree from the Stevens Institute of Technology, Hoboken, NJ.