PCMH Congress


November 3–5, 2017
Hyatt Regency Orlando
Orlando, FL
pcmhcongress.com

NEW PRE-CONFERENCE
Transitioning from PCMH 2014 to PCMH 2017: Commit, Transform, Succeed
Thursday, November 2
By popular demand, the Patient-Centered Medical Home Congress is in its third year! The Congress is NCQA’s official conference for health care leaders dedicated to medical home transformation through patient-centered care.

This is a can’t-miss conference for those who want to be part of an expanded educational program focused on the journey of transformation and recognition success. Attend specialized tracks and network with high-level executives throughout the care delivery system.

**FREE MVP UPGRADE**
**PROMO CODE PCMHMVP**

Register early for the best rates on your PCMH Congress conference package and use promo code PCMHMVP for a complimentary printed syllabus and PCMH on-demand recordings of the educational sessions FREE!

See registration form on page 15 for more information.
A PCMH-FOCUSED AGENDA

Come together with recognized clinicians, those interested in recognition, consultants, and NCQA—architect of America’s most popular patient-centered medical home model—for three days focused on the journey of transformation success.

During the conference, you will:

**GAIN**
- an understanding of the stages of the PCMH transformation process, including the redesigned PCMH Recognition program

**NETWORK**
- with experts and peers across the care continuum to learn, share and identify best practices for improving the delivery of patient care

**EARN**
- CME, CNE and CPE credits and maintenance of certification credits for PCMH-Certified Content Experts (CCEs)

**DISCOVER**
- relevant solutions and engage with companies in the PCMH Congress Exhibit Hall

**For Those Who are Recognized or are Considering Becoming Recognized**

PCMH Congress is the health care conference for the medical home neighborhood, made for professionals focused on transforming care delivery, including:

- Primary care clinicians, including those from NCQA Recognized PCMHs, Patient-Centered Connected Care sites and Accredited Accountable Care Organizations
- Specialists, including those from recognized Patient-Centered Specialty Practices
- NCQA PCMH-Certified Content Experts
- Administrators from hospitals, long-term care and home health care
- Allied health professionals
- Practice administrators
- Quality managers
- Consultants to primary care or specialty practices
- Policymakers
- Health IT
- Pharmacists
- Complex-case managers and patient navigators
- Non-clinical partners including representatives from public health agencies, community centers, schools and workplaces
- Other allied health providers

**ATTENDEES SAY:**

“Our care teams are transforming into the Patient-Centered Connected Care™ model. We appreciate all the shared support/education/resources that only NCQA can provide! Thank you for this valuable learning experience. I’ll be back next year.”
The knowledge you will gain at the PCMH Congress—from lectures and informative discussions with colleagues—will lead to immediate improvements in patient care when brought back to your practice.

**STEERING COMMITTEE**

Michael S. Barr, MD, MBA, MACP
Executive Vice President, Quality Measurement & Research Group
National Committee for Quality Assurance
Washington, DC

Patricia Barrett, MHS, PCMH CCE
Vice President, Product Design and Support
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Physician Director, North Service Area
Staff Physician, Family Medicine Department
Northwest Permanente, PC (Kaiser Permanente)
Oregon State & Washington State
Ridgefield, WA

NC Tenenbaum, PCMH CCE
Owner
Medical Frontiers
Mount Kisco, NY

**ACREDITATION INFORMATION**

**INTENDED LEARNERS**

This conference is designed for professionals devoted to transforming care through the medical home model of care, including clinicians, allied health professionals, practice administrators, quality managers and consultants.

**LEARNING OBJECTIVES**

After attending the PCMH Congress 2017 meeting, participants should be able to:

- Develop a road map to optimize comprehensive quality improvement within the PCMH and the medical neighborhood
- Develop strategies that transform or sustain practices to the medical home model
- Describe the impact that PCMH-recognized practices have made on patient and population health outcomes

**ACTIVITY OVERVIEW**

The interactive educational conference will occur at the Hyatt Regency Orlando in Orlando, Florida on November 3-5, 2017. A question-and-answer session with the faculty will follow each presentation.

To be eligible for documentation of credit, participants must attend the full activity and submit a completed evaluation form. Participants who complete the evaluation online at PCMHCongress.com within 4 weeks of the live meeting will immediately receive documentation of credit.

**HARDWARE/SOFTWARE REQUIREMENTS**

The evaluation is accessible after the activity via a PC (Windows 2000/XP/Vista/7) or Mac (OS X 10.0 or later) computer with current versions of the following browsers: Internet Explorer, Mozilla Firefox, Google Chrome, or Safari. A PDF reader is required for print publications. Please direct technical questions to webmaster@naccme.com.

**ACCREDITATION**

In support of improving patient care, this activity has been planned and implemented by the National Committee for Quality Assurance and North American Center for Continuing Medical Education. The National Committee for Quality Assurance is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

NCQA designates this live activity for a maximum of 22 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.


Activities will provide 15 hours of maintenance of certification credit for PCMH CCEs.

**ADA STATEMENT**

NACCME and NCQA comply with the legal requirements of the Americans with Disabilities Act and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please call 609-371-1137.

**INNOVATION THEATER (NON-ACCREDITED)**

These are promotional programs and no CE credits are offered. All attendees please be advised that information—e.g., your name and the value of any meal you receive during these promotional programs—may be publicly disclosed pursuant to applicable federal and/or state laws. If you are licensed in a state, or are an employee of an organization that limits or prohibits meals from pharmaceutical companies, please identify yourself so that everyone is able to comply with such requirements.

**CANCELLATION POLICY**

Please note the cut-off date to cancel is July 31, 2017. All cancellations must be received in writing and postmarked by that date. Full registration fees a $100 processing fee will be refunded only to cancellations received in writing that are postmarked by the above date. No refunds will be issued after July 31, 2017 for any reason—no exceptions. Payments made may not be applied toward tuition for future PCMH Congress conferences, or other meetings or products offered by NACCME or NCQA.

**PRIVACY POLICY**

NACCME protects the privacy of personal and other information regarding participants, educational partners, and joint sponsors. NACCME and our joint sponsors will not release personally identifiable information to a third party without the individual’s consent, except such information as is required for reporting purposes to the appropriate accrediting agency. NACCME maintains physical, electronic, and procedural safeguards that comply with federal regulations to guard your nonpublic personal information.

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UPCOMING 2017 PROGRAM HIGHLIGHTS

NEW PRE-CONFERENCE

Transitioning from PCMH 2014 to PCMH 2017: COMMIT, TRANSFORM, SUCCEED

Thursday, November 2

The PCMH 2017 requirements emphasize a practice-wide commitment to PCMH transformation by demonstrating and sustaining patient care, population health management, care coordination and ongoing quality improvement.

During this live, streamlined program, NCQA faculty will provide a crosswalk of the PCMH 2014 to 2017 requirements, introduce new core competencies and review the recognition process including annual reporting.

This course is geared toward Certified Content Experts, recognized practices and learners seeking to distinguish between PCMH 2014 and PCMH 2017.

BRING-A-COLLEAGUE PROGRAM

You already know that PCMH Congress offers valuable content and networking opportunities for the medical neighborhood. Do you know a colleague who would benefit from attending PCMH Congress? Why not encourage him or her to attend as well?

As a special offer for current PCMH registrants, enter for a chance to win one full MVP registration to the 2018 meeting when you bring a colleague to PCMH Congress. Plus, your organization receives $100 off each subsequent colleague registration.

When colleagues from your organization register, they will need to mention your name when prompted with “How did you hear about this year’s conference?” We will offer them the discount and enter your name in the drawing, to be announced on Friday, November 3 at the Grand Opening of the PCMH Congress Exhibit Hall (5:35–7:05 pm).

Visit us at www.pcmhcongress.com for more information about the program.

This offer excludes PCMH On-Demand webinars, the PCMH Program Syllabus, other conferences, joint events and any other event as specified by HMP Communications. This discount is subject to change.
FRIDAY, NOVEMBER 3

7:00 A.M.–8:00 A.M.
Registration and Complimentary Breakfast

8:00 A.M.–8:15 A.M.
Welcome and Opening Remarks from NCQA President Margaret O’Kane, MHS

8:15 A.M.–9:15 A.M.
OPENING SESSION
The Redesigned PCMH Recognition Program: Lessons Learned
This spring, NCQA launched an ambitious redesign of the PCMH Recognition program. Join Dr. Barr as he presents the re-engineered model that strengthens NCQA’s commitment to patient-centered care principles while streamlining the process and eliminating administrative inconveniences. Panels include representatives from practices that enrolled in the new program who will share their experiences and perspectives, as well as NCQA staff who support practices pursuing and sustaining PCMH recognition. (UAN 0850-9999-17-002-L04-P)

Michael S. Barr, MD, MBA, MACP; Christina Borden, PCMH CCE

WORKSHOPS (Select 1 of 3) | 9:25 A.M.–10:25 A.M.

A PCMH FUNDAMENTALS
Health Equity and Equitable Care Begins at the PCMH
Health equity is a fundamental component of quality. An organization can achieve the best outcomes by providing equitable care to every patient receiving the right care at the right time, and in the right way, according to unique needs including racial, ethnic or linguistic background. This presentation will highlight strategies on cultural tailoring to improve culturally responsive, patient-centered care in the medical home. (UAN 0850-9999-17-003-L03-P)

Rowena Bartolome, RN, BSN, PHN, MHA

THE PATIENT VOICE
Providing Care at The Right Place, at The Right Time: Serving Vulnerable Populations Through a Better Understanding of their Healthcare Information Needs
The goal of this presentation is to provide insight and guidance to practices on how to engage vulnerable patients through the provision of health information that is accessible, understandable, and actionable to these patient populations. Participants will learn about the latest research findings on the barriers experienced by vulnerable patient populations as they attempt to engage with the health care system and actively participate in their care. Examples presented will feature the work of safety-net primary care practices, including how they approached these efforts with limited resources, as well as the challenges and successes experienced through their transformation. (UAN 0850-9999-17-004-L04-P)

Pari Garg, PhD; Meshie Knight, MA; Therese Wetterman, MPH

B BEHAVIORAL HEALTH IMPLEMENTATION
PERFORMANCE REPORTING AND QI; PCMH 2017 STANDARDS
Measuring Primary Care Mental Health Implementation: Procedures, Processes, and Metrics
The goal of this session is to provide outcome and process metrics to support new NCQA Behavioral Health Distinction within the PCMH program. While the components of integration, assessment and care, and quality measurement are specified, methods and metrics to measure these dimensions need identification and refinement. This presentation will discuss both a validated measure of level of behavioral health integration used in over 800 primary care practices, and present the results of an expert panel that identified both outcome and process metrics for behavioral health integration, and a methodology for collecting necessary data. (UAN 0850-9999-17-005-L04-P)

Rodger Kessler, PhD

WORKSHOPS (Select 1 of 3) | 10:35 A.M.–11:35 A.M.

A PERFORMANCE REPORTING AND QI
PCMH FUNDAMENTALS; MEDICAL NEIGHBORHOOD
Pre-Visit Planning: Connecting, Collaborating, and Creating Opportunities for Quality Improvement and a Stronger Medical Neighborhood
The demands on healthcare professionals to provide quality healthcare is increasing as we move into an era of quality-driven models of care. The resources needed to meet these demands are often high and the specifics on how to meet these demands are broad and general, and often not specific to any one discipline. This can leave healthcare professionals trying to meet the demands set forth for them with limited resources and inadequate education. Pre-visit planning is a process that is flexible and conducive to many environments and can be tailored to fit the needs of any healthcare discipline. This session will present effective ways to use pre-visit planning for patient encounters in order to achieve improvement in quality measures, annual wellness visits, patient engagement, and overall PCMH sustainability. (UAN 0850-9999-17-006-L05-P)

Christy Houghton, LMFT; Sherry Keller, NCMA; Katie Poecker

B PERFORMACE REPORTING AND QI
PCMH FUNDAMENTALS; ADVANCED PCMH
Lessons Learned from Primary Care Payment Reform and Practice Transformation: Informing Alternative Payment and Care Delivery Models
Public and private payers are moving away from fee-for-service (FFS) payments to alternative payment and care delivery models that promote the triple aim. Although the evidence base for successful alternative payment models (APMs) is still emerging, Massachusetts’ Primary Care Payment Reform initiative was foundational and provided many lessons in the design and implementation of new APMs. (UAN 0850-9999-17-007-L04-P)

Jean Carlevale, RN, BSN; Carolyn Langer, MD, JD, MPH

A MACRA IMPLEMENTATION
Leveraging PCMH to Achieve Value-Based Payment Success as a Small Practice Provider
After the initial release of the highly anticipated MACRA legislation, CMS estimated that 87% of small practice providers would be penalized. Although these projections improved after the final rule was released, the odds are still stacked against small practice providers who have limited resources. PCMH transformation and sustainability are key to succeed in this new landscape. In this presentation, we will discuss how the PCMH process can sufficiently help small practices meet QPP requirements for all the MIPS categories. (UAN 0850-9999-17-008-L04-P)

Matt Gannon, PCMH CCE; Jameson King

B MACRA IMPLEMENTATION
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Matt Gannon, PCMH CCE; Jameson King

11:45 A.M.–12:45 P.M.
PCMH Integrated Care: Meet The Behavioral Health Team
Join Dr. Jackson, behavioral health expert with a focus on primary care, as he explores how the behavioral health team can improve patient care in the PCMH setting. This session will examine the various roles in an integrated behavioral health setting and how these individuals can support the existing PCMH team. (UAN 0850-9999-17-009-L04-P)

W. Clay Jackson, MD, DipTh
As a PCMH CCE, PCMH Congress was a great way to hear about best practices being done nationwide, as well as share similar experiences and challenges with others doing the same work I have been doing for the past three years.

-2016 Attendee Survey Comment

**UNIQUE PRACTICE SETTINGS**

**PERFORMANCE REPORTING AND QI; CASE STUDIES FOR PCMH ROI**

**Achieving and Sustaining PCMH in an FQHC**

The PCMH and the health center model share the same vision of high-quality, cost-effective care that is tailored to their patient population’s needs and focused on improving health outcomes, yet FQHCs often do not feel confident they can achieve such formal distinction. However, because these models share common goals and UDS echoes multiple factors within PCMH measures, health centers often have an advantage over other organizations in pursuit of PCMH recognition. This session will share our knowledge and processes to demonstrate to other health center practices that the transformation they are hesitant to pursue is within their reach, as these principles have been embedded in their model of care for over 50 years. (UAN 0850-9999-17-011-L04-P)

Damaris Lopez-Diaz, PCMH CCE; Avi Silber, MD, FAAP

**ADVANCED PCMH**

**PCMH 2017 STANDARDS**

**Beyond PCMH: How to Sustain the PCMH Model of Care and Plan for the Future**

As NCQA has recognized, three years is a long time to not check in with a practice on how they are doing and hope that the workflows created are still in place during a practice’s renewal. This session is designed to educate participants on the reasons to invest in a PCMH sustainability model. Learn from a group how to manage the NCQA redesign process that has a proven method to support their physicians with continued PCMH success. (UAN 0850-9999-17-011-L04-P)

Candace Perry, PCMH CCE

**CASE STUDIES FOR PCMH ROI**

**COMMUNITY-BASED CARE AND INTEGRATION; MEDICAL NEIGHBORHOOD**

**Patient-Centered Community Care Model: Does The Investment Pay Off?**

Limited access to primary care services has reached a critical point in care delivery that threatens to undermine efforts for population health. Primary care providers report burnout at record numbers. As such, Cone Health launched a Community Care Consortium to assist both employed and affiliated primary care practices in developing innovative, comprehensive, and coordinated solutions for patient-centered, team-based care delivery. This partnership includes patients, providers, staff, administrative and community leaders, and is piloting various care transformation initiatives, including an expanded care team model with care guides and health advisors. The results of these pilots will be shared, as well as ROI forecasted and achieved. (UAN 0850-9999-17-012-L04-P)

Emma Mandell, MBA, MHA, PCMH CCE
how, after two years, MAHEC clinical leaders and quality improvement staff shifted the partnered with African-American women in a low-income housing community. Learn Center (MAHEC) implemented the Community Centered Health Home model and In order to address disparities in infant mortality, Mountain Area Health Education Community Centered Health Home Model Transforms a Safety-Net WORKSHOPS Michael J. Attanasio, DO; Megan Santanna, MA effects of social determinants of health and their impact on health outcomes. (UAN 0850-9999-17-017-L04-P)

Take a journey with three patients as they explore and experience healthcare in Experience and Its Influence on Care Delivery

The Social Construction of a Patient: Exploring the Patient This session will not offer CME/CNE/CPE credit.

is designed to help prepare candidates for the required exam. Our experts will discuss Certification program was launched in January 2013 and currently there are almost 1,000 PCMH CCEs across 50 states. Candidates interested in becoming a PCMH CCE must demonstrate their expertise by completing prerequisite coursework and passing a standardized examination. This session will be facilitated by current content experts and is designed to help prepare candidates for the required exam. Our experts will discuss best methods to prepare for the exam and share helpful hints and frequently asked questions to help ease anxiety regarding the test. As a participant in this session, you are encouraged to bring your questions.

This session will not offer CME/CNE/CPE credit.

of a Health Literate Organization and the role of health literate advocates, and include equitable care, as well as fulfilling the PCMH standards of care across all domains. The session will examine the role Health Literate Organizations play in maximizing value. The interconnectivity of the PCMH standards will be demonstrated through the workflow of medical practices uses multiple processes each day by all staff members. Successful PCMH practices can isolate these processes and re-engineer them for efficiency using Lean Six Sigma tools. The concept of teamwork is key and will be emphasized. These principles are low-cost and can be used by all sizes of organizations, from single physician offices to large multi-physician practices, and by staff at all levels. (UAN 0850-9999-17-020-L04-P)

Chris Camillo, MBA; Suzanne Herzberg, PhD; Caitlin Toweey, MPH

A MEDICAL NEIGHBORHOOD
Patient-Centered Oncology Care Pilot: Impact on Care and Lessons Learned

This pilot study was funded by the Patient-Centered Outcomes Research Institute (PCORI) to evaluate the impact of implementing Patient-Centered Oncology Care standards on quality, utilization and patient experience. The study also tracked the course of transformation and explored best practices in quality improvement for oncology practices. Quality improvement efforts actively engaged patients and family members in transformation efforts. This panel discussion, facilitated by key NCQA faculty, includes pilot practices and will outline results and lessons learned from this project and how they can help develop the roadmap for a practice to become recognized as an Oncology Medical Home, NCQA’s newest recognition program. (UAN 0850-9999-17-021-L04-P)

Patricia Barrett, MHSA, PCMH CCE; Manasi Tirolkar, PhD, MS

A THE PATIENT VOICE
The Social Construction of a Patient: Exploring the Patient Experience and Its Influence on Care Delivery

Take a journey with three patients as they explore and experience healthcare in a number of settings (hospital, specialty office, skilled nursing facility and mental healthcare) over a 6-month media-driven time lapse as we work to understand the effects of social determinants of health and their impact on health outcomes. (UAN 0850-9999-17-018-L04-P)

Michael J. Attanasio, DO; Megan Santanna, MA

A PCMH FUNDAMENTALS
MACRA IMPLEMENTATION; PCMH 2017 STANDARDS
Practicing PCMH in a Value-Based Care Environment

This session will introduce practices that are currently recognized or pursuing recognition to the intent of PCMH standards (and select factors within), and tools that will allow them to be sustainable within a Value Based Care delivery model. Participants will leave with a better understanding of how to utilize their PCMH recognition and demonstrate value. The interconnectivity of the PCMH standards will be demonstrated through the implementation of practical tools. (UAN 0850-9999-17-022-L04-P)

Mary Doherty, RN, MSN; Vishali Patel, RN, BSN

A ADVANCED PCMH
PCMH FUNDAMENTALS; PERFORMANCE REPORTING AND QI
Free Yourself from Frustration Using Lean Team Tools in PCMH Development

The workflow of medical practices uses multiple processes each day by all staff members. Successful PCMH practices can isolate these processes and re-engineer them for efficiency using Lean Six Sigma tools. The concept of teamwork is key and will be emphasized. These principles are low-cost and can be used by all sizes of organizations, from single physician offices to large multi-physician practices, and by staff at all levels. (UAN 0850-9999-17-020-L04-P)

Paulette Phillips, RN, BSN; Elizabeth Prosser, MD, FACP

A THE PATIENT VOICE
Community Centered Health Home Model Transforms a Safety-Net OB Practice

In order to address disparities in infant mortality, Mountain Area Health Education Center (MAHEC) implemented the Community Centered Health Home model and partnered with African-American women in a low-income housing community. Learn how, after two years, MAHEC clinical leaders and quality improvement staff shifted the practice culture to be more aware of health disparities, social determinants of health of low-income women, and how to support healthier pregnancy outcomes for the most vulnerable. (UAN 0850-9999-17-019-L04-P)

Maggie Adams; Melissa L. Baker, MPH

A PCMH FUNDAMENTALS
COMMUNITY-BASED CARE AND INTEGRATION; PCMH STANDARDS
Role of Health Literate Organizations in Providing Optimal Equitable Care

This session will examine the role Health Literate Organizations play in maximizing equitable care, as well as fulfilling the PCMH standards of care across all domains. The session will provide information about the structure of Health Literate Organizations, who can participate, and what its impact can be, as well as address its part in the quality of care in the future. This session will also highlight the 10 Essential Attributes of a Health Literate Organization and the role of health literate advocates, and include initiatives and research findings in this area. (UAN 0850-9999-17-024-L04-P)

Laura Demeyer, RN, MSN; Nooriya Khokha, MSC, MBBS, PCMH CCE
11:30 A.M.–12:30 P.M.
Re-Energizing Your Practice: How the PCMH Model Impacts Physician Burnout

Physician burnout has reached epidemic proportions in health care, presenting a significant impediment to the achievement of the Triple Aim of better patient care and better population health at a lower cost. This session will focus on the “4th Aim” of healthcare — the importance of caring for the caregivers, and how the lessons of addressing this in the Carillon Clinic health system (as featured in US News and World Report) are applicable to both health systems and individual practices. (UAN 0850-9999-17-026-L04-P)

Mark H. Greenawald, MD, FAAFP

12:30 P.M.–1:50 P.M.
Lunch Industry Supported Symposia

Lunch in the Exhibit Hall

CCE Luncheon with Margaret E. O’Kane

WORKSHOPS (Select 1 of 3) 2:00 P.M.–3:00 P.M.

MACRA IMPLEMENTATION

MACRA: Maximizing the MIPS Categories

Detailed evaluation and transformation of processes associated with quality outcomes, improvement activities and meaningful use status affords practices with the necessary infrastructure for MACRA. In contrast, failure to adequately evaluate and manage the change needed to be successful in MIPS could result in a negative impact on reimbursement in subsequent program years. Successful practice transformation supports the goals of cost containment, quality outcomes, purposeful improvement actions and robust technology capabilities. (UAN 0850-9999-17-026-L04-P)

Carmen Francavilla, MBA, BSN, RN-BH-NC; Nicole Harmon, MBA, PCMH CCE

CASE STUDIES FOR PCMH ROI

South Discomfort: How Family Physicians Innovated Medical Home Change

While the business community coupled with the payors should be eager to assist primary care physicians into medical home transformation, they are resistant and willing to maintain the status quo of pay-by-CPT numbers. This presentation will show how a small association banded together to create the PCMH University and how physicians grew the NCQA PCMH practices from four to over 300 in 36 months. (UAN 0850-9999-17-027-L04-P)

Fay Fulton, MHS

ACO MODELS

Advocate Physician Partners’ ACO Journey Toward PCMH Transformation in a Value-Based Environment

Advocate’s ACO serves a wide geographic area that includes the seven counties, including Kendall, of greater Chicago as well as Central Illinois. Patient demographics and socio-economics vary considerably from densely populated urban areas with a disproportionate share of Medicaid and uninsured, to suburban and rural areas that are generally more insured. The goal of this session is to understand how a large ACO and clinically integrated healthcare delivery system in the Chicagoland and Central Illinois region found value and return on investment through implementing NCQA’s PCMH program. (UAN 0850-9999-17-028-L04-P)

Ashley Ligue, RMA, PCMH CCE; Megan Reyna, MSN, RN; Alvia Siddiqi, MD, FAAFP

WORKSHOPS (Select 1 of 3) 3:10 P.M.–4:10 P.M.

BEHAVIORAL HEALTH IMPLEMENTATION

THE PATIENT VOICE; COMMUNITY-BASED CARE AND INTEGRATION

Brief Motivational Interviewing in Medical Homes: Applications and Best Practices

This presentation will teach participants how brief motivational interviewing can enhance health behavior change and adherence in medical home settings. Video examples in the areas of smoking cessation and diabetes management will be provided, as well as a simple three-step model to guide practitioner application. (UAN 0850-9999-17-029-L04-P)

Scott Glassman, PsyD

ADVANCED PCMH

MEDICAL NEIGHBORHOOD; COMMUNITY-BASED CARE AND INTEGRATION

Creating PCMH Programs for Large Communities

Many consulting experts are going beyond engaging one-to-one with practices. Many large organizations are attempting to develop programs that can reach a large number of their extended physician communities. This session will present ways to develop comprehensive, easy-to-understand and easy-to-use programs that can achieve engagement as well as provide valuable assistance for community physicians to work through the transition to PCMH status. (UAN 0850-9999-17-030-L04-P)

Amanda Ciadella, PCMH CCE; Susanne Madden, MBA

UNIQUE PRACTICE SETTINGS

Utilizing a Unique Practice Setting to Improve Care of Geriatric Patients

Due to the increasing number of geriatric patients and the complexity of care required to treat this population, a unique practice setting design is needed to ensure quality of care to patients. Participants will gain an understanding of the dynamics of caring for patients in a unique practice setting and how collaborative partnerships can improve quality of care. (UAN 0850-9999-17-031-L04-P)

Julie Beard, CRNP; Amy Hunter, DNP, FNP; Zaheer Khan

4:20 P.M.–5:20 P.M.
FEATURED SESSION

Transforming Patient Lives: The Art of Person-Centered Care

In her riveting and thought-provoking keynote, Allison Massari takes her audience on a journey, offering tools to rise above any obstacle and find peace, purpose, and happiness despite turbulent times. As the survivor of two life-threatening car accidents, Allison Massari shares her story of absolute loss, to forgiveness and understanding. She illuminates how compassionate, patient-centered care can build an expansive, life-changing foundation for healing, for both patient and provider. With sensitivity and compassion born from her experiences, Allison shines light on the provider’s immense value to a patient who is suffering, reinvigorating employees and helping heal healthcare burnout in the workplace. Allison’s program illustrates how kindness is a critical healing tool. She explains, “The power of what you do goes far beyond the technical part of your job. You are healing the places medicine cannot touch. In fact, YOU are the medicine.” As an advocate for both patient and healthcare provider, Allison’s powerful understanding of the essential nature of patient-centered care fortifies audience members, offering applicable tools for managing change, adversity, and the everyday challenges of being human.

Allison Massari

5:20 P.M.–6:50 P.M.
EXHIBIT HALL RECEPTION

EXHIBIT & SHOWCASE YOUR BRAND

PCMH Congress is the venue to reach an audience of healthcare and policy leaders dedicated to improving the delivery of care. More than 900 attendees participated in the 2016 meeting. In 2017, the program has expanded to a focus on influential professionals from across the medical neighborhood, not just primary care.

For more information on exhibiting or becoming a sponsor of the PCMH Congress, please contact David Gordon, Director, National Accounts, via phone at 609-630-6216 or email at dgordon@naccme.com.
SUNDAY, NOVEMBER 5

7:00 A.M. – 7:30 A.M.
BREAKFAST

7:30 A.M. – 8:30 A.M.
Population Health: Impact on the Medical Home Neighborhood
The Merit Based Incentive Payment System (MIPS) mandates four performance components that could alter how practices implement PCMHs and other practice improvement initiatives. The success of these practices will impact population health and determine the structure of the health care system. This presentation will review MACRA and the ACA and focus on the impact they have on under-resourced practices, hospitals and underserved communities. (UAN 0850-9999-17-032-L04-P)
Dominic Mack, MD, MBA

WORKSHOPS (Select 1 of 3) | 8:40 A.M. – 9:40 A.M.

CASE STUDIES FOR PCMH ROI
Nurse Annual Well Visits and Chronic Care Management: New Medicare Services Provide Revenue for an Expanded Medical Home Team
Never Medicare codes, annual well visits and CCM reimburse for services delivered by nurses under physician supervision, providing sufficient revenue for expanded medical home teams. This presentation will describe practical considerations for implementing these nurse services, including business cases with ROI and various models for implementation. The implications of using fee-for-service revenue to deliver higher-value care will be highlighted. (UAN 0850-9999-17-033-L04-P)
Karen Fitzpatrick, MD, PCMH CCE

PCMH FUNDAMENTALS
PCMH 2017 STANDARDS; ADVANCED PCMH
Taking Those Critical First Steps—Self-Assessment and Gap Analysis
NCQA highly recommends the use of self-assessment and gap analysis as a baseline for understanding where a practice is on day 1, and recognizing opportunities for transformation. This session will clearly detail the process to complete an in-depth practice assessment to identify a practice’s readiness, outline a process to provide a comprehensive gap analysis based on the assessment findings, and as a result of the findings, learn techniques to prioritize gap areas with clear and direct remediation goals. (UAN 0850-9999-17-034-L04-P)
Courtney Beach, PCMH CCE, Samantha Sawdow, BS

ADVANCED PCMH
PERFORMANCE REPORTING AND QI; ACO MODELS
A Comprehensive Approach to the Management of Panel and Appointment Supply-Demand in the Veterans Affairs Primary Care Setting
Access to primary care services is a key component of every healthcare delivery system. The efficient and cost-effective management of provider panels and appointment availability is of great importance in capitated systems in general, and in organizations within the framework of accountable care in particular. This session introduces the comprehensive panel and appointment management system developed and implemented in the Primary Care Service Line at the Ralph H. Johnson VAMC, Charleston, SC. (UAN 0850-9999-17-035-L04-P)
Johann Herberth, MD, PhD, MPH

WORKSHOPS (Select 1 of 3) | 9:50 A.M. – 10:50 A.M.

PCMH FUNDAMENTALS
UNIQUE PRACTICE SETTINGS
A Blueprint for Navigating Barriers in the Ongoing PCMH Transformation Journey
Achieving PCMH recognition can be a long journey, with many barriers and detours along the way. The goal of this session is to provide team-based, practice-level guidance for developing an overall plan and approach to the patient-centered transformation journey. Understanding the importance of developing internal governance, as well as having contingent team members, champions or project participants in place, can be key factors to ensure continued momentum toward PCMH transformation. (UAN 0850-9999-17-036-L04-P)
Rebecca Rudd, RN, NCP, PCMH CCE; Elizabeth Sledge, LPN, NCP, PCMH CCE

11:00 A.M. – 12:00 P.M.
Brunch Industry Supported Symposia

WORKSHOPS (Select 1 of 3) | 12:10 P.M. – 1:10 P.M.

PERFORMANCE REPORTING AND QI
ADVANCED PCMH
Building an Ambulatory Quality Infrastructure in a Multispecialty Medical Group
The goal of this session is to share how Baystate Health built an ambulatory quality infrastructure to measure, monitor, and improve safety, clinical quality, and patient experience. Outcomes of a strong quality program include supporting success in accountable care organizations, PCMHs, and population health. (UAN 0850-9999-17-037-L04-P)
Diane Russell, RN, BSN, MBA

CASE STUDIES FOR PCMH ROI
Recognized as a PCMH, Now What? Supporting Real and Ongoing Transformation at Your Organization
During this session, PCMH-recognized organizations will learn continuous quality improvement strategies that sustain their transformed healthcare services. Case studies will be shared from organizations that have successfully used their PCMH recognition work as a stepping stone for sustainable change. Participants will leave with the knowledge to identify, assess and develop activities that can be applied toward their own practice. (UAN 0850-9999-17-038-L04-P)
Henrietta Crosswell, MPH; Maia B. Morse, MPH, PCMH CCE

BEHAVIORAL HEALTH IMPLEMENTATION
UNIQUE PRACTICE SETTINGS
Methods and Strategies for Behavioral Health Integration into Primary Care
The need for education in the area of behavioral health integrating into primary care is substantial. Behavioral health integration is not a new topic or goal; however, it is still a decision many organizations struggle with, even when there is agreement to undertake the endeavor. The need for a seamless system is clear; however, many have lacked the roadmap to follow to achieve the goal. This presentation will provide both technical assistance as well as data to assist others in developing an integrated behavioral health system within primary care. (UAN 0850-9999-17-040-L04-P)
Sandi Ford, ARNP; Stephanie Hofrichter, LCSW; William Kuzbyt, PsyD, JD, CAP, LHRM

MACRA IMPLEMENTATION
How Patient-Centered Recognition Prepares You for MIPS and APMs
This presentation will provide participants with a better understanding of how attaining and maintaining PCMH or PCSP recognition will help them improve in their transition to MIPS. We will explain how patient-centered recognition gives full credit for the Improvement Activities category in MIPS. The PCMH approach also prepares practices to present how two case studies of small practices thrive with smart solutions to their own practice. (UAN 0850-9999-17-041-L04-P)
Kelsey Kelleher, BSN, RN-BC, PCMH CCE; Vickie Monahan, BS, CMA, PCMH CCE

1:20 P.M. – 2:20 P.M.
FEATUREED SESSION
Healthcare Policy Update: Controversies and Promises
In today’s political climate, health policy is in an apparently constant state of flux, leading many practices to wonder where they stand within the healthcare system. What do the latest policies and reforms mean from a practical standpoint for the practicing PCMH or PCSP? Join our expert panel as they discuss the latest topics in healthcare policy, the promises made and controversies created, and what all of this really means for your practice. (UAN 0850-9999-17-042-L04-P)
Michael S. Barr, MD, MBA, MACP; Paul Cotton; Shari M. Erickson, MPH

2:20 P.M. – 2:30 P.M.
Conference Summary and Concluding Remarks
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:00 A.M.–8:00 A.M.</td>
<td>Registration and Complimentary Breakfast</td>
</tr>
<tr>
<td>8:00 A.M.–8:15 A.M.</td>
<td>Welcome and Opening Remarks from NCQA President Margaret O’Kane, MHS</td>
</tr>
<tr>
<td>8:15 A.M.–9:15 A.M.</td>
<td>OPENING SESSION: The Redesigned PCMH Recognition Program: Lessons Learned</td>
</tr>
<tr>
<td>9:25 A.M.–10:25 A.M.</td>
<td>WORKSHOPS (Select 1 of 3)</td>
</tr>
<tr>
<td>10:35 A.M.–11:35 A.M.</td>
<td>WORKSHOPS (Select 1 of 3)</td>
</tr>
<tr>
<td>11:45 A.M.–12:45 P.M.</td>
<td>PCMH Integrated Care: Meet the Behavioral Health Team</td>
</tr>
<tr>
<td>12:45 P.M.–2:05 P.M.</td>
<td>Lunch Industry Supported Symposia</td>
</tr>
<tr>
<td>2:15 P.M.–3:15 P.M.</td>
<td>WORKSHOPS (Select 1 of 3)</td>
</tr>
<tr>
<td>3:25 P.M.–4:25 P.M.</td>
<td>WORKSHOPS (Select 1 of 3)</td>
</tr>
<tr>
<td>4:35 P.M.–5:35 P.M.</td>
<td>FEATURED SESSION: Ask The Experts—Breaking Down PCMH Barriers with the Congress Steering Committee</td>
</tr>
<tr>
<td>5:35 P.M.–7:05 P.M.</td>
<td>EXHIBIT HALL GRAND OPENING</td>
</tr>
<tr>
<td>7:00 A.M.–8:00 A.M.</td>
<td>Complimentary Breakfast In Exhibit Hall</td>
</tr>
<tr>
<td>8:00 A.M.–9:00 A.M.</td>
<td>WORKSHOPS (Select 1 of 3)</td>
</tr>
<tr>
<td>9:10 A.M.–10:10 A.M.</td>
<td>WORKSHOPS (Select 1 of 3)</td>
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</table>

The schedule includes a range of workshops and sessions focusing on various aspects of the Patient-Centered Medical Home (PCMH) approach, including patient voice, behavioral health, performance reporting, and community-based care. It also features sessions on the redesign of the PCMH recognition program and opportunities for networking and learning within the PCMH community.
## Sunday, November 5

### 10:20 A.M.–11:20 A.M.
**WORKSHOPS (Select 1 of 3)**

<table>
<thead>
<tr>
<th>Track</th>
<th>Title</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>B</td>
<td>Community-Based Care Shared Care Plans</td>
<td>Mary Doherty, RN, MSN; Vishali Patel, RN, BSN</td>
</tr>
<tr>
<td>B</td>
<td>PCMH Fundamentals</td>
<td>Shawnn Nelson, MHA, PCMH CCE</td>
</tr>
<tr>
<td>A</td>
<td>Advanced PCMH</td>
<td>Laura Demeyer, RN, MSN; Nournya Khokha, MSC, MBBS, PCMH CCE</td>
</tr>
</tbody>
</table>

### 11:30 A.M.–12:30 P.M.
**Re-Energizing Your Practice: How the PCMH Model Impacts Physician Burnout**
Mark H. Greenwald, MD, FAAFP

### 12:30 P.M.–1:50 P.M.
**Lunch Industry Supported Symposia**
**Lunch in the Exhibit Hall**
**CCE Luncheon with Margaret E. O’Kane**

### 2:00 P.M.–3:00 P.M.
**WORKSHOPS (Select 1 of 3)**

<table>
<thead>
<tr>
<th>Track</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>B</td>
<td>MACRA Implementation</td>
<td>Carmen Francavilla, MBA, BSN, RN-BC, Nicole Harmon, MBA, PCMH CCE</td>
</tr>
<tr>
<td>I</td>
<td>Case Studies for PCMH ROI</td>
<td>Fay Fulton, MHS</td>
</tr>
<tr>
<td>A</td>
<td>Advocate Physicians’ ACO</td>
<td>Julie Beard, CRNP; Amy Hunter, DNP, FNP; Zaheer Khan</td>
</tr>
</tbody>
</table>

### 3:10 P.M.–4:10 P.M.
**WORKSHOPS (Select 1 of 3)**

<table>
<thead>
<tr>
<th>Track</th>
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</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Behavioral Health Implementation</td>
<td>Scott Glassman, PsyD</td>
</tr>
<tr>
<td>I</td>
<td>Advanced PCMH</td>
<td>Amanda Ciadella, PCMH CCE; Susanne Madden, MBA</td>
</tr>
<tr>
<td>A</td>
<td>Unique Practice Settings</td>
<td></td>
</tr>
</tbody>
</table>

### 4:20 P.M.–5:20 P.M.
**FEATURED SESSION:** Transforming Patient Lives: The Art of Person-Centered Care
Allison Massari

### 5:20 P.M.–6:50 P.M.
**EXHIBIT HALL RECEPTION**

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### SUNDAY, NOVEMBER 6

### 7:00 A.M.–7:30 A.M.
**BREAKFAST**

### 7:30 A.M.–8:30 A.M.
**Population Health: Impact on the Medical Home Neighborhood**
Dominic Mack, MD, MBA

### 8:40 A.M.–9:40 A.M.
**WORKSHOPS (Select 1 of 3)**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>I</td>
<td>Case Studies for PCMH ROI</td>
<td>Courtney Beach, PCMH CCE; Samantha Sawdon, BS</td>
</tr>
<tr>
<td>B</td>
<td>MACRA Implementation</td>
<td>Janice Magno, MPA, PCMH CCE; Anname Phann, MPH</td>
</tr>
<tr>
<td>B</td>
<td>Advanced PCMH</td>
<td>Johann Herberth, MD, PhD, MPH</td>
</tr>
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### 9:50 A.M.–10:50 A.M.
**WORKSHOPS (Select 1 of 3)**

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</tr>
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<tbody>
<tr>
<td>I</td>
<td>PCMH Fundamentals</td>
<td>Diane Russell, RN, BSN, MBA, PCMH CCE</td>
</tr>
<tr>
<td>B</td>
<td>Performance Reporting and QI</td>
<td>Henrietta Crosswell, MPH; Maia B. Morse, MPH, PCMH CCE</td>
</tr>
</tbody>
</table>

### 11:00 A.M.–12:00 P.M.
**BRUNCH INDUSTRY SUPPORTED SYMPOSIA**

### 12:10 P.M.–1:10 P.M.
**WORKSHOPS (Select 1 of 3)**

<table>
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<td>MACRA Implementation</td>
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</tbody>
</table>

### 1:20 P.M.–2:20 P.M.
**FEATURED SESSION:** Healthcare Policy Update: Controversies and Promises
Michael S. Barr, MD, MBA, MACP; Paul Cotton; Shari M. Erickson, MPH

### 2:20 P.M.–3:00 P.M.
**Conference Summary and Concluding Remarks**
TRAVEL INFORMATION

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With such terrific weather, Florida is a popular destination all year round. We encourage meeting participants to book rooms early. There is a limited number of rooms at this special rate, available until October 1, 2017, or until the block of rooms is sold out, whichever comes first.

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<th>RATE</th>
<th>STARTS</th>
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<th>GENERAL ADMISSION</th>
<th>MVP UPGRADE</th>
<th>NON-HEALTHCARE PROVIDER*</th>
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<tr>
<td>Early Regular</td>
<td>June 23</td>
<td>August 10</td>
<td>$1,199</td>
<td>$1,399</td>
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<tr>
<td>Regular</td>
<td>August 11</td>
<td>October 5</td>
<td>$1,299</td>
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<tr>
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<td>October 6</td>
<td>November 2</td>
<td>$1,499</td>
<td>$1,699</td>
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<tr>
<td>On-site Rate</td>
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<td>On-Site</td>
<td>$1,599</td>
<td>$1,799</td>
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</table>

Students, Fellows, Residents and Active Military call 800-218-3185 to reserve at special rates.

*Please note, if you are employed by industry, you MUST register as a "Non-Healthcare Provider."

PERSONAL INFO

First Name: ______________________ Last Name: ______________________

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Company/Organization Name: ______________________

Position: ______________________ Department: ______________________ Title: ______________________

PROFESSIONAL CATEGORY

- Administrator
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- Doctor of Osteopathic Medicine (DO)
- Non-Healthcare Provider
- Nurse: MSN/RN
- Nurse Practitioner
- Pharmacist
- Physician Assistant
- Other Allied
- Other [write in] ______________________

I AM NCQA PCMH RECOGNIZED [check all that apply]

- Certified Content Expert (CCE)
- Patient-Centered Specialty Practice (PCSP)
- Patient-Centered Medical Home (PCMH)
- Patient-Centered Connected Care
- VALID THROUGH: ______________________
- I am not part of an NCQA Recognized entity
- ______________________

PRIMARY SPECIALTY:

- Actively Military
- Dept. of Veteran Affairs (VA)
- Family Medicine
- Internal Medicine
- Oncology
- Primary Care
- Other [write in] ______________________

PRIMARY CARE SETTINGS?

- Federally Qualified Health Center
- Health Clinic
- Home Care
- Hospital
- Industry
- Long-term Care
- Office-Based
- Research
- Other [write in] ______________________

YEARS IN PRACTICE:

- Less than 5
- 6 to 10
- 11 to 20
- 21 to 30
- 31+

WHICH OF THE FOLLOWING MOST ACCURATELY REFLECTS THE NUMBER OF PHYSICIANS IN YOUR PRACTICE/GROUP?

- Less than 5
- 6 to 10
- 11 to 24
- 25 to 49
- 50+

IN WHAT STATE ARE YOU LICENSED TO PRACTICE? [write in] ______________________

NPI # [write in – 10 characters] ______________________

If you are a non-prescriber and do not have an NPI #, please leave it blank.

HOW DID YOU FIND OUT ABOUT THIS YEAR'S MEETING?

- Prior attendee
- Direct Mail
- Email Promotion
- Print ad
- Colleague/Employer
- Sales Representative
- Social media
- Web Search
- Professional Association
- Other [write in] ______________________

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- CME/Credit credits
- MOC credits for CCes
- Program Topics
- High profile speakers
- Location
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- Cost
- Other [write in] ______________________

WHAT OTHER LIVE MEETINGS DO YOU ATTEND TO FULFILL YOUR EDUCATIONAL REQUIREMENTS?

DOES YOUR CURRENT EMPLOYER SUBSIDIZE/REIMBURSE YOUR REGISTRATION TO MEETINGS SUCH AS PCMH CONGRESS?

- Yes, at 25% or less
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PCMH Congress
November 3–5, 2017
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The PCMH 2017 requirements emphasize a practice-wide commitment to PCMH transformation by demonstrating and sustaining patient care, population health management, care coordination, and ongoing quality improvement. During this live, streamlined program, NCQA faculty will provide a crosswalk of the PCMH 2014 to 2017 requirements, introduce new core competencies, and review the recognition process including annual reporting.

This course is geared towards Certified Content Experts, recognized practices, and learners seeking to distinguish between PCMH 2014 and PCMH 2017.

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