



2021 Primary Care Conference
Growing and Thriving in a Post-COVID Landscape
May 18 & 19, 2021

BI-STATE PRIMARY CARE ASSOCIATION



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May 18, 2021



Dear Colleagues,

Welcome and thank you for joining us for our 2021 Primary Care Conference!

This year's theme is preparing and planning for new challenges and unprecedented opportunities for Community Health Centers. The conference speakers are experts in their fields and bring their insights, resources, and experience during this time of exceptional change.

This conference is centered on the foundation of knowledge each of you has built in your communities as you grow stronger in a post-COVID-19 world and ensure your communities have equitable access to high-quality primary care. Attendees will leave the conference with new insights on capital planning in light of current and projected funding opportunities, workforce retention and building a culture of commitment, and how to achieve racial equity and culturally responsive care.

We look forward to the Keynote Address by Michelle Rathman to explore our collective work toward accepting, learning from, and embracing change to recover from a prolonged state of crisis.

We are honored to present the 2021 Bi-State Awards to eight individuals who have made extraordinary contributions toward improving population health and expanding access to primary care.

We applaud the 31 graduates of Bi-State's Leadership Development Program this year for their outstanding accomplishments. Congratulations to all!

Please join us in welcoming this year's conference sponsors by visiting their breakout rooms to learn more about their services. We are grateful to the sponsors for supporting the 2021 Primary Care Conference and Awards Ceremony.

Sincerely,

Tess Stack Kuenning, CNS, MS, RN
President and Chief Executive Officer



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2021 PRIMARY CARE CONFERENCE AGENDA

Tuesday, May 18, 2021

8:00 - 9:00 a.m.	Waiting Room & Chat Open
9:00 - 9:05 a.m.	Welcome
9:05 - 9:10 a.m.	Opening Remarks <i>Tess Stack Kuenning, CNS, MS, RN</i> – President and CEO, Bi-State Primary Care Association
9:10 - 9:15 a.m.	Greetings from New Hampshire Members of Congress
9:15 - 10:15 a.m.	Keynote Address: Our Journey Forward: Strategies for Emerging Stronger Keynote Speaker: <i>Michelle Rathman, CEO, Impact Communications</i>
10:15 - 10:25 a.m.	Break
10:25 - 11:45 a.m.	Concurrent Workshops I. Capital Development: Building Upon What We Know Presenters: <i>Jonathan Chapman, MBA</i> – Chief Project Officer, Capital Link <i>Bernadette Johnson</i> – Director of Client Relations, Capital Link II. Strategies to Build Workforce Capacity Presenters: <i>Paula Smith</i> – Director, NH Area Health Education Center <i>Nicole LaPointe</i> – Executive Director, Northern VT Area Health Education Center
11:45 a.m. - 11:50 a.m.	Closing Remarks
11:50 a.m. - 12:20 p.m.	Sponsor Rooms (Self-Select) Opportunity to Support NH and VT Food Banks!
	AmeriHealth Caritas NH: <i>Meet & Greet, Open Q & A</i> Tango340B: <i>Platform Demo and Meet & Greet</i> Stellar Health: <i>Engaging the Team: The NEW Pay for Performance</i> Pivot Creative: <i>Pivot Creative: Meet & Greet, Open Q & A (May 18 only)</i> Well Sense Health Plan: <i>Meet the Contracting and Provider Relations Team</i>
	Exact Sciences: <i>COVID-19 Impact on Screening Rates for Colorectal Cancer</i> Berry Dunn: <i>Billing and Credentialing Q&A</i> Curative Talent: <i>Data-Driven Findings on Physician Compensation</i> United Healthcare: <i>United Healthcare Provider Resources</i>

Wednesday, May 19, 2021

8:00 - 9:00 a.m.	Waiting Room & Chat Open
9:00 - 9:35 a.m.	2021 Bi-State Awards Ceremony Greetings from Vermont Members of Congress
9:45 - 11:00 a.m.	Plenary: Effective Models for Advancing Equity Work in Health Care Organizations <i>Mercedes Avila, Ph.D.</i> , Assoc. Professor of Pediatrics, UVM, Larner College of Medicine
11:00 - 11:05 a.m.	Closing Remarks <i>Tess Stack Kuenning, CNS, MS, RN</i> – President and CEO, Bi-State Primary Care Association
11:05 - 11:35 a.m.	Sponsor Rooms Open (Self-Select) Opportunity to Support NH and VT Food Banks!
	AmeriHealth Caritas NH: <i>Meet & Greet, Open Q & A</i> Tango340B: <i>Platform Demo and Meet & Greet</i> Stellar Health: <i>Engaging the Team: The NEW Pay for Performance</i> United Healthcare: <i>United Healthcare Provider Resources</i>
	Exact Sciences: <i>COVID-19 Impact on Screening Rates for Colorectal Cancer</i> Berry Dunn: <i>Billing and Credentialing Q&A</i> Curative Talent: <i>Data-Driven Findings on Physician Compensation</i> Well Sense Health Plan: <i>Meet Contracting and Provider Relations Team</i>



KEYNOTE SPEAKER

Michelle Rathman

Our Journey Forward: Strategies for Emerging Stronger

Michelle Rathman describes and explores the human factors that are the most common yet overlooked barriers organizations and people face as they work toward accepting, learning from, and embracing change to recover from a prolonged state of crisis.

Michelle founded Impact! Communications, Inc., in 1989. She is a leader in health care strategy and communications. Impact's focus includes academic, for-profit, Critical Access and Rural Hospitals, clinics, primary and specialty care provider practices, as well as organizations and associations serving the health care sector. Their work across the U.S. includes strengthening hospital identity and brand, engaging community stakeholders and strategic partners, identifying opportunities to decrease outmigration, improving internal culture, communications, and customer service across service lines and practices, as well as providing transformative professional development that inspires positive change.



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CONCURRENT WORKSHOPS

Capital Development: Building Upon What We Know

Presenter: *Jonathan Chapman, Chief Project Officer, Capital Link*

Mr. Chapman supports the organization's project consultants in capital development and operational analyses with community health centers. In addition to having earned both a BA degree in marketing and MBA from Southeastern Louisiana University, he has completed multiple health care executive programs and earned a predictive analytics certificate through the University of California, Irvine.



Presenter: *Bernadette Johnson, Director of Client Relations*

Ms. Johnson joined Capital Link in January 2021 as Director of Client Relationships. Her primary role is to initiate, develop, and strengthen Capital Link's business relationships with health centers, primary care associations, networks, and funders. She builds strategic relationships, and develops programmatic solutions to address health center growth and market needs, and undertakes specific project assignments.

Building Upon What We Know provides an introduction to capital planning in light of current and projected facility funding opportunities. The presentation will detail the steps to a successful project from strategic planning and defining the project to identifying financing resources (with particular mention of the HRSA Loan Guarantee Program and New Market Tax Credits). Select New Hampshire and Vermont FQHC data will be shared for context and examples.

Strategies to Build Workforce Capacity

Presenter: *Paula Smith, Director, Southern New Hampshire Area Health Education Center*

Ms. Smith is responsible for the overall direction of Southern New Hampshire AHEC. Working with the Local Advisory Committee, Paula develops and implements a variety of programs that support community health professionals, identifies topics for continuing education, and initiates partnerships with academic and community organizations.



Presenter: *Nicole LaPointe, Executive Director, Northern Vermont Area Health Education Center*

Ms. LaPointe came to work at the Northern Vermont AHEC in 2009. She began work in the field of public health in 2000 as a community organizer to improve access to health and human services for the uninsured. She received a master's degree in Social Work in 2001 from the University of New Hampshire.

National shortages of doctors, nurses, mental health providers, and other key health professionals create significant challenges for health care organizations to recruit and retain a qualified workforce. This not only means longer wait times for patients, but it also adds strain on existing staff which can lead to burnout and increased provider and staff turnover, which taxes the entire health care delivery system. Join us to learn more about different approaches to get and keep the staff that you need.

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 - 340B prescription capture



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BI-STATE BOARD OF DIRECTORS CHAIR AWARD

The Bi-State Board of Directors Chair Award honors individuals who have made outstanding contributions to Bi-State's mission to ensure access to health care for the vulnerable populations in Vermont and New Hampshire.

VERMONT



Anore Horton
Executive Officer
Hunger Free Vermont

Hunger Free Vermont and the Vermont Foodbank successfully provided access to healthy food for vulnerable populations located throughout Vermont and quickly expanded food resources during the pandemic.



John Sayles
Chief Executive Officer
Vermont Foodbank

The COVID-19 pandemic brought to light how close Vermonters are to not having access to the food they need. The Vermont Food Bank and Hunger Free Vermont responded to a skyrocketing need for food, due to the impact of COVID-19, by distributing an additional 8 million pounds of food.

Hunger Free Vermont works to build the sustainable change that ends hunger. The Vermont Foodbank is a critical logistical link for bringing food into Vermont and sourcing local food to feed 153,000 Vermonters through 215 community organizations statewide.

NEW HAMPSHIRE



The NH Epidemiology Team
Benjamin Chan, MPH, MD
NH Epidemiologist

Led by Patricia Tilley, Deputy Director of the Division of Public Health Services at NH Department of Health and Human Services, New Hampshire's Epidemiology team guided the state's response to the pandemic and the impact of the virus in New Hampshire. The doctors explained the science and reasoning behind the recommendations they made that resulted in a balanced approach to ensure public safety while also supporting economic activity. The doctors' calm, compassionate, and science-based approach was effective in earning the trust of Granite Staters as the pandemic turned the world we knew upside down.



Elizabeth Talbot, MD
NH Deputy Epidemiologist



Elizabeth Daly, Ph.D.
Chief of the Bureau of
Infectious Disease Control

THE COMMUNITY SERVICE AWARD

The Community Service Award honors individuals whose volunteer efforts have made a significant impact on the vulnerable populations in Vermont and New Hampshire.

NEW HAMPSHIRE



Trent Smith
Chair, Harbor Care Health and Wellness Oversight Committee

Trent has always distinguished himself as a judicious steward of Harbor Care Health and Wellness Center - one of NH's three health centers designated as a Health Care for the Homeless Health Center, in Nashua. Trent is a staple of the health center community, serving as a beloved board member since the 1980s and Chair of the Harbor Care Health and Wellness Center Oversight Committee.

He is a selfless champion for the best interests of patients and the organization, never faltering when it comes to making difficult decisions. Trent has fervently demonstrated his support for patients and the community health center mission time and time again.



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Reference: 1. Imperiale TF, Ransohoff DF, Itzkowitz SH, et al. Multitarget stool DNA testing for colorectal cancer screening. *N Engl J Med.* 2014;370(14):1287-1297.

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THE OUTSTANDING CLINICIAN AWARD

The Outstanding Clinician Award honors primary care clinicians from Vermont and New Hampshire whose exemplary skill and service have made a significant impact on the health of underserved patients and the community in which they serve.

VERMONT



Bradley Berryhill, MD
Chief Medical Officer, Community Health

Dr. Berryhill is an extraordinary leader, serving as Chief Medical Officer at Community Health, Vermont’s largest FQHC, and the Medical Director for three Skilled Nursing Facilities; and he maintains a robust primary care practice. His colleagues shared that his leadership has been “the bright spot” during these unprecedented times.

Dr. Berryhill’s staff wrote: “Dr. Berryhill is a true warrior on the front lines and a Samaritan for our community. His compassion for fellow staff is not measurable. He works long days into the late evenings. He is respectful and we are grateful for his soft approach to understanding. We are dealing with a pandemic on both a professional level and a personal level. He continues to care for his patients while fulfilling his duties as the chief medical officer. We are grateful to work shoulder to shoulder with him and thank him for his amazing service and leadership.”

NEW HAMPSHIRE



William Gessner, MD
Chief Medical Officer, Coos County Family Health Services

Dr. Gessner has served as Medical Director of Coos County Family Health Services for the past six years. A graduate of UNH and the Dartmouth School of Medicine, much of his career was spent in upstate New York as a practicing family doctor at an FQHC and overseeing Family Medicine Residency Programs for the Mid-Hudson Family Health Institute, where he established specialized medical and dental clinics for serving people with developmental disabilities.

Over the past six years at Coos County Family Health Services, he has been instrumental in the establishment of the MAT and dental programs; the successful recruitment of several new physicians; and the development of a professional culture within the organization built on clinical excellence, accountability, and kindness toward others. He cares deeply for his patients, and - as described by his colleagues - inspires those he works with to be “better” by the virtue of his presence.

Dr. Gessner has devoted his professional career to the Community Health Center movement, and to the patients who represent the heart of our work.



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THE PUBLIC SERVICE AWARD

The Public Service Award honors Vermont and New Hampshire individuals whose position allows them to make extraordinary contributions in the area of public health and primary care access.

VERMONT



Breena Holmes, MD

Senior Faculty, Vermont Child Health Improvement Program, Larner College of Medicine, University of Vermont, and Physician Advisor, Maternal and Child Health, Vermont Department of Health

Dr. Holmes is a senior faculty member for the Vermont Child Health Improvement Program at the Larner College of Medicine at the University of Vermont and serves as a Physician Advisor in Maternal and Child Health for the Vermont Department of Health.

Dr. Holmes was the Director of the Maternal and Child Health Division at the Vermont Department of Health from 2010 to 2020. As part of the Health Department's COVID-19 response, Dr. Holmes took an active role in COVID-19 testing and developing a plan for reopening schools. She joined Bi-State at numerous meetings with the CEO and CMOs of Vermont's Community Health Centers to field questions, and provide clear answers about the State's COVID-19 planning efforts.

Even before her work on COVID-19, Dr. Holmes was a strong advocate for primary care and childhood vaccinations. Dr. Holmes supports the role of Vermont's Community Health Centers within the overall health care system and emphasizes the importance of care coordination among health care providers to ensure the best health outcomes for patients.

NEW HAMPSHIRE



Trinidad Tellez, MD

Former Director, Office of Health Equity, NH Department of Health and Human Services

As the Director of the Office of Health Equity at the NH DHHS, Dr. Tellez worked alongside her colleagues to address workforce shortages with an equity lens; she facilitated the provision of culturally and linguistically appropriate services; and led the State's COVID-19 Equity Response Team.

As noted in the Response Team's report, "Practitioners in Public Health and community members have long understood the truth – that a public health crisis will not create disparity, it will act upon the disparities and inequities already existing, and seize upon the moment to further widen the gap and amplify the divide."

Through her work at DHHS, Dr. Tellez amplified the voices of people of color, advocated for policy changes that improved access to health care services, and demonstrated her commitment to making New Hampshire a better place for all. Equitable access to health care services is why organizations like primary care associations and community health centers exist. Dr. Tellez's work has bettered the lives of New Hampshire health center patients immeasurably.

MAY 19: PLENARY

Effective Models for Advancing Equity Work in Health Care Organizations



Mercedes Avila, Ph.D.

Associate Professor of Pediatrics, Director of Vermont Leadership Education in Neurodevelopmental Disabilities (LEND), and Health Equity Liaison in the Larner Office of Diversity, Equity & Inclusion

Maria 'Mercedes' Avila, Ph.D., MSW, MED is an Associate Professor of Pediatrics at the University of Vermont Larner College of Medicine. Dr. Avila provides consultation and training on Diversity, Equity, and Inclusion and has trained more than 10,000 providers across 27 states and 150+ organizations including hospitals, community health centers, state departments of health, mental health and disability, family and youth-serving organizations, higher education institutions, emergency response, and schools. Since 2011, Dr. Avila has been invited to lead 58 national presentations and 100+ regional sessions on topics related to National CLAS Standards, health disparities, social justice in health care, culturally responsive care and practice, social determinants of health, racial equity, and cultural humility. Dr. Avila has received 14 national, regional, and state service, training, and research awards for her equity work.

2021 BI-STATE AWARDS

THE HUNT BLAIR LEADERSHIP AWARD

The Hunt Blair Leadership Award recognizes the potential every individual has to improve the lives of many people as demonstrated by the brilliance, tenacity and vision of Hunt Blair. Hunt founded the Vermont Rural Health Alliance, launched the 340B Network Pharmacy and initiated Bi-State's first work in outreach and enrollment. The Leadership Award supports professional development for Vermont and New Hampshire Community Health Center staff by providing a scholarship to attend Bi-State's annual Primary Care Conference.



Scott Schuler, COVID-19 Incident Commander
Strafford County Public Health Network

Early in 2020, Scott began advocating for the mitigation of COVID-19 and recognized the potential impact on vulnerable populations. Drawing on extensive knowledge as a paramedic, management training for large-scale, long-duration events, and responding to airborne viruses, Scott volunteered to serve as the co-chair of the County's Public Health Advisory Council. Scott's natural ability to lead and make quick, confident decisions helped the emergency response team quickly earn the trust of the community.

The Greater Seacoast Area Incident Management of COVID-19 is a model for the entire state, especially given its focus on vulnerable populations. Scott's leadership has been exemplary and made a difference in the health and safety of thousands of residents.

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