



NORTH CAROLINA PRIMARY CARE CONFERENCE

BE WISE
BE BOLD
BE INNOVATIVE



JUNE 6-7, 2024
GRANDOVER RESORT & SPA | GREENSBORO

Register: <https://cvent.me/w5OQx2>



NC DEPARTMENT OF
HEALTH AND
HUMAN SERVICES
Office of Rural Health



NORTH CAROLINA
SCHOOL-BASED
HEALTH ALLIANCE
Healthy Children, Healthy Teens, Healthy Schools

NCCHCA's 45th Anniversary Primary Care Conference

Be Wise – Be Bold – Be Innovative

Grandover Resort & Spa | Greensboro, NC | June 5-7, 2024

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Wednesday, June 5

9:00 - 11:45 am	Office of Rural Health Grantee Meeting - Nottingham
10:00 - 11:30 am	CMHN Foundation Members Meeting - Whitehall
11:45 am - 12:45 pm	Lunch for ORH, CMHN, and NCCHCA Board Attendees (Invite Only) - Grandview Ballroom
1:00 - 5:00 pm	NCCHCA Quarterly Board of Directors Meeting - Whitehall
1:00 - 5:00 pm	Board Governance Training for Health Center Boards – Renoir <i>Separate registration required</i>
5:00-6:00 pm	NC School Based Health Alliance Drop-In – Provencial Drop-in to meet the NC School Based Health Alliance. Get your questions about school-based health answered and network with fellow school-based health enthusiasts. This session is open to all conference attendees.
6:30 - 8:00 pm	NCCHCA Welcome Reception for Health Center Leaders (Invitation Only) NC CHC CEOs and their invited guests will gather for this networking reception, featuring an informal panel discussion with recently retired health center CEOs sharing their lessons learned.





NORTH CAROLINA PRIMARY CARE CONFERENCE



THANK YOU TO OUR GENEROUS
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Thursday, June 6

7:00 am – 4:00 pm	Registration Open - Grandville Registration Desk <i>Registration Closed During Plenaries</i>
7:30-8:30 am	Breakfast - Grandville Ballroom
7:45-8:15 am	SunRx Spotlight: Strategic Overview of the 340B Environment - Renoir Grab breakfast and join John Bretz in the Renoir room for a 340B Overview.
8:15-9:15 am	<u>Opening Plenary - Grandville Ballroom</u> The Great Demographic Disruption Jim Johnson, PhD, University of North Carolina at Chapel Hill Kenan-Flagler Business School
9:15-9:30 am	Break
9:30-10:45 am	Concurrent Sessions
Leadership/Workforce Track	New Executive Skills Lab Part I – Grandview A <i>*9:30am - 12:30pm with a break. Attendance for both parts is encouraged.</i>
Finance Track	The New APM is Here – Grandview B
Health Information Technology Track	How Evolution of Generative AI is Impacting Healthcare and Clinical Practice – Beaumont
Health Equity Track	Medicaid Expansion: Collaborating to Connect Newly Eligible Individuals to Coverage – Berkeley
School Based Health Track	Empowering School-Based Care: Telehealth Training Tips for Presenters and Providers – Provencial
10:45-11:15 am	Networking Break - Grandville Foyer

<p><u>Thurs., June 6</u> 11:15 am-12:30 pm</p>	<p>Concurrent Sessions</p>
<p>Leadership/Workforce Track</p>	<p>New Executive Skills Lab Part II – Grandview A <i>*9:30am - 12:30pm with a break. Attendance for both parts is encouraged.</i></p>
<p>Finance Track</p>	<p>Planning Your Finances and Outlook in Changing Times – Grandview B</p>
<p>Health Equity Track</p>	<p>Implementing Agency-Wide Justice, Equity, Diversity, and Inclusion Practices at a Health Center – Berkeley</p>
<p>School Based Health Track</p>	<p>Talk to the Llama: AI-Supported Mental Health Support for Students – Provencial</p>
<p>12:30-2:15 pm</p>	<p><u>Networking Lunch & Plenary – Grandville Ballroom</u></p> <p><u>Welcome Remarks from LabCorp</u>, Primary Care Conference Sponsor Advancing the Health of Underserved Populations: Utilizing Lab Data to Support Health Equity Initiatives Linda Fraunhofer, Director of Population Health Initiatives at Labcorp</p> <p><u>Possibilities: Creating a Different Future</u> Dr. Eduardo Sanchez, American Heart Association</p>
<p>2:15-2:30 pm</p>	<p>Networking Break</p>
<p>2:30-3:45 pm</p>	<p>Concurrent Sessions</p>
<p>Leadership/Workforce Track</p>	<p>Succession Planning – Grandview A</p>
<p>Finance Track</p>	<p>Key Financial Considerations for Health Center in Value-Based Care – Grandview B</p>
<p>Health Information Technology Track</p>	<p>Let’s Practice Data Storytelling – Beaumont</p>
<p>Health Equity Track</p>	<p>Oral Health: Innovating to Expand Capacity and Address Access Disparities – Berkeley</p>
<p>School Based Health Track</p>	<p>Using Collaborative Care for Student Mental Health – Provencial</p>

<u>Thurs., June 6</u>	
3:45-4:00 PM	Networking Break - Grandville Foyer
4:00-5:15 PM	Concurrent Sessions
Leadership/Workforce Track	Creating Building Blocks for Value Based Care: A Primer for Leaders – Grandview A
Finance	Using Financial KPIs in your CHC – Grandview B
Health Information Technology Track	Getting Prepared for UDS + – Beaumont
Health Equity Track	Behavioral Health: Designing Your Program to Increase Access – Berkeley
School Based Health Track	Rapid Adolescent Prevention Screening Updates – Provencial
6:30-8:00 pm	<u>Conference Welcome Dinner - Grandview Ballroom</u>
	Presentation of NCCHCA and Office of Rural Health Awards

**PLEASE SAVE THE DATE FOR THE
2025 PRIMARY CARE CONFERENCE
June 5-6, 2025 | New Bern, North Carolina**



NORTH CAROLINA PRIMARY CARE CONFERENCE

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Friday, June 7

7:00-12:00 pm	Registration Open - Grandville Registration Desk <i>Registration Closed During Plenaries</i>
7:30-8:30 am	Breakfast - Grandville Ballroom
8:15-9:30 am	<u>Morning Plenary: Behavioral Health and the Primary Care Safety Net: What's on the Horizon?</u> – Grandville Ballroom Kelly Crosbie , Division of Mental Health, Developmental Disabilities, and Substance Use Services Michael McDuffie , DHSc, CEO, Agape Health Services Hans Rosario-Singer , Mountain Area Health Education Center Presentation of NCCHCA Legislative Awards
9:30-10:00 am	Networking Break
10:00-11:15 am	Concurrent Sessions
Leadership/Workforce Track	Practical Strategies for Reducing Turnover – Grandview A
Finance Track	Creating Competitive Provider Compensation Plans: Experience from Health Centers – Grandview B
Health Information Technology Track	Leveraging Value-Based Contracts to Advance Health Equity – Beaumont
Health Equity Track	CHCs and the Maternal Health Crisis – Berkeley
Bonus Session	Medicaid Expansion Regional Support Specialists: An Approach to Connecting Patients to Coverage – Provencial
11:15-11:30 am	Break - Grandville Foyer

11:30-12:45	Concurrent Sessions
Leadership/Workforce Track	Getting Your Whole Team on Board to Working Towards Mission – Grandview A
Finance Track	An Overview of New Medicare CHI Codes – Grandview B
Health Information Technology Track	The Power of Data to Succeed in Value-Based Care – Beaumont
Health Equity Track	CHCs Engaging in Research: Health Equity at the Center – Berkeley
12:45-2:00	<u>Lunch and Closing Plenary - Grandview Ballroom</u> Be Wise, Be Bold, Be Innovative Reuben Blackwell, IV, CEO of OIC of Rocky Mount and past NCCHCA Board Chair

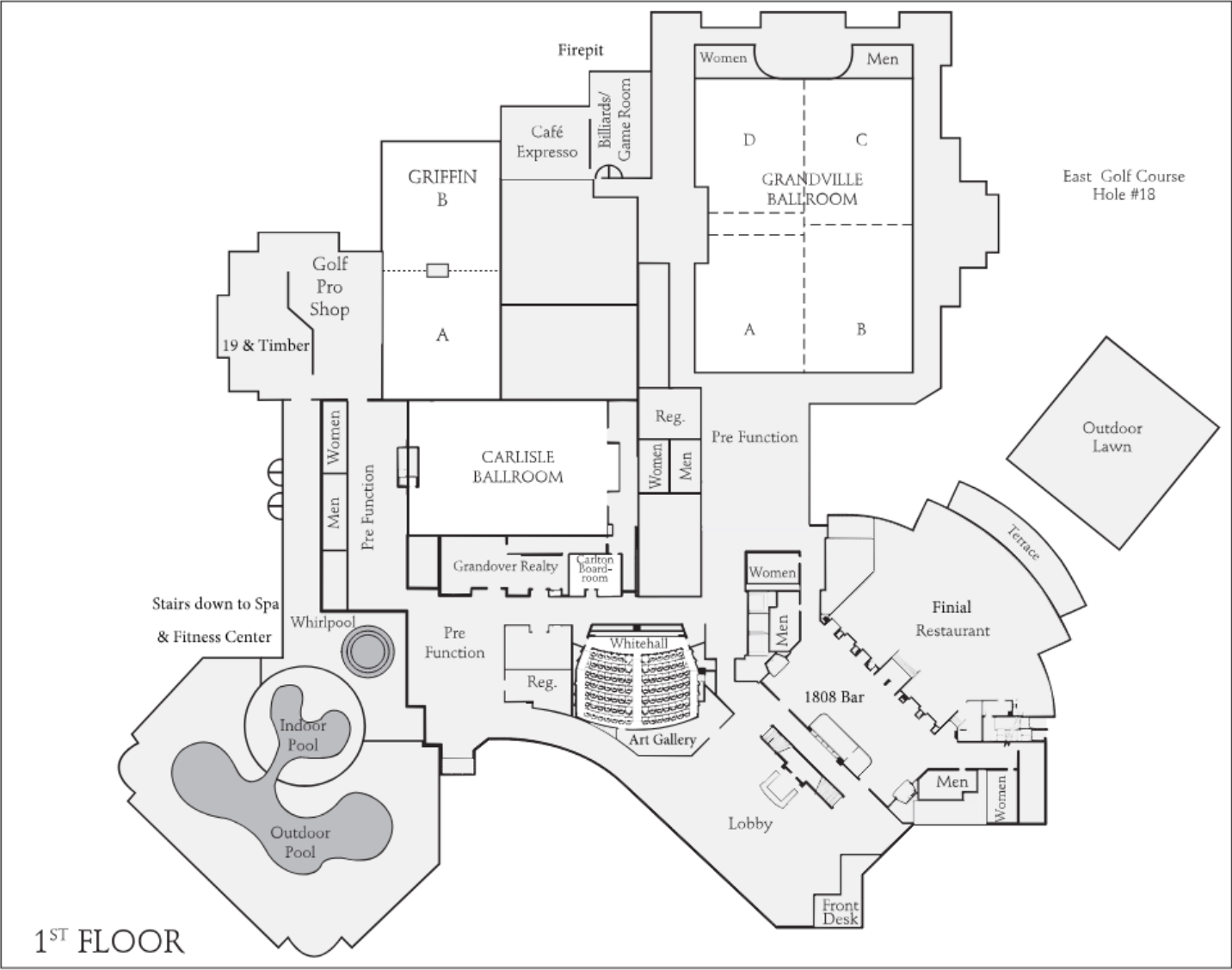


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June 5-6, 2025 | New Bern, North Carolina

Hotel Information

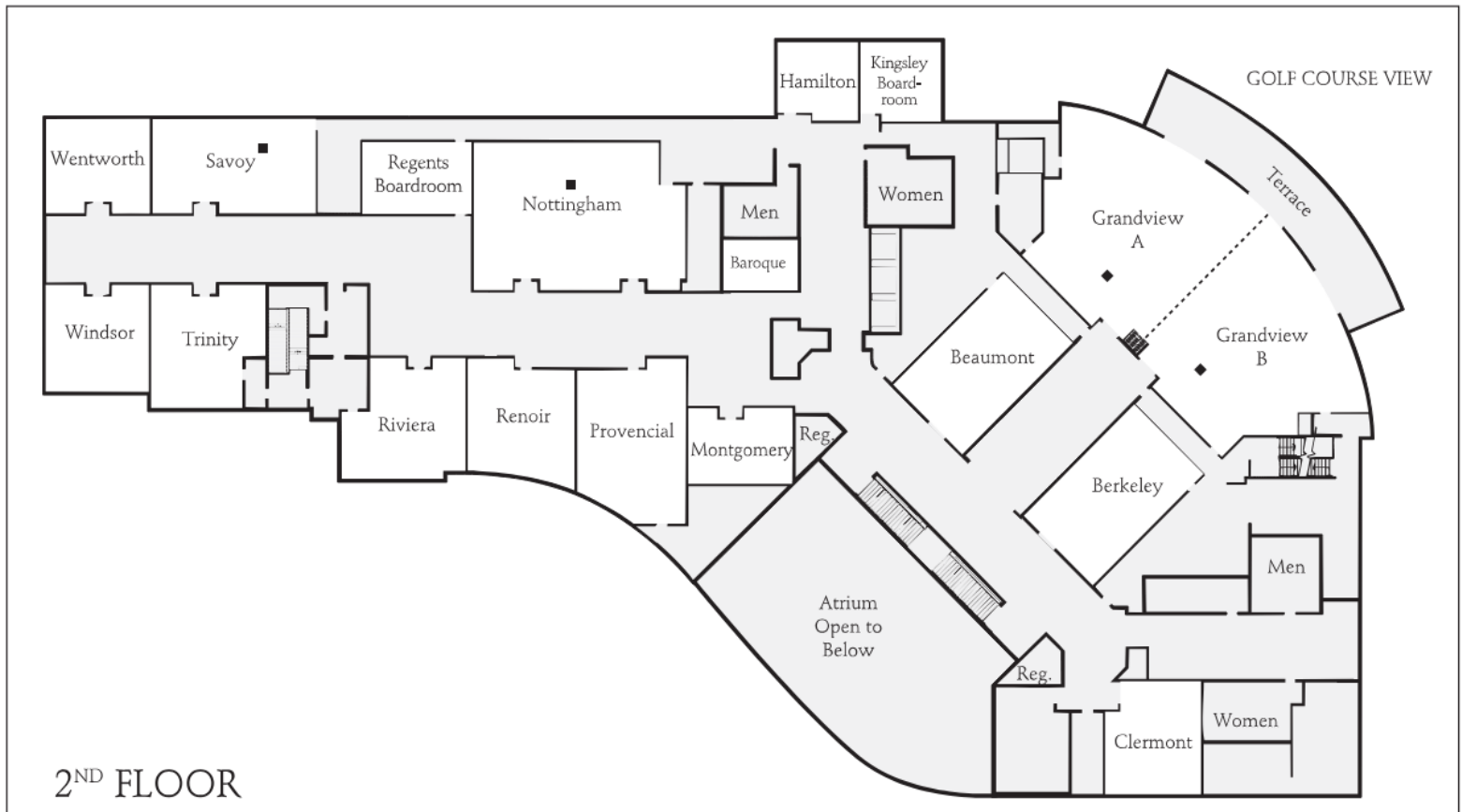
1st floor: Grandover Resort & Spa

Banquet & Meeting Rooms

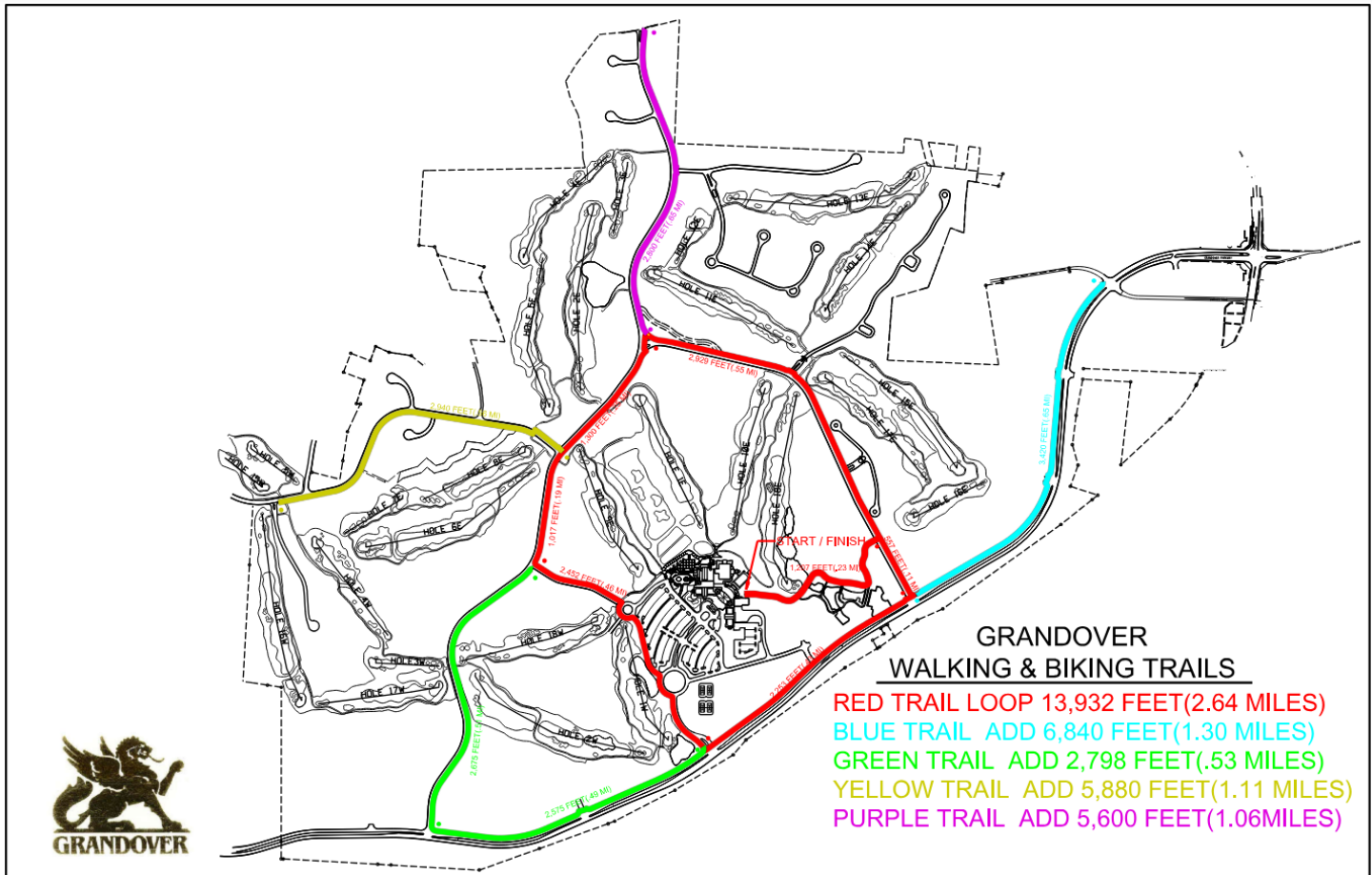


2nd Floor: Grandover Resort & Spa

Banquet & Meeting Rooms



Walking/Biking Trails: Grandover Resort & Spa



Shuttle Schedule

To make your conference experience easier, there is a shuttle service provided between the Grandover Resort and Spa (Conference Hotel) and Sheraton Greensboro at Four Seasons (Overflow Hotel).

The shuttle service is **sponsored by Covered Meds** and provided by Holiday Transportation.

Shuttle Info: Dial **(336) 822-9360** and follow the prompts.

Driver Name: Sandy G. (Bus 908) | Locator #: 5681

The locator # only becomes active about an hour before the trip is due to depart.

The shuttle service is sponsored by Covered Meds and provided by Holiday Transportation.

Shuttle Schedule

The trip between hotels is approximately 15 minutes.

Thursday, June 6, Morning

Departure from the Sheraton to the Grandover on the hour, from 6:00 am to 11:00 am.

Thursday, June 6, Afternoon

Departure from the Grandover to the Sheraton on the hour, at 12:00 pm, 5:00 pm, 6:00 pm, 7:00 pm, 8:00 pm, 9:00 pm

Friday, June 7, Morning

Departure from the Sheraton to the Grandover on the hour, from 7:00 am to 11:00 am.

Friday, June 7, Afternoon

Departure from the Grandover to the Sheraton on the hour, from 12:00-3:00 pm.

Session Descriptions

Thursday, June 6

Opening Plenary: The Great Demographic Disruption

Jim Johnson, PhD, University of North Carolina at Chapel Hill Kenan-Flagler Business School

Dr. Johnson examines the causes and consequences of growing inequality in American society. Learn about the ways changing demographics are affecting health care.

Breakouts: 9:30-10:45 am

Session 1: Leadership/Workforce

New Executive Skills Lab

Jackie Gaines, MS, BSN

** This session is from 9:30 to 12:30 with an instructor timed break. Attendees should plan to attend both parts of the session.*

This session will offer C-Suite executives leading practices to support success in their role. The discussion will include key challenges and leadership considerations in navigating today's environment; considerations in working with Boards and the importance of self-reflection and continual personal/professional growth as the "secret sauce" to high performance.

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

- State at least two leading practices leaders can use to implement strategic initiatives
- Discuss the successful behaviors of high trust leaders
- Articulate two key principals of the driving performance model in achieving organizational results, including accountability, critical skills and effective communication strategies

Session 2: Finance

The New APM is Here

David Fields, CPA, CMA, CFM

Federally Qualified Health Centers ("FQHC") in North Carolina have experienced a period of unprecedented change in the Medicaid State Plan Amendment over the last 5 years. As the dust settles and the current process is finalized, it is leaving many FQHC's confused. Medicaid expansion means this reimbursement is more critical than ever. We now know the reimbursement structure for FQHCs for the foreseeable future which means now is the time to familiarize yourself with the Medicaid reimbursement environment so your FQHC can thrive!

By the end of the session, the attendee will:

- Understand what the new APM means, how PPS (prospective payment system) works, and recognize that the cost reimbursement period no longer exists
- Be educated on historical cost report settlement timing, wrap payments, and what exactly “real-time” wrap payments means
- Be able to more effectively plan for the impacts on cash flows, the 2024 rebasing period, and the implementation of that new PPS rate

Breakouts: 9:30-10:45 am (continued)

Session 3: Health Information Technology

How Evolution of Generative AI is Impacting Healthcare and Clinical Practice

Mike Behr and Josh Margulies

Physician burnout occurs at epidemic levels, with administrative burden cited as the primary driver. With generative AI evolving at a rapid pace, there has been a plethora of new solutions introduced to the market that specifically aim to tackle these pain points. In this session, experts will discuss evolution of generative AI in healthcare and how it helps not only reduce the overall administrative burden and improve physician wellness, but also increase revenue for organizations of all sizes. You will also walk away with guidance on how to look for AI-powered solutions and what questions to ask when evaluating an AI-powered documentation solution.

Session 4: Health Equity

Medicaid Expansion: Collaborating to Connect Newly Eligible Individuals to Coverage

Panelists: April Morgan, MA, and Hollis Smith

Representatives from Care Share Health Alliance, the NC Navigator Consortium, and the NC Community Health Center Association will discuss their two-year collaboration to reach North Carolinians who became eligible for Medicaid under expansion. The session will provide an overview of Medicaid expansion; review tools, resources, and strategies for supporting outreach and enrollment efforts; and steps to take to assist Medicaid patients who have been enrolled in a Marketplace plan without their knowledge or consent.

By the end of the session, the attendee will:

- Understand the eligibility requirements for Medicaid expansion and how expansion has impacted the health insurance Coverage Gap
- Be able to access Medicaid expansion tools and resources to support outreach and enrollment efforts
- Be able to assist Medicaid patients who have been enrolled in Marketplace coverage without their knowledge/consent

Breakouts: 9:30-10:45 am (continued)

Session 5: School-Based Health

Empowering School-Based Care: Telehealth Training Tips for Presenters and Providers

Tonya Hensley, DNP, FNP

Telehealth has demonstrated its effectiveness in replicating, expanding, or enhancing school-based health services. However, training for presenters and providers must take into account various factors that impact multiple levels of stakeholders. It is important for staff and providers to be mindful of these needs and potential barriers. Dr. Hensley brings 15 years of experience in both traditional and virtual school-based health centers. She has successfully trained numerous presenters and providers and is prepared to share valuable insights on how to effectively train them to deliver high-quality healthcare through school-based telehealth services.

By the end of the session, the attendee will:

- Be able to effectively navigate telehealth platforms, utilize communication tools, and troubleshoot common technical issues to ensure seamless delivery of telehealth services
- Demonstrate enhanced abilities in active listening, empathetic communication, and cultural competence to effectively engage with diverse student populations, parents, and school staff during telehealth interactions
- Acquire knowledge of telehealth-specific clinical assessments, treatment protocols, documentation practices, and ethical considerations to deliver high-quality healthcare services virtually while adhering to best practices and standards of care

Breakouts: 11:15 am-12:30 pm

Session 1: Leadership/Workforce

New Executive Skills Lab (continued)

Jackie Gaines, MS, BSN

** This session is from 9:30 to 12:30 with an instructor timed break. Attendees should plan to attend the entire session.*

This session will offer C-Suite executives leading practices to support success in their role. The discussion will include key challenges and leadership considerations in navigating today's environment; considerations in working with Boards and the importance of self-reflection and continual personal/professional growth as the "secret sauce" to high performance.

By the end of the session, the attendee will:

- Be able to state at least two leading practices leaders can use to implement strategic initiatives
- Be able to discuss the successful behaviors of high trust leaders

- Be able to articulate two key principles of the driving performance model in achieving organizational results, including accountability, critical skills and effective communication strategies.

Breakouts: 11:15 am-12:30 pm (continued)

Session 2: Finance

Planning Your Finances and Outlook in Changing Times

Curt Degenfelder

COVID has substantially changed health center finances. With that change, community health center CFOs need to change the way they do their job. The CFO will need to answer new questions: How do we replace COVID funding? What do we need to pay providers and staff to lower vacancies and turnover? How can we succeed in value-based care? What are new lines of business/new sources of revenue? What is the impact of the Medicaid expansion on the health center's operations and bottom line? This session will help answer those questions.

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

- Evaluate the current state of health center finances
- Identify changing revenue and expense inputs
- Develop a model for future health center financial performance

Session 3: Health Equity

Implementing Agency-Wide Justice, Equity, Diversity & Inclusion (JEDI) Practices at a Health Center

Karoline Oliveira, Ed.D.

Healthcare organizations are experiencing greater accountability for establishing health equity for their patients and the communities they serve. We believe addressing health disparities and increasing health outcomes requires a comprehensive approach to organizational, policy and workforce development.

In this 75-minute workshop, Dr. Karoline Oliveira, EdD, Chief Diversity, Equity and Inclusion Officer at Moses/Weitzman Health System will share best practices for implementing agency-wide justice, equity, diversity, and inclusion (JEDI) practices at a health center. The session will provide high-level overview to several key topics related to JEDI practices, including identifying JEDI terms, conducting an inclusive and equitable hiring process, implementing strategies to engage and retain staff, leveraging employee resource groups, and incorporating JEDI into patient care. This workshop will also share additional resources to support health centers to develop a concrete, actionable plan to implement organizational policies and practices that promote JEDI. At the end of the workshop, participants will leave with an increased confidence and knowledge to analyze existing policies and procedures within their health center that may contribute to inequities within the workplace, as well as strategies to go from implementation to sustainability.

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By the end of the session, the attendee will:

- Gain a foundational knowledge of JEDI and JEDI terminology
- Understand the significance and benefits of implementing a robust JEDI-focused organizational culture
- Increase confidence to develop a concrete, actionable plan to implement an area of JEDI

Breakouts: 11:15 am-12:30 pm (continued)

Session 4: School-Based Health

Talk to the Llama: AI-Supported Mental Health Support for Students

Natasha Scott, Ed.D., MSW & Elsa Friis, Ph.D., MSGH

This session will outline how Cumberland County Schools utilizes a web-based application called Alongside to supplement the district's school-based mental health initiatives. The application runs on clinician-powered AI to provide research-based support to secondary students. The session will describe how the application was introduced to students and parents, successes, challenges, and lessons learned. A brief demonstration of the application will also be provided.

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

- Describe how a local school district utilizes clinician-powered AI to provide immediate mental health support to middle and high school students.
- Identify various ways to introduce an AI-powered application to students and parents.
- Anticipate some of the challenges encountered and reflect on the lessons learned thus far.

Thursday Afternoon Plenary

Possibilities: Creating a Different Future

Eduardo Sanchez, MD, MPH, FAHA, FAAFP

The session will identify two of the five leading causes of death in North Carolina - diseases of the heart and cerebrovascular diseases. The session will identify eight health factors that contribute to cardiovascular health. The session will discuss the prevalence of hypertension and blood pressure control by sociodemographic factors. The session will discuss the value of access to quality primary care. The session will also describe 2 hypertension control programs that use a quality improvement approach to achieve better blood pressure control.

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

Name, at least, 5 of 8 health factors associated with cardiovascular health

Discuss the relationship between access to medical care and blood pressure control

Be able to discuss the American Medical Association MAP framework and its 3 components: measure accurately, act rapidly, and partner with patients

Breakouts: 2:30-3:45 pm

Session 1: Leadership/Workforce

Succession Planning

Erin Stratford Owens

What if your crucial team member got the opportunity of a lifetime out of state and resigned from your organization with maybe ... 10 days' notice? How would the organization function? What about the Founding Director of 30 years who plans to retire? What do you do to keep the organization on an even keel during this transition? We'll explore the 'whats' and 'whys' and 'hows' of Emergency Succession Planning and Strategic Succession Planning so your board and team won't be left scrambling in the face of both unplanned and scheduled leadership transitions.

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

- Understand the value of succession planning for your organization
- Speak with your board or leadership team knowledgeably about potential risks of NOT having a succession plan
- Understand the key components of a successful succession plan

Session 2: Finance

Key Financial Considerations for Health Center in Value-Based Care

David Fields, CPA, CMA, CFM

Value-Based Care ("VBC") reimbursement is NOT going away, and in fact it will become more critical every year for the foreseeable future. During this session some of the mysteries surrounding VBC will be revealed. We will discuss current trends and share insights impacting financial, operational, and clinical issues at your Health Center.

By the end of this plenary, the attendee will:

- Understand the key elements of value-based care and their impact on the reimbursement environment and payer contracting for Community Health Centers
- Have an update on what has been happening regarding value-based care in the greater health care environment, and where the future of value-based care appears to be going
- Have new insights into key financial, operational, and clinical considerations as Community Health Centers work to prepare for a potential growing impact of Value Based Care

Breakouts: 2:30-3:45 pm

Session 3: Health Information Technology

Let's Practice Data Storytelling

Alex Velez, MS

Move beyond graphs that simply show data to intentionally designed visuals that impart understanding and inspire action. Join this session to witness the impact of eliminating the non-essential, eloquently directing attention, and weaving the resulting well-designed graphs into data-driven stories. Alex Velez will share strategies and illustrate a step-by-step transformation, leaving you with an appreciation of the power of data storytelling, plus practical tips to put into practice in your next presentation.

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

- Design more impactful data visualizations and craft data-driven narratives

Session 4: Health Equity Track

Oral Health: Innovating to Expand Capacity and Address Access Disparities

Irene Hilton, DDS, MPH

UDS data reveals that the average health center dental program only has the capacity to see about a quarter of the health center's medical population. This presents challenges for organizations with a vision of providing patient centric, whole person, team-based care to their patients and community. This session will present a framework of how dental programs at FQHCs and other safety net providers can think innovatively about expanding capacity and addressing disparities in oral health access in their communities.

By the end of this session, the attendee will:

- Understand disparities in oral health status and access to dental care in Health Center populations
- Describe at least three strategies for expanding capacity of a health center dental program
- Select one expansion strategy to follow up on in the next six months

Session 5: School-Based Health

Using Collaborative Care for Student Mental Health

Nathan Copeland, MD & Chris Weathington, MHA

In this session, we will discuss Collaborative Care Management (CoCM) and how North Carolina is supporting and encouraging CoCM expansion because of its ability to increase access to mental health services and improve mental health outcomes. This session will particularly focus on pediatric CoCM and how School Based Health Centers could be an ideal setting to reach students with common mental health needs.

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

- Recognize the core elements of Collaborative Care Management
- Identify North Carolina resources available to support the implementation of CoCM
- Identify common mental health conditions that CoCM can support.

Breakouts: 4:00-5:15 pm

Session 1: Leadership/Workforce

Creating Building Blocks for Value Based Care: A Primer for Leaders Track

Grant Walker

Session 2: Finance

Using Financial KPIs in Your CHC

Curt Degenfelder

Key performance indicators (KPIs) are measures that highlight specific areas of health center performance. When used appropriately, they can help health center management recognize emerging trends, to address issues before they worsen. This session will present a priority-based approach, starting with the most important KPI, days cash on hand, and then working through key health center drivers. We will then cover important areas such as payor mix, provider productivity, staffing – FTE ratios and absences. Then we will drill to the next level of indicators such as cycle time.

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

- Define and explain importance of KPIs
- Discuss hierarchy and drivers of KPIs
- Discuss how to incorporate KPIs into health center management

Session 3: Health Information Technology Track

Getting Prepared for UDS+

Jillian Maccini

Organizations who work with youth are often pressed for time and resources. Utilizing technology to reduce burdens and enhance quality is essential. This session will provide the framework and information needed to improve best practices around youth risk screening. Utilizing the \D\M technology will be presented as a case study. By the end of this session, the attendee will be able to:

- Explain one or more areas in which their health center needs to assess for readiness

- Identify one or more potential 'pain points' to focus on to improve readiness.

Describe the general timeline for UDS+ implementation.

Breakouts: 4:00-5:15 pm (continued)

Session 4: Health Equity

Behavioral Health: Designing Your Program to Increase Access

Eric Christian, MAEd, LCMHC, NCC

This presentation will highlight tips for medical clinics and school settings with a focus on patient access to integrated behavioral health services. Population in-reach and other access metrics will be discussed to encourage participants to consider approaches to maximize access to their integrated behavioral health services.

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

- Define at least two behavioral health patient access metrics related to your clinic services
- Differentiate the behavioral health service model options and their access variables.
- Organize an approach to optimize behavioral health access in your clinic.

Session 5: School-Based Health

Rapid Adolescent Prevention Screening Updates

Chris Jurasek, LMSW

Organizations who work with youth are often pressed for time and resources. Utilizing technology to reduce burdens and enhance quality is essential. This session will provide the framework and information needed to improve best practices around youth risk screening. Utilizing the A/D/M technology will be presented as a case study.

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

- Identify best practices for youth risk screening.
- Understand the role of technology in improving quality services

Friday, June 7

Morning Plenary

Behavioral Health and the Primary Care Safety Net: What's on the Horizon?

Kelly Crosbie, MSW, LCSW

Michael McDuffie, DHSc

Hans Rosario-Singer, MSW, LCSW

During this panel presentation, panelists will discuss opportunities for safety net primary care providers to offer innovative services to meet the behavioral health needs of their communities. The panel will cover topics such as Tailored Plans, Certified Community Behavioral Health Clinics, and their thoughts on how the primary care safety net can adapt to meet changing needs.

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

- Identify some of the behavioral health needs that can be met by safety net primary care providers
- Identify care models to support behavioral health integration and other services

Breakouts: 10:00-11:15 am

Session 1: Leadership/Workforce

Practical Strategies for Reducing Turnover

Michelle Fernández Gabilondo, DSW, MSW

As health centers continue to struggle with high rates of turnover, it is imperative for leadership to implement strategies and invest in meaningful change to address the varied needs of their workforce. This includes creating an organizational culture focused on employee well-being, staff engagement, and employee satisfaction. This session will explore various ways health centers and their leadership can support the emotional, physical, financial, and communication needs of their staff, while also providing insights and tools to assist health centers in the assessment of staff satisfaction. Likewise, this session will explore other aspects of retention and provide information on important practices health centers can use to reduce turnover. Change may be challenging, but the outcome of reducing turnover is an invaluable result of creating a people-centered, retention-focused workplace culture.

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

- Identify the core components of an organizational culture focused on wellness and retention and understand the role these components play in reducing turnover
- Identify the prevalence of turnover in the field of healthcare and describe some of its causes
- Apply strategies that specifically address the retention needs of all staff in a health center

Breakouts: 10:00-11:15 am (continued)

Session 2: Finance

Creating Competitive Provider Compensation Plans: Experience from Health Centers

Patricia Hall, MD

Tamara Dunn, RN

One of the greatest challenges safety net providers face today is the need to attract, retain and motivate quality medical, dental and behavioral health providers for efficient and productive health center operation. In this session, two community health centers will share how they have designed provider compensation programs that work for their settings. Presenters will share real-world experiences and lessons learned.

Session 3: Health IT

Leveraging Value-Based Contracts to Advance Health Equity

Joe Mando

This session will showcase how Community Care Cooperative (C3) established a comprehensive health equity program designed to meet the requirements of value-based risk contracts. It will emphasize the technical investments made into increasing demographic data collection and leveraging analytics to identify specific populations experiencing health disparities. The session will conclude with a case study on mobilizing action through a Quality Improvement (QI) learning collaborative to improve hypertension and diabetes outcomes.

By the end of the session, the attendee will:

- Understand how value-based payment contracts can advance health equity
- Expose health disparities by stratifying data
- Mobilize their FQHC into action to address health equity

Session 4: Health Equity

CHC's and the Maternal Health Crisis

Lynell Hodges, MPH

Piedmont Health Services (PHS) is an awardee of the HRSA Quality Improvement Fund-Maternal Health grant. The funding was provided to support health centers to partner with patients and the community. This session will discuss PHS three innovations with two that specifically focus on rural population for maternal fetal medicine telehealth visits/e-consultations and a doula community collaboration.

By the end of the session, attendees will:

- Understand key components of model for virtual maternal fetal medicine (MFM) specialty consultation service for women with high-risk
- Learn how innovation supports doula community collaboration in rural FQHC service area
- Discuss how perinatal interdisciplinary care team workflow model seeks to increase timeliness and comprehensiveness of postpartum care

Breakouts: 10:00-11:15 am (continued)

Session 5: Bonus Session: Medicaid Expansion Regional Support Specialists: An Approach to Connecting Patients to Coverage

April Morgan, MA, with Regional Support Specialists Robyn Segal, Shavon Flowers, Abby Cope & Jahdea Clare

To support community health centers with Medicaid Expansion, NCCHCA has hired a team of Regional Support Specialists to connect uninsured and underinsured patients to Medicaid. Learn how and why NCCHCA is using this approach and hear Regional Support Specialists share how they have supported community health centers since the launch of Medicaid Expansion.

By the end of this session, the attendee will:

- Consider using outreach strategies shared during the session to reach and connect newly eligible individuals to Medicaid
- Examine how dedicated outreach and enrollment staff can be employed in safety net healthcare settings

Breakouts: 11:15 am-12:30 pm

Session 1: Leadership/Workforce

Getting Your Whole Team on Board to Working Towards Mission

Michelle Fernández Gabilondo, DSW, MSW

The Health Center Movement was built on the foundation of social justice. Till this day that mission remains true and is reflected in the values all health centers follow. As non-profit organizations, health centers are required to have a mission statement that reflects the amazing services they provide to their patients and the community they serve. However, if the mission and values of a health center do not align with internal policies and the treatment of staff, there can be a big disconnect and lead to a culture of disengaged staff

that feel disconnected from the health center's mission. The alignment between a health center's values, leadership's actions, and the organization's mission is crucial.

This session will explore what it means to be a mission-driven organization and the ways in which a health center's mission should serve as the guiding light for the decisions leadership makes to build a workforce that is focused on furthering the amazing history of the Health Center Movement. By the end of this session, the attendee will be able to:

- Understand the history of the Health Center Movement and its connection to justice, equity, diversity, and inclusion (JEDI)
- Identify the crucial role a health center's mission and values play in furthering its staff retention and ensuring there is an engaged and satisfied workforce
- Explain the critical importance of mission alignment with the treatment of a health center's workforce

Breakouts: 11:15 am-12:30 pm (continued)

Session 2: Finance

An Overview of New Medicare CHI Codes

Chris Weathington, MHA & Suzanne Lineberry, MPH, MCHES, CPHQ

The session will provide an overview of the new Medicare Community Health Integration (CHI) and Principal Illness Navigation (PIN) codes, purpose, code and eligibility requirements, and types of personnel that are appropriate to provide the services.

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

- Learn the new codes, descriptions and reimbursement.
- Learn how these codes can benefit services and patients.

Session 3: Health IT

The Power of Data to Succeed in Value-Based Care

Aditya Mahalingam-Dhingra

This session will cover how Community Care Cooperative (C3), a non-profit FQHC lead Accountable Care Organization, leverages clinical data from FQHCs to advance population health and succeed in value-based payment contracts. C3 integrates clinical and claims data to perform advanced analytics that support its various Medicare, Medicaid, and Commercial value-based payment contracts.

By the end of this session, the attendee will:

- Understand that data FQHCs need to succeed in value-based payment contracts

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- Understand the power of combining clinical and claims data to support population health
- Understand the data analytic services an ACO can provide to FQHCs

Breakouts: 11:15 am-12:30 pm (continued)

Session 4: Health Equity

CHC's Engaging in Research: Health Equity at the Center

Perla Nunes

Health equity means that everyone has a fair and just opportunity to attain their highest level of health regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status, geography, preferred language, or other factors that affect access to care and health outcomes. Clinical research is instrumental in this pursuit as it can identify disparities, tailor interventions, and ensure that medical advancements benefit all segments of the population.

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

- Recognize and understand the importance of diversity in clinical research
- Identify effective strategies for recruiting and retaining diverse patient populations
- Evaluate the barriers/challenges and solutions in conducting clinical research with diverse populations
- Identify strategies to promote health equity through clinical research

Graphic Recorder (Artist) Information

This year's conference will include graphic recording by Taslim van Hattum. Graphic recording is the skill of listening, synthesizing, and translating the spoken word into a drawing created in real-time. Taslim will be drawing during all plenaries and certain breakout sessions and her drawings may be shared during plenaries. All drawings will be shared with participants after the event.

Continuing Education

In partnership with Northwest Area Health Education Center (AHEC), a program of Wake Forest University School of Medicine and part of the NC AHEC System.

Up to 11.5 Contact Hours and 1.2 CEUs from Northwest AHEC

Day 1 – June 6, 2024 • .7 CEUs from Northwest AHEC • 7 Contact Hours from Northwest AHEC

Day 2 – June 7, 2024 • .5 CEUs from Northwest AHEC • 4.75 Contact Hours from Northwest AHEC



Wake Forest University
School of Medicine

NORTHWEST AHEC
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Conference Evaluation

We hope you enjoyed the 2024 Primary Care Conference! This [Conference Evaluation](#) is an opportunity for you to give us feedback on the overall event, plenary, and concurrent sessions. We look forward to hearing what we did well, and ways to improve our conferences in the future!

To request CEU credits, complete this survey and the instructions at the end, in their entirety. At the end of the survey, you will see detailed instructions as well as a link that will take you directly to the Wake AHEC (credit provider) website. You must complete this evaluation and request your certificate **no later than June 21, 2024.**

Please allow at least 60 days for your credits to be processed. Thank you again for attending the 2024 Primary Care Conference and we look forward to your feedback!

Raffle Prizes

NCCHCA extends special thanks to all our member and partner organizations who donated or sponsored raffle prizes. Prizes are raffled during plenary sessions and the Thursday evening welcome dinner.

Each conference registrant will receive a ticket upon check in. Attendees can collect more tickets by visiting exhibitor tables. There will be a grand prize raffled during the Friday closing lunch plenary. The Rules:

1. Numbers will be called two times and if you are a winner, you may claim your gift immediately or at the NCCHCA registration table no later than Friday, June 7 at 12:00 pm. If you miss any plenary, make sure to check the registration table to see if your number was called.
2. You do not need to be present to win; however, you must have the ticket to claim the raffle.
3. Raffles that are not claimed by Friday at 12:00 pm will be rotated back into the poll for closing raffles at Friday's closing lunch plenary.

Thank You to Our Corporate Raffle Sponsors!



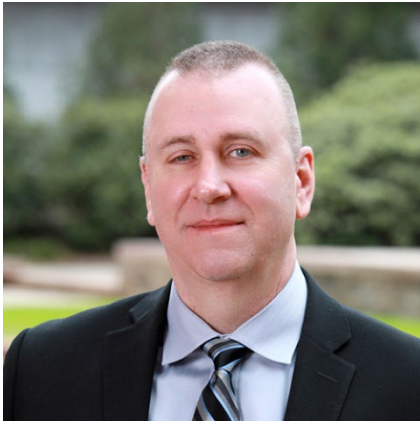
NC School Based Health Alliance Silent Auction

Please visit the Silent Auction tables located at the back of the plenary room. The Silent Auction is hosted by and benefits the NC School Based Health Alliance.

You may bid on items throughout the day on Thursday, June 6, and a representative from NCSBHA will get in touch with the winners at the close of sessions on Thursday.

Speaker Bios – Thursday, June 6

John Bretz, SunRx Vendor Spotlight



John Bretz is an accomplished healthcare executive with extensive subject matter expertise in healthcare supply chain, distribution channel optimization, product development, population health, strategic marketing, and healthcare consumerism. John has spent over 25 years in executive leadership with a fortune 500 health plan where he was responsible for 17 states. John also has extensive experience in healthcare consulting as Vice President of Commercial Health with a large consulting firm where he utilized his experience as a Lean Black Belt Six Sigma working in both commercial and government healthcare sectors including the company's largest clients being the CDC and

Anthem. John currently is responsible for leading strategic business partner relationships and strategy for SUNRx.

Jim Johnson, Opening Plenary



James H. Johnson Jr. is the William R. Kenan Jr. Distinguished Professor of strategy and entrepreneurship and director of the Urban Investment Strategies Center at the Frank Hawkins Kenan Institute of Private Enterprise.

His research interests include community and economic development, the effects of demographic changes on the U.S. workplace, interethnic minority conflict in advanced industrial societies, urban poverty and public policy in urban America, and workforce diversity issues.

Dr. Johnson and Dr. John D. Kasarda coauthored "The Economic Impact of the African American Population on the State of North Carolina" and a study on the economic impact of North Carolina's Hispanic population. With support from the Russell Sage Foundation, Dr. Johnson published research on the economic impact of Sept. 11 on U.S. metropolitan communities. Currently he is researching the economic and employment impact of white-collar job shifts offshore on U.S. competitiveness.

Dr. Johnson examines the causes and consequences of growing inequality in American society, particularly as it affects socially and economically disadvantaged youth; entrepreneurial approaches to poverty alleviation, job creation, and community development; inter-ethnic minority conflict in advanced industrial

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societies; and business demography and workforce diversity issues. Fast Company profiled him in “[Hopes and Dreams](#).”

He has published more than 100 scholarly research articles and three research monographs and has co-edited four theme issues of scholarly journals on these and related topics. His latest book is “Prismatic Metropolis: Inequality in Los Angeles.”

He received his PhD from Michigan State University, his MS from the University of Wisconsin at Madison and his BS from North Carolina Central University.

Jackie Gaines, Huron Consulting Group



Jackie Gaines, MS, RN, is a high-performing senior executive, national speaker and best-selling author with a progressive career encompassing more than 45 years of sustained leadership and accomplishments with major health systems and organizations. She has dedicated most of her career to the advancement of quality healthcare programs throughout the United States, particularly those focused on the care of the poor and underserved. Jackie travels all over the country telling her story and sharing the leadership lessons learned throughout her career. She also continues to give back to the community by serving on numerous boards and task forces.

David Fields, FORVIS



David has devoted his career to the community health center industry and is passionate about helping community health centers meet the health care needs in the communities they serve. His goal is to bring the significant community health center experience of FORVIS in accounting, reimbursement, grants management, tax and a variety of other finance-related topics to the firm’s clients and the industry. As a part of the FORVIS CHC center of excellence, David serves as a key team resource on audit, grants management and financial operational issues and cost report preparation services for community health centers. His community health center audit experience has made him

a firmwide resource on single audit issues and their health care applications.

Mike Behr, SUKI



Michael J. Behr, M.D., is medical director of OrthoAtlanta and executive vice president of IntraHealth Group. He is board certified and fellowship trained in orthopedic surgery. Dr. Behr served as a practicing orthopedic surgeon for 25 years, specializing in general orthopedic surgery with an emphasis in sports medicine, arthroscopic surgery, and hip and knee joint replacement. Dr. Behr was one of the founding members of OrthoAtlanta. Throughout his years as a practicing surgeon, Dr. Behr concurrently held progressive leadership positions at OrthoAtlanta, including physician board chair. Recently completing his MBA at Kellogg School of Management in Business Administration in 2016, Dr. Behr accepted the Medical Director position in a full-time capacity in 2017.

Josh Margulies, SUKI



Josh is responsible for Suki's key customer engagements and ensuring their success. In his role, Josh helps customers showcase and share their innovation journeys and experiences with their peers in the industry. Josh is also responsible for managing Suki's user group and customer advocacy program. Josh has held many Sr. level customer facing roles at Suki including in marketing, customer relations, and is now part of the Sales team. Prior to Suki, Josh was a marketing executive in the NFL and NHL, as well as leading marketing teams in the healthcare, technology and gaming industry. Josh lives in Nashville, TN with his wife Livia and 3 children, Lyla, Luca, and Madeleine.

April Morgan, NCCHCA



April Morgan is the Outreach and Enrollment Manager with the NC Community Health Center Association. She supports community health centers with their health insurance outreach and enrollment efforts and leads a team of eight Medicaid Expansion Regional Support Specialists.

Hollis Smith, Care Share Health Alliance



Hollis Smith serves as the Medicaid Expansion Outreach & Education Coordinator at Care Share Health Alliance, where she facilitates collaborative outreach, enrollment, and education efforts among diverse stakeholders across NC. Previously, she was a Navigator serving seven rural counties in the North Carolina High Country. She is driven by a commitment to health equity and is particularly passionate about access to care for members of the LGBTQIA+ community.

Sarah Jolly, NC Navigator Consortium



Sarah Jolly is a seasoned Navigator with the NC Navigator Consortium and provides enrollment assistance to those in the Triad. In addition, she connects Ryan White eligible clients to coverage.

Tonya Hensley, Health-e-Schools



Dr. Tonya Hensley is the lead provider and telehealth training specialist for Health-e-Schools Telehealth Programs. Tonya has practiced school-based health since 2009 and school-based telehealth since 2014. Through the Health-e-Schools network she provides school-based tele-healthcare to students in more than 120 schools in nine rural counties across North Carolina. She has trained hundreds of presenters and providers to provide efficient, quality care via telehealth.

Curt Degenfelder, Curt Degenfelder Consulting, Inc.



President, Curt Degenfelder Consulting, Inc., (CDCI) Curt Degenfelder is a national Healthcare business consultant with 35 years of healthcare experience; 28 years focused on developing financial, operational, and strategic solutions for community health centers (CHCs). Curt's expertise touches all facets of a CHC via his comprehensive analysis that runs from the front office to the management and board. Mr. Degenfelder has worked on Alternative Payment Methodologies (APMs) in Oregon, Washington, California, Iowa, and Louisiana. Curt performs strategic planning, and financial and operational training for CHCs, state PCAs, and NACHC.

Karoline Oliveira, Moses Weitzman Health System



Dr. Karoline Oliveira serves as the Chief Diversity, Equity and Inclusion Officer and CDO at Community Health Center, Inc. (CHC). She brings nearly 20 years of experience working with/for people from underserved and marginalized groups. In her role at CHC, Inc., Dr. Oliveira works across the organization to support, align and advance CHC's culture with its DEI vision and strategic goals.

D. Natasha Scott, Cumberland County Schools



Dr. Natasha Scott is the executive director of Student Services for Cumberland County Schools. She is also an at-large board member of the North Carolina chapter of the National Association of Social Workers. She has over 25 years of experience in social work practice in public education.

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Elsa Friis, Alongside



Dr. Elsa Friis is a licensed psychologist, researcher, and behavioral health advocate who specializes in utilizing technology to expand access to youth mental health support. She received her MS in Global Health and PhD in Clinical psychology from Duke University. She is currently the Head of Mental Health at Alongside where she leads the development of an AI-powered youth mental health support app.

Eduardo Sanchez, American Heart Association (Plenary)



Dr. Eduardo Sanchez serves as Chief Medical Officer (CMO) for Prevention for the American Heart Association (AHA). He supports AHA hypertension and cardiovascular disease risk factor modification work. He is an author of the 2020 AHA Presidential Advisory on Structural Racism and its health effects. Previously, he served as CMO for Blue Cross and Blue Shield of Texas and as Commissioner of Health for Texas from 2001 to 2006. Dr. Sanchez obtained his MD from the University of Texas Southwestern (UTSW) Medical School in Dallas and an MPH from the UT Health Science Center at Houston School of Public Health.

Erin Stratford Owens



Erin is dedicated to mission-driven work as an ally and advocate, a creative problem solver and brainstormer, a connector and organizer, a collaborator, and a servant leader. With 18 years in the nonprofit sector and over 13 of those as an Executive Director, Erin has worked with organizations of all sizes and missions, helping them navigate transitions, build capacity, and achieve their goals. From her service at a large international foundation to a grassroots furniture bank to a high-volume spay/neuter hospital, she has seen it all and from many angles. Erin holds a BA from UNC-Greensboro and a Master's in Nonprofit Management from The New School's Milano

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School of Policy, Management and Environment and is also a Certified Interim Executive. She is the Founder and CEO of ESO Nonprofit Consulting.

Alex Velez, Storytelling with Data



Alex has a background in statistics, which she has put to use in a number of data engineering and analysis roles across the finance, insurance and pharmaceutical industries. Her broad exposure to various stages of the analytical world led over time to a realization: many everyday challenges can be overcome through better communication. Alex has developed this important skill through a lot of practice, both on the job in her analytical work and through motivating people by teaching energizing Zumba classes! Now, she spends her time helping others: by helping them tell THEIR data stories!

Irene Hilton, National Network for Oral Health Access



Irene Hilton DDS, MPH is the dental consultant for the National Network for Oral Health Access (NNOHA), HRSA's National Training & Technical Assistance Partner for oral health. She is also a dentist at the San Francisco Department of Public Health.

Nathan Copeland, Duke University



Dr. J. Nathan Copeland is an Assistant Professor in the Duke Department of Psychiatry and Behavioral Sciences and an attending child and adolescent psychiatrist at the Duke Center for Autism and Brain Development. He completed medical school at University of Tennessee and both his general adult psychiatry residency and child and adolescent psychiatry fellowship at University of North Carolina. Dr. Copeland has interests in the management of mental illness and mental health among autistic and developmentally different children, integrated care with a focus on improving mental health access in the primary care setting, and mental health advocacy. Dr. Copeland is a child psychiatrist with the

North Carolina Psychiatry Access Line, Medical Director of the Duke Primary Care Behavioral Health Program, PHMO Medical Director for Specialty Case review, Legislative Affairs Chair for the North Carolina Psychiatric Association, President of the North Carolina Council of Child and Adolescent Psychiatry, and he is a Representative to the Assembly of the American Academy of Child & Adolescent Psychiatry.

Chris Weathington, North Carolina Area Health Education Centers



Chris Weathington is Director of Practice Support at NC AHEC. Chris has over 25 years of experience in practice management, business development and rural health initiatives working with ECU Health, NC Office of Rural Health, UNC Health and now AHEC. Chris leads a team of 42 practice support coaches with a focus on helping primary care, specialists and behavioral health providers survive and thrive with value-based health care.

Grant Walker, Oak Street Health

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Jillian Maccini, Health Information Technology, Evaluation, and Quality Center



Jillian Maccini is a Sr. Consultant at JSI, and the project director of the HITEQ Center. She is a self-described health center enthusiast who works with health centers across the areas of operationalizing and improving data and systems for measurement, value-based care, and more.

Eric Christian, Community Care of North Carolina



Eric Christian, is a Licensed Clinical Mental Health Counselor and a Nationally Certified Counselor who has been working in the field since 1998. For the past 16 years he has specialized in Integrated Care, promoting the systemic spread of behavioral health integration into primary care settings to serve the behavioral health needs of larger populations of patients. He works as the Director of Behavioral Health Integration for Community Care of North Carolina, in which he promotes population level integration as well as provides technical assistance, training, and consultation to providers interested in integration.

Chris Jurasek, Possibilities for Change



Chris has spent much of his career working with youth in a residential treatment facility setting that provides behavioral services. Chris served as a Family Counselor, Clinical Manager, and Residential Director of Highfields Inc. Chris currently works at Possibilities for Change providing coaching and support for staff and school-based health centers and provides Motivational Interviewing trainings for professionals across the United States.

Speaker Bios – Friday, June 7

Dr. Michael McDuffie, DHSc



McDuffie, DHSc has served as the executive director of Metropolitan Community Health Services, Inc., Washington, since June 2014. He has more than 17 years of experience in health care management at community health centers. McDuffie obtained a doctorate in Health Sciences in Leadership and Organizational Behavior from A. T. Still University. He has a Master of Science in Healthcare Management and Human Resource Management from Troy University and a Bachelor of Science in Business Administration, Health Care Administration, from Methodist University. McDuffie also serves as a vice president of Beaufort County 360, is a member of Washington (noon) Rotary,

Beaufort/Hyde Partnership for Children, Behavioral Health Task Force and Healthy Eating, Active Living Food Council.

Kelly Crosbie



Kelly currently serves as the Director of the NC Division of Mental Health, Developmental Disabilities and Substance Use Services (DMHDDSUS). Kelly is a licensed clinical social worker who has supported people with mental illness, substance use disorders, and intellectual/developmental disabilities her entire adult life.

From 1998-2000, Kelly worked on research projects for the Philadelphia Department of Recreation and on the Philadelphia Mayors Report Card for the City. From 2000-2008, Kelly worked as a Social Work instructor at universities in Texas and New Jersey and provided direct care as a Licensed Clinical Social Worker both in community mental health and in primary care. From 2008-2012, she was the Assistant Director for Behavioral Health and Intellectual and Developmental Disabilities at NC Medicaid, where she oversaw benefits such as the Innovations Waiver before being named NC Medicaid's Chief Operating Officer in 2013. Most recently, Kelly served as the Chief Quality Officer for the Division of Health Benefits (formerly NC Medicaid). Kelly received her Master's Degree in Social Work Administration from Temple University and her Bachelor's Degree of Science in Psychology from the University of Pittsburgh.

Michelle Fernández Gabilondo, Association of Clinicians for the Underserved



Dr. Michelle Fernández Gabilondo, DSW, MSW is the Director of Workforce Development at the Association of Clinicians for the Underserved working for the STAR² Center program on workforce retention and recruitment. Dr. Fernández Gabilondo has over nine years of training development and management experience and previously worked at the National Association of Community Health Centers (NACHC) and the Rape, Abuse, and Incest National Network (RAINN). As a social worker, she focuses on advocating for medically underserved populations and survivors of sexual trauma. She earned her Doctor of Social Work and Master of Social Work from the University of Southern California and holds a Bachelor of Science in Media, Culture, and Communication from New York University.

Patricia Hall, Mountain Community Health Partnership



Dr. Hall is the Chief Medical Officer at Mountain Community Health Partnership (MCHP), an FQHC serving Mitchell and Yancey Counties in North Carolina. After receiving her undergraduate degree from Berea College in Kentucky, Dr. Hall worked as a community organizer, focusing on public health and environmental concerns in rural Appalachia. She learned of the effective role FQHC's have played in supporting positive social change in the region, and then pursued medical education with the goal of one day becoming a rural family physician and working at an FQHC in the mountains. After graduating from medical school at the Via College of Osteopathic Medicine (VCOM) at Virginia Tech, Dr. Hall completed residency at the MAHEC

Hendersonville Rural Family Medicine Program. She then completed MAHEC's Fellowship in Primary Care Sports Medicine. Today, she deeply enjoys her work as a Family Doctor and as part of the leadership team of MCHP.

When not at work, you can find her trail running, biking, and otherwise enjoying these beautiful mountains and rivers with her husband and their black lab, Shelby.

Tammy Dunn



Tamara M. Dunn RN, BSHCA, brings over 25 years of healthcare experience to her role as Chief Nursing Officer and Chief Operating Officer at CommWell Health, a Federally Qualified Health Center serving southeastern North Carolina across 13 primary care locations. Ms. Dunn oversees the operations of Medical, Dental, and Behavioral Health practices with other support services. Ms. Dunn served in various roles at a community hospital for two decades, including Indigent Care, Nursing Supervision, Talent Development, and as a Legal Nurse Consultant for North Carolina attorneys. Today, under her leadership CommWell Health has expanded and enhanced many new programs including school-linked mobile dental programs, care coordination, community health worker and outreach initiatives, and telehealth services at CommWell Health. Ms. Dunn is passionate about delivering high-quality, integrated patient-centric care to underserved communities. She is certified as a Speaker, Coach, and Trainer with Corporate Transcendence, LLC and the John Maxwell Group. Ms. Dunn also enjoys shopping, spending time with her family (including her dog Buddy) and prioritizes her personal and professional development.

Joe Mando, Community Care Cooperative



With over 20 years of experience, Joe has supported Federally Qualified Health Centers (FQHCs) in improving care while maximizing pay-for-performance revenue. He supported CMS in implementing value-based payment models and the Military Health Agency to streamline pharmacy operations using LEAN. He has also worked with African governments to utilize quality improvement to improve patient safety and health outcomes.

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Lynell Hodges, Piedmont Health Services



Lynell Hodges, MPH is the Program Manager of Women's Health Quality Improvement and Innovation at Piedmont Health Services. She oversees all of the women and maternal health grants for the organization.

Jahdea Clare, NCCHCA



Jahdea Clare, is the regional support specialist for region 4, the RDU Triangle area of North Carolina for NCCHCA. Before joining this team advocating for health equity focused on health insurance, she was a part of a migrant health team in Vermont advocating for seasonal migrant worker rights to health care access. She's excited to be a part of this new team focused on expansion.

Abby Cope, NCCHCA



Abby Cope is a public health professional specializing in community engagement, health education, and maternal and child health with a primary focus on advancing public health in Western North Carolina. She holds her Bachelor of Science in Public Health degree from Appalachian State University. Abby was born and raised in Garner, NC and now lives in Boone, NC where she enjoys skiing, reading, and hiking!

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Shavon Flowers, NCCHCA



Shavon has a Master's in Public Health and has been doing community work for more than 10 years. She has a passion for helping others understand their mental health and strongly believes everyone deserves equitable healthcare.

Robyn Segal, NCCHCA



Robyn Segal is a Medicaid Expansion Regional Support Specialist for NCCHCA with 8 years of public health experience. While she started her career in global health, her experience leading Covid outbreak investigations fueled her passion for community health. Robyn uses that experience to drive her Medicaid outreach and enrollment efforts in NC, always leading with compassion.

Aditya Mahalingam-Dhingra



Aditya is a mission-driven, innovation-minded healthcare executive with a decade of experience on the cutting edge of state and national Medicaid policy and delivery system reform. Aditya joined C3 from MassHealth (Massachusetts' Medicaid and CHIP program) where he served on the Executive Team as its Chief of Payment and Care Delivery Innovation. Aditya successfully led the design, federal negotiation, implementation, and management of large parts of the largest restructuring of the Medicaid program in twenty years, including the agency's first program for Accountable Care Organizations,

Perla Nunes, Perla Nunes Consulting



A native of Ecuador, Perla Nunes has over 30 years of research experience, starting at Hoffmann-LaRoche in drug discovery. She has worked in oncology and immunology research at Atrium Health and led community engagement efforts at Duke University from 2009-2020. In 2020, she joined Javara to develop community outreach strategies and later became Director of Outreach at Greater Gift, a non-profit organization whose mission is to increase awareness of clinical research, especially among underrepresented populations. Currently, Ms. Nunes consults with groups that are focused on health equity and increasing diverse patient representation in clinical research.

Reuben Blackwell, IV



Longtime business leader Reuben Blackwell recently was appointed to lead a national network of career training organizations dedicated to building economic power for poor people across the United States, the Opportunities Industrialization Centers of America. Reuben has served as the OIC of Rocky Mount's president and CEO for more than 25 years, and served as the NCCHCA Board Chair from 2022-2023.



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NORTH CAROLINA COMMUNITY HEALTH CENTER ASSOCIATION

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