Primary Care Innovations: Putting Shared Principles into Practice
October 11 – 12, 2017
Westin Hotel, Washington DC

Theme: Innovations to enhance primary care will be featured within the context of the 2017 Shared Principles. Conference participants will be asked to weigh in on the top innovations that they believe hold the most promise to transform primary care that embodies the Shared Principles.

I. Welcome and Opening Remarks **1:00 – 1:30**

- *Jill Hummel, President & General Manager, Anthem Blue Cross Blue Shield of Connecticut, Anthem, Inc. and PCPCC Board Chair; Ann Greiner, President/Chief Executive Officer, PCPCC*
  - Board perspective on next steps for the PCPCC and role of the conference as input into the PCPCC's policy/advocacy agenda.
  - Review of the 2017 Shared Principles, list of organizations supporting them, and how the Shared Principles relate to the innovations featured at the conference.

II. Keynote – New Methods for Gleaning Patient Input **1:30 – 2:00**

- *Sarah Krüg, Chief Executive Officer, Cancer 101*
  - How can healthcare organizations obtain input from typical patients? Ms. Krüg will discuss her efforts – including patient shark tanks – to glean advice from over 3,500 patients into the design of 550 different innovations.

III. Re-inventing Primary Care via Practice Transformation and Payment Reform – What Works and What Can We Learn? **2:00 – 2:45**

- *Moderator: Bob Berenson, MD, Institute Fellow, Urban Institute*
- *Panelists: Laura Sessums, MD, JD, Director, Division Advanced Primary Care/ CMS/CMMI; Amy Nguyen-Howell, MD, MBA, FAAFP, Chief Medical Officer, CAPG; and Clint Flanagan, MD, Founder & Chief Executive Officer, Nextera Healthcare*
  - Different care delivery and payment models are presented, including patient-centered medical homes, direct primary care, ACOs, bundled payment, and other reforms. Where are we seeing success and what are the challenges?

IV. Technology and Data: How are they Transforming Primary Care Delivery, Payment and Patient/Family Engagement? 2:45 – 3:30

- *Keynote: Guy Mansueto, Vice President, Portfolio Marketing, Watson Health, IBM*
- *Facilitation: Daniel Wolfson, Executive Vice President and COO, ABIM Foundat*ion
  - Mr. Mansueto will provide an overview of how technology and data are transforming primary care delivery, payment and engagement of clinicians with patients and families. Following his presentation, there will be an interactive session with participants to solicit their experiences with technology and data and views about what the future holds.

V. Networking Break 3:30– 4:00

VI. Labor-Management: Strange Bedfellows with a Common Cause 4:00 – 4:45

- *Moderator: Mark Blum, Executive Director, America's Agenda Health Care for All*
- *Panelists: Jennifer Duffy, Appointments Director, Department of Treasury, State of NJ; Kevin Kelleher, Director of Research and Economic Services Division, New Jersey Education Association; Cindy Moehring, Vice President of Human Resources, MGM Mirage; and Ted Pappageorge, President, Culinary Workers Union Local 226*
  - How can partnerships between employers and unions transform care? What is generalizable and unique about these arrangements?

VII. Convenient Care – Patient-Centered and Sometimes Disruptive 4:45 – 5:30

- *Moderator: Dave Hebert, JD, President and Chief Executive Officer, American Association of Nurse Practitioners*
- *Panelists: Angela Patterson, Chief Nurse Practitioner, CVS; Michael Brown, D.O., Family Medicine Physician, Mosaic Life Care; and Tine Hansen-Turton, JD, Executive Director, Convenient Care Association*
  - How can organizations understand and meet patient needs for care that is available when and where they need it? What are the implications for bricks and mortar practices and relationships?

VIII. Reception – Ticketed Only Event 6:00 – 7:00

IX. Dinner and Awards Presentation – Ticketed Only Event 7:00 – 9:00

DAY 2

I. Breakfast **7:00 – 7:30**

II. What Can Learn from Social Movements to Advance Primary Care? **7:30 – 8:00**

- *Andrew Morris-Singer, MD, Founder and President, Primary Care Progress*
  - Dr. Morris-Singer began his career as an advocate for gay rights and brought that experience to his residency where he successfully led an effort to improve primary care programming at Harvard Medical School. He will reflect on his current work to leverage social movement strategies to advance primary care.

III. What Can and Should Purchasers Do to Promote Primary Care? **8:00 –8:30**

- *Peter Lee, Executive Director, Covered California*
  - Covered California has used its clout as a purchaser for 1.4 million covered lives to advance primary care through its contracted plans via benefit design, a primary care provider for every enrollee, payment reform, and a focus on an increasing the number of practices recognized as PCMHs. What is working, where are their challenges and what does the future hold?

IV. Other State and National Strategies to Advance Primary Care **8:30 – 9:15**

- *Moderator: Brian Marcotte, President & Chief Executive Officer, National Business Group on Health*
- *Panelists: Evan Saulino, MD, Clinical Advisor, Oregon's Patient Centered Primary Care Home Program; and Mark Fendrick, MD, Executive Director of the VBID Center*
  - Other strategies to elevate primary care will be discussed and debated, including value-based insurance design and a focus on the part of states to leverage either regulations or legislation to increase resources going to primary care. What are these strategies achieving and what challenges do they face?

V. What will it Take to Integrate Population Health into Primary Care? **9:15 – 10:15**

- *Moderator: Lisa Letourneau, MD, former Executive Director of Maine Quality Counts*
- *Panelists: Sonia Sarkar, Chief Policy and Engagement Officer, City of Baltimore; CMS Accountable Health Communities Pilot; Beth Tanzman, MSW, Executive Director, Vermont Access/Blueprint for Health; and Somava Stout, MD, IHI Exec Lead for 100 Million Healthier Lives*
  - The panelists will reflect on strategies for ways that population health and primary care can be integrated and scaled. Supported by CMS, these strategies include efforts at the metro level, a state effort to reduce opiate addiction that leverages primary care, and an international campaign focused on healthier communities.

VI. Networking Break **10:15 – 10:45**

VII. Leadership from the Top: Primary Care Policy **10:45 – 11:15**

- *Tom Price, MD, Health and Human Services Secretary – Invited*
  - The new Administration's top healthcare priorities – reducing opiate addiction, curbing obesity, and addressing serious mental health issues – all rely on robust primary care. Learn about the Administration's efforts to address its key priority health issues and the role of primary care in achieving its goals.

VIII. Identifying the Highest Leverage Primary Care Initiatives 11:15 – 11:45

- *Facilitator: Daniel Wolfson, Executive Vice President and COO, ABIM Foundation*
  - In this interactive session, conference participants will identify the highest leverage policy and advocacy strategies to advance primary care as envisioned in the 2017 Shared Principles and reflected in the innovations presented at the conference.

IX. Innovation Review and Implications for Policy 11:45 – 12:15

- *Karen Remley, MD, President/Chief Executive Officer, American Academy of Pediatrics*
  - Dr. Remley will review the key themes that emerged from the conference and the implications for policy. This session will build on the previous crowdsourcing session.

X. Adjourn 12:15

XI. Box Lunch – to Stay or Takeaway 12:15 – 1:00

Post-Conference Strategy Session 12:15 – 2:00
(PCPCC Board and Executive Members Only)

- PCPCC Board and Executive Committee Members to attend
- Facilitator: Daniel Wolfson, Executive Vice President and COO, ABIM Foundation
  - This facilitated open space session will focus on working up a prioritized set of policy/advocacy options for the 2018 PCPCC agenda. Lunch will be served.

Engaging Patients and Families in Choosing Wisely:
PCPCC Support and Alignment Workshop 1:00 – 5:00

- This interactive session will include patients, families, clinicians, quality improvement specialists, and organizations participating in CMMI's Transforming Clinical Practice Initiative. Participants will begin to define strategies to engage patients and families in Choosing Wisely initiatives, which is the focus of the third and fourth year of the PCPCC CMMI grant.

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