



Can Health Care Treat Inequity?

Organizing for a Health System that Tackles *Social Determinants*

2017 Annual Meeting & Expo | DCU Center, Worcester, MA | Wednesday, November 29

8:30 AM **Registration, Continental Breakfast and Expo**

9:05 AM **Welcoming remarks:** Jessica Collins, MA, MPHA Board President

9:10 AM **Opening remarks:** Monica Bharel, MD, Commissioner, Massachusetts Department of Public Health

9:30 AM **Panel Introduction:** Jodie Silverman, MPA, MPHA Interim Executive Director

Panel and Participant Q&A: Can Health Care Treat Inequity?

Moderator: **Nancy E. Norman**, MD, MPH, Medical Director of Integration, Massachusetts Behavioral Health Partnership

9:35 AM **Thea James**, MD, Vice President, Mission & Associate Chief Medical Officer, Boston Medical Center

James Hester, PhD, Principal, Population Health Systems and Former Director of Vermont Health Care Reform Commission

John E. McDonough, DrPH, MPA, Former Senior Advisor on National Health Reform to the U.S. Senate & Professor, Harvard T.H. Chan School of Public Health

11:15 AM **MPHA Accomplishments:** Jodie Silverman, MPA, MPHA Interim Executive Director

11:30 AM **Lunch and Expo**

12:15 PM **MPHA Business Section:** Neil Maniar, PhD, MPH, MPHA Board member; Jessica Collins, MA, MPHA Board President; and Heather McMann, MBA, MPHA Board member

SAVE THE DATE for MPHA's 16th Annual Spring Awards Breakfast on June 1, 2018!

Wifi: Connect to DCU Password: dcuarena654321 Twitter: @MAPublicHealth #MAPublicHealth17

Thank you for attending!

Please give us your feedback at tinyurl.com/MPHA2017AM

Breakout Sessions

Room A: Hospital Community Benefits: Better Aligning Investments with Community Needs

Enid Eckstein, MS, MA Communities Action Network &

Paul Hattis, MD, JD, MPH, Greater Boston Interfaith Organization

Massachusetts tax-exempt hospitals invest more than a half-billion dollars annually into community benefit programs. These investments are required to address health challenges identified by community leaders and local residents through the community health needs assessment (CHNA) process, which often identifies issues such as food insecurity, housing instability, violence, and trauma as serious challenges. Recently, the Department of Public Health and the Massachusetts Attorney General have revised guidelines for community benefits, with an eye toward moving investments upstream, fostering greater collaboration, increasing transparency, and improving community engagement. This session will provide an overview of community benefit investments and explore opportunities for public health and community leaders to maximize the impact of these investments on addressing social determinants of health and promoting health equity.

Room B: What are Accountable Care Organizations and Can They Meaningfully Address Social Determinants?

Alyssa Vangeli, Esq., MPH, Health Care for All &

Maddie Ribble, MPH, Massachusetts Public Health Association

Accountable Care Organizations (ACOs) are networks of health care providers which deliver coordinated care to patients. Central to the next phase of health care reform, ACOs have the potential to realign financial incentives in health care to put a greater focus on prevention and collaboration with community services. What exactly are ACOs? What can ACOs do to address social determinants of health? What are the limitations or barriers that ACOs face in promoting public health? And what can advocates do to maximize this opportunity? This session will explore these questions from the perspective of leading public health and consumer advocacy organizations.

12:30 PM

Room C: Breaking Down Financing Silos to Address Social Determinants: Innovations and Challenges

James Hester, PhD, Population Health Systems

There are a range of mechanisms that have been used successfully to finance public health efforts that focus upstream and on social determinants, including tax credits, community development investments, hospital investments, prevention trusts, and more. However, this approach is not fully understood, nor has it been tested in Massachusetts. This session will focus on how to identify, build and integrate a "balanced portfolio" of investments that can support sustainable population health interventions. The session will also explore the emerging opportunities for, as well as the challenges to, establishing these innovative financing vehicles.

Room D: Health Data 101: How to Identify and Sift Through Health Equity Data

Sanouri Ursprung, PhD, Massachusetts Department of Public Health

Health data is critical for use in needs assessment, health equity analyses, strategic planning, community health planning, logic models, grant applications, and monitoring /evaluation. This session will better equip attendees to identify why and when we need data; what kinds of existing health data are out there; what we should consider when selecting data sources; and where can we find health data.

Ballroom: Being an Effective Advocate and Mobilizing Others for Change

Andrea Freeman, MS, Massachusetts Public Health Association &

Liz Wills-O'Gilvie, Springfield Food Policy Council, and Gardening the Community

Changing a policy or system at any level requires intentional efforts by more than just a few people. This workshop will present the fundamentals of being an effective advocate. This session will cover the basics of the Massachusetts legislature; how to be strategic with time and techniques; and how MPHA and community based partners are collaborating to involve people all over the Commonwealth to advocate for improved access to healthy affordable foods, public transportation, and stable housing.

2:00 PM

Expo

Thank you for attending! Please give us your feedback at tinyurl.com/MPHA2017AM