

# 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
12:00 pm - 1:00 pm	<b>Lunch</b>
1:00 pm - 4:30 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> <i>(more info page 6)</i> Felix Woods and Paula Woods, Woods-Lidell Group Virtual and In-Person Options   <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

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> Natalie Thomas, Building for Mission
9:00 am - 9:15 am	<b>Networking Break   Visit our Sponsor &amp; Exhibitor Hall</b>
9:15 am - 10:30 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>Leveraging EHR Development for Productivity and Quality</b> Terry Lee, Cloud Craft; Siu Tong, Smart Link
<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 - 11:00 am	<b>Keynote Address by Special Guest</b>

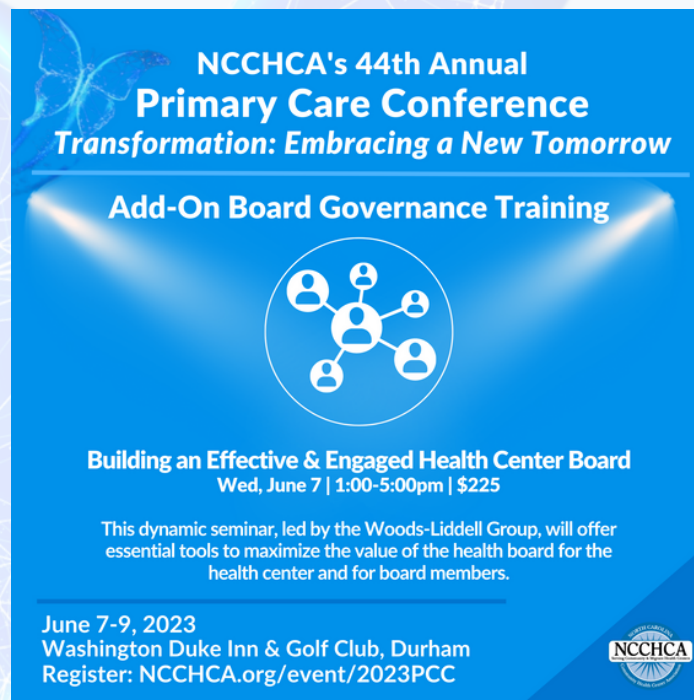
11:00 am - 11:15 am	<b>Networking Break   Visit our Sponsor &amp; Exhibitor Hall</b>
11:15 am - 12:30 pm	<b>Concurrent Breakout Sessions</b>
<b>Leadership &amp; Workforce</b>	<b>Session II – Deep Dive: Leadership Demands of Value Based Care</b> Adam Falcone, Feldesman Tucker Leifer Fidell LLP
<b>Finance 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</b>  <b>Remarks from Dale Folwell, State Treasurer of North Carolina</b>  <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>Building Power through Narrative (Skill Building Session)</b> Natalie Thomas, Building for Mission

<p><b>2:30 pm - 3:45 pm</b></p>	<p><b>Concurrent Breakout Sessions, continued</b></p>
<p><b>Finance Essentials</b></p> <p><b>Data &amp; HIT</b></p> <p><b>Innovations/Health Care Landscape</b></p> <p><b>School-Based Health</b></p>	<p><b>Medicaid Provider Enrollment</b> NC Medicaid staff will present on the unique NC Medicaid provider enrollment process specific to FQHCs.</p> <p><b>Building Your Technology Stack for Success in Value-Based Care</b> Sita Kapoor, Health EC</p> <p><b>The Role of Outreach and Enrollment Teams in Medicaid Unwinding &amp; Expansion: What Does the Future Hold?</b> Verlina Lomick and Martha Spencer, Kintegra Health; Brittany Payne, Cabarrus Rowan Community Health Center; Erica Powell, Roanoke Chowan Community Health Center</p> <p><b>Recognizing, Supporting, Working with, and Advocating for Children of Incarcerated and Returning Parents</b> Melissa Radcliff, Coastal Horizons</p>
<p><b>3:45 pm - 4:00 pm</b></p>	<p><b>Break</b></p>
<p><b>4:00 pm - 5:15 pm</b></p>	<p><b>Concurrent Breakout Sessions</b></p>
<p><b>Leadership &amp; Workforce</b></p> <p><b>Finance Essentials</b></p> <p><b>Data &amp; HIT</b></p> <p><b>Innovations/Health Care Landscape</b></p> <p><b>School-Based Health</b></p>	<p><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></p> <p><b>A Primer on Indirect Costs: Why It Is Important in Grant Funding</b> Aurpon Bhattacharya, Cherry Bekaert Advisory, LLC</p> <p><b>Telehealth Quality Improvement</b> Kathy Wibberly, Mid-Atlantic Telehealth Resource Center</p> <p><b>Group Visits for Integrated Pain Management</b> Isabel Roth, UNC School of Medicine</p> <p><b>Prevention of Overweight and Obesity in Childhood: Understanding New Guidelines</b> Laura Rolke, Duke University</p>
<p><b>6:00 pm - 7:30 pm</b></p>	<p><b>Reception and Award Ceremony</b></p>

<p><b>8:00 am - 9:00 am</b></p>	<p><b>Breakfast</b></p>
<p><b>9:00 am - 10:00 am</b></p>	<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>
<p><b>10:00 am - 10:30 am</b></p>	<p><b>Networking Break   Visit our Sponsor &amp; Exhibitor Hall</b></p>
<p><b>10:30 am - 11:45 am</b></p>	<p><b>Concurrent Breakout Sessions</b></p>
<p><b>Leadership &amp; Workforce</b></p> <p><b>Finance Essentials</b></p> <p><b>Data &amp; HIT</b></p> <p><b>Innovations/Health Care Landscape</b></p> <p><b>Innovations/Health Care Landscape</b></p> <p><b>Innovations/Health Care Landscape</b></p>	<p><b>Leading in a Post Pandemic World: Hiring, Developing, Delivering</b>                  Dexter Nolley, Nolley Coaching</p> <p><b>Key Information to Know About FQHC Mental Health and Substance Use Disorder Billing</b>                  Rebecca Lee, CPC, CPPM</p> <p><b>Using Data to Support Health Equity</b>                  Mitchell Blount, Morehouse School of Medicine</p> <p><b>Cultivating JEDI Excellence: Empowering the Health Center Workforce for Wellness and Inclusive Healthcare Environments</b>                  Helen Rhea Vernier, Star Center</p> <p><b>Telepsychiatry in North Carolina</b>                  Ryan Baker, East Carolina University                  Nick Galvez, NC Office of Rural Health</p> <p><b>Community Health Workers in NC: Current State and Future Opportunities</b>                  Honey Yang Estrada, NC Community Health Worker Association</p>
<p><b>12:00 pm - 2:30 pm</b></p>	<p><b>Closing Plenary - The End of Bias: A Beginning</b>                  Jessica Nordell, Independent Journalist and Author</p> <p><b>Legislative Award Presentation and Closing</b></p>




## ADD-ON WORKSHOP



**NCCCHCA's 44th Annual  
Primary Care Conference**  
*Transformation: Embracing a New Tomorrow*


**Add-On Board Governance Training**



**Building an Effective & Engaged Health Center Board**  
Wed, June 7 | 1:00-5:00pm | \$225

This dynamic seminar, led by the Woods-Liddell Group, will offer essential tools to maximize the value of the health board for the health center and for board members.

June 7-9, 2023  
Washington Duke Inn & Golf Club, Durham  
Register: [NCCCHCA.org/event/2023PCC](https://www.nccchca.org/event/2023PCC)



### **Building an Effective & Engaged Health Center Board**

Wed., June 7 | 1:00-5:00pm | \$225

Whether you are new to your health center's board or a seasoned director, you are a valuable asset to your organization. This dynamic seminar will give participants the essential tools to maximize their value to the health center and enhance the value they get from serving on the board of directors. Session will cover the duties of a board director of a health center, how that role is different from management, building a stronger board/CEO relationship, and leveraging the talents of the board to contribute to fulfilling the health center's mission and strategies.

At the end of this seminar, participants will be able to:

1. Identify their board's essential fiduciary duties and the 8 major duties of health center boards.
2. Assess how well their board complies with HRSA governance regulations.
3. Identify ways to deepen their engagement as directors.
4. Identify how they and their board can improve their relationship with the CEO.

Speakers: Paula and Felix Woods, Woods-Liddell Group

This Board Governance Workshop will be offered as a hybrid workshop, with options to join in-person or virtually. Registration is required for both options. Register for the workshop by selecting it as a stand-alone ticket or combo ticket with your conference registration.

## Thursday, June 8 - Session Descriptions

### **Opening Plenary: Building the Future Our Communities Need through Community Organizing**

During this interactive discussion, presenters will introduce attendees to community organization as a leadership framework, including building power to deploy power and using an asset-based strategy.

Breakouts: 9:30-10:45 am

### **Session I - Deep Dive: Leadership Demands of Value Based Care**

**Adam Falcone, Feldesman Tucker Leifer Fidell LLP**

This session, the first of two parts, will explain the term “value-based care” and how it presents an opportunity for health centers (and their boards) to generate additional financial support for improvements in the quality of care or the health of its patients. It will provide an overview of value-based payment arrangements, negotiation strategies for value-based contracts, and key compliance considerations for health centers.

### **The New Alternative Payment Methodology: What FQHCs and RHCs Can Expect**

**David Fields, Forvis**

The new alternative payment methodology is effective July 1, 2023. In this session you will learn what to expect and how this process will work. We will review the future rate setting cost report years and the effective dates for the rates established by those cost reports. We will discuss strategies for the future and key cash flow impacts as you plan for the transition. The session will include common questions that FORVIS and NCCHCA are receiving on this critical topic. If you are uncertain about these changes or even what the current reimbursement methodology is for your health center, you can't miss this session!

### **Leveraging EHR Development for Productivity and Quality**

**Terry Lee, Cloud Craft; Siu Tong, Smart Link**

Presenters will cover best practices for utilizing health information technology to improve productivity and quality, including closing care gaps and achieving ACO & Meaningful Use goals.

### **NC Priorities for a Strong Public Behavioral Health System**

**Kelly Crosbie, NC Department of Health and Human Services**

This session will give an overview of current BH priorities and initiative at DHHS. The public BH system in NC needs to offer services further upstream to build resiliency, invest in coordinated systems of care that make mental health services easy to access when and where they are needed and to reduce the stigma around accessing these services.

### **Part I: Seed Digging Trauma-Informed School-Based Model (SD-TISBM): A Simple, yet Powerful Approach to Helping Students Heal, Grow, and Thrive at Their Greatest Potential**

**Shawna Burns, Seed Digging**

SD-TISBM has been used in multiple school districts across Arkansas through training partnerships with the Arkansas Department of Education and the University of Arkansas for Medical Sciences. *(continued on next page)*

## Thursday, June 8 - Session Descriptions continued

*(Seed Digging, continued from previous page)* Seed Digging provides a simple, compassionate language of a garden to help students understand how their mind works and equips them with simple strategies to overcome emotional and behavioral problems. This presentation will share case studies to help identify the “need behind the deed” with students who are struggling, educate with simple yet powerful strategies to meet those needs, as well as help students reach level 4 (positive self-esteem) of Maslow’s Hierarchy of Needs to sustain emotional healing.

Breakouts: 11:15am - 12:30pm

### **Session II – Deep Dive: Leadership Demands of Value Based Care**

**Adam Falcone, Feldesman Tucker Leifer Fidell LLP**

This session, the second of two parts, will identify how to structure successful value-based contracts with payors. It will address the importance of ensuring contractual rights to data and reports, understanding how the benchmark is set in shared savings or shared risk arrangements, and defining the population of attributed and assigned patients. Lastly, it will offer suggestions to promote accountability among health center leadership.

### **Medicare Enrollment for FQHCs**

**Alisha Sanders and Dionna Johnson, Centers for Medicare and Medicaid Services**

This session is designed to walk through the enrollment process for Federally Qualified Health Center (FQHC). Participants will learn about the FQHC enrollment requirements, enhancements to PECOS to streamline the enrollment process for FQHCs and the impacts of the survey and certification transition on FQHC enrollment.

### **Building a Better Telehealth Future: Enhancing Data and Improving Quality**

Data plays a vital role in telehealth, providing valuable insights into patient care, outcomes, and system efficiency. Most health centers have not adopted a standardized way of collecting, analyzing and utilizing data to optimize telehealth services or to be able to facilitate telling the stories needed to shape the future of telehealth policy. The shared best practices, coupled with the ability to harness actionable data, will help ensure that we build a better, more accessible and patient-centered approach that meets the highest standards of telehealth-enabled care.

### **Achieving Maternal Health Equity in Primary Care**

This session will provide an overview of maternal health in North Carolina including maternal deaths and severe maternal morbidity. This session will also provide information on specific maternal health efforts being implemented in different parts of the state. The session will conclude with partnership discussions to engage primary care more broadly.

### **Part II: Seed Digging Trauma-Informed School-Based Model (SD-TISBM): A Simple, yet Powerful Approach to Helping Students Heal, Grow, and Thrive at Their Greatest Potential**

SD-TISBM has been used in multiple school districts across Arkansas through training partnerships with the Arkansas Department of Education and the University of Arkansas for Medical Sciences. The SD-TISBM 5-point model equips everyone with tools to help students reach level 4 of Maslow’s Hierarchy of Needs. This presentation will share case studies to help identify the “need behind the deed” with students who are struggling and need emotional healing.



## Thursday, June 8 - Session Descriptions continued

### **Lunch Plenary: Medicaid Expansion: What's Next for NC?**

**Jay Ludlam, Deputy Secretary, NC Medicaid, and Heidi Robertson-Cooper, Consultant, Missouri Primary Care Association and MissouriHealth+**

This interactive panel presentation will help audience members prepare for NC's Medicaid Expansion. The presentation will include the latest updates from NC DHHS about how expansion will be implemented. In addition, audience members will gain insights into how Missouri handled the expansion of Medicaid and how health centers have prepared themselves for success.

Breakouts: 2:30-3:45 pm

### **Building Power through Narrative**

**Natalie Thomas, Building for Mission**

This skills-building session, a follow-up to the morning plenary, will further introduce participants to skills needed for community organization and advocacy, including building the public narrative.

### **Medicaid Provider Enrollment**

Part of our Finance Essentials Track, NC Medicaid staff will present on the unique NC Medicaid provider enrollment process specific to FQHCs.

### **Building Your Technology Stack for Success in Value-Based Care**

**Sita Kapoor, Health EC**

What technology does your organization need to be successful in value-based care? This session will cover how to identify needs and maximize your technology resources to work for you.

### **The Role of Outreach and Enrollment Teams in Medicaid Unwinding & Expansion: What Does the Future Hold?**

**Verlina Lomick and Martha Spencer, Kintegra Health; Brittany Payne, Cabarrus Rowan Community Health Center; Erica Powell, Roanoke Chowan Community Health Center**

During this session, health centers will share practical tips for how they are preparing to assist patients during Medicaid unwinding and Medicaid expansion.

### **Invisible Sentence: Children of Incarcerated Parents**

**Melissa Radcliff, Coastal Horizons**

On any given day, there are an estimated 2.7 million children in the United States with at least one incarcerated parent. In NC, the best estimate is more than 18,000. More than 5.2 million children (160,000 in NC) have experienced parental incarceration at some point in their lives.

This workshop will focus on what we know and do not know about the children and the impact of parental incarceration and re-entry, what strategies could be developed and implemented to identify and serve the children, how to engage advocates in a conversation about advancing policies supporting the children, current gaps in resources and data collection, and new ways to partner and collaborate to better meet the needs of the children.

## Thursday, June 8 - Session Descriptions continued

**Breakouts: 4:00-5:15 pm**

### **Mindset Matters: The Importance of Mindset in Stress and Wellness**

**Corey Martin, Innovations in Resilience**

*\*This speaker will offer individual office hours on Thursday. Sign up on site.*

Our mindset and how we approach situations have significant implications for our health, happiness, and patient outcomes. Dr. Martin talks about the science behind mindset and how our mindset of stress impacts our work, our health and the people around us.

### **A Primer on Indirect Costs: Why It Is Important in Grant Funding**

**Aurpon Bhattacharya, Cherry Bekaert Advisory, LLC**

Indirect costs in grant funding are an important but often misunderstood issue. This session will help health centers and other organization financial leaders cover indirect costs.

### **Building a Better Telehealth Future: Enhancing Data and Improving Quality**

**Kathy Wibberly, Mid-Atlantic Telehealth Resource Center**

Data plays a vital role in telehealth, providing valuable insights into patient care, outcomes, and system efficiency. Most health centers have not adopted a standardized way of collecting, analyzing and utilizing data to optimize telehealth services or to be able to facilitate telling the stories needed to shape the future of telehealth policy.

**While data can inform quality improvement efforts, there are a variety of other best practices needed for maintaining and improving quality in telehealth. These best practices, coupled with the ability to harness actionable data will help ensure that we build a better, more accessible and patient-centered approach that meets the highest standards of telehealth-enabled care.**

### **MAGIC: More Access to Group Integrative Care for Chronic Pain**

**Isabel Roth, UNC School of Medicine**

Chronic pain remains one of the most persistent and common complaints among primary care patients. Integrative Group Medical Visits hold the promise of providing holistic pain management in a model that is cost-effective, and a better experience for patients and providers alike. How do we successfully implement this model? In this session, we'll explore the latest findings from a systematic review of the literature, and interviews with experts across the country.

### **The Role of School-based Health Centers in Addressing the Complexity of Childhood Obesity and Weight Stigma**

**Laura Rolke, Duke University**

This session will discuss the recent statistics for obesity and relevant health behaviors among children and adolescents. It will describe the complexity of obesity and the multi-level factors that influence overweight and obesity. The session will identify strategies for SBHCs to support obesity prevention and provide care to children and adolescents in schools while considering weight stigma.

## Friday, June 9 - Session Descriptions

### **Morning Plenary: HRSA's 'New Tomorrow' Panel Presentation with Bureau of Primary Health Care Leadership**

#### **Matt Kozar and Ernia Hughes, Bureau of Primary Health Care**

Representatives from HRSA's Bureau of Primary Health Care (BPHC) will deliver key Health Center Program updates to health center leaders, clinicians, staff, and board members. The presentation will cover topics including FY23 funding/President's proposed FY24 budget updates, Medicaid redetermination, and strategic initiatives to advance program impact.

In addition, the presenters will explore the bureau's current efforts to support recipient compliance and performance through targeted engagements and transformative demonstration projects (pilots).

Breakouts: 10:30-11:45 am

### **Leading in a Post Pandemic World: Hiring, Developing, Delivering** **Dexter Nolley, Nolley Coaching**

In this presentation, we delve into the essential strategies for leading in a post-pandemic world, specifically focusing on the critical areas of hiring, developing talent, and delivering results.

Participants will gain valuable insights into adapting their leadership approaches to navigate the challenges and seize the opportunities presented in the new normal, ensuring their organizations thrive in the evolving business landscape.

### **Key Information to Know About FQHC Mental Health and Substance Use Disorder Billing** **Rebecca Lee, CPC, CPPM**

During this session, attendees will get practical information about how FQHCs and Look Alikes can maximize billing for mental health and substance use disorder services.

### **Using Data to Support Health Equity** **Mitchell Blount, Morehouse School of Medicine**

Data, compiled and analyzed with health equity at the top of the agenda, are important for identifying problems, allocating resources, and targeting interventions to those who most need them. In this session, presenters will discuss how health centers can utilize data to support more equitable patient and community outcomes.



## Friday, June 9 - Session Descriptions

### **Cultivating JEDI Excellence: Empowering the Health Center Workforce for Wellness and Inclusive Healthcare Environments**

**Helen Rhea Vernier, Star Center**

Justice, Equity, Diversity, and Inclusion (JEDI) are foundational concepts for the Health Center Movement. While movement founders may not have used exactly those words to describe their work, the concepts shaped health center missions, visions, and values.

Today, the health center workforce requires flexibility, understanding, and a strong commitment to JEDI from their organizations and leadership. In this session, attendees will come to understand the impacts of JEDI issues and concepts on both the health center workforce and patients, learn practical steps for supporting organizational JEDI efforts that boost staff wellbeing and retention, and take away refreshed strategies to engage with staff and patients with cultural humility and self-awareness. This session will prepare health center leaders to meet the JEDI needs and expectations of their staff and guide this important work in their organizations.

By the end of this session, the attendee will be able to:

- Understand and communicate the impacts of JEDI issues and concepts on health center workforce and patients.
- Effectively inform and support an organizational JEDI initiative.
- Engage with diverse populations with cultural humility and self-awareness.

### **Telepsychiatry in North Carolina**

**Ryan Baker, East Carolina University Nick Galvez, NC Office of Rural Health**

This presentation will review the current state of telepsychiatry in NC and opportunities for growth, with a special focus on the NC STeP program.

### **Community Health Workers in NC: Current State and Future Opportunities**

**Honey Yang Estrada, NC Community Health Worker Association**

Community Health Workers (CHWs) are frontline public health workers who have strong connections to the communities they serve. They are the bridge between individuals and health/social services to improve whole person health. Learn more about the CHW initiative in North Carolina and the benefits of a community-based approach.

### **Closing Plenary: The End of Bias: A Beginning**

**Jessica Nordell, Independent Journalist and Author**

**With Other Special Guests and Legislative Award Presentations**



## 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 (OHCI) at the Bureau of Primary Health Care (BPHC)-Health Resources and Services Administration. The OHCI 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.

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.



### **Dexter Nolley, Nolley Consulting**

Dexter has more than 25 years of experience working with leaders in academic medical centers, manufacturing, pharmaceutical, higher education, state government, churches and other not for profit organizations providing executive coaching and leadership consulting on topics such as performance coaching, conflict management, diversity equity and inclusion, employee relations, team building, and leadership development. In addition, he has a proven track record of building teams, developing leaders, and leading through growth and change.

Dexter has worked extensively in the field of Human Resources where he helps organizations and individuals discover their values and vision while strategically aligning themselves to produce sustainable and measurable results. Dexter also has experience in business, union, non-union, education, and state agencies. He has worked with such companies as: BlueCross BlueShield, Boston Scientific, Cisco, Progress Energy, High Tech Fabrication, North Carolina State Highway Patrol, University of North Carolina Business and Accounting Schools, Columbia University and Duke University.

Dexter is an ICF and Board-Certified Coach, a certified Senior Professional in Human Resources and also certified in performance management, mediation, and arbitration. A graduate of Georgia Southern University, Dexter holds a Master's Degree in Counselor Education and a Bachelor's Degree in Communications from Mercer University.