Coming Together 2008
Serving the Underserved, Underinsured and Uninsured

September 20, 2008 • Herberman Conference Center • UPMC Shadyside

Keynote Address
Hon. Calvin B. Johnson, MD, MPH
Secretary of Health
Commonwealth of Pennsylvania

Course Directors
Christopher Allen, MD, FACC – President
Steven Evans, MD, FACS – Secretary

UPMC
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University of Pittsburgh Physicians
University of Pittsburgh School of Medicine
Center for Continuing Education in the Health Sciences
and
Gateway Medical Society

We gratefully acknowledge support from: Gateway Health Plan • Highmark Foundation • Mellon Financial Corporation
Objectives

- To identify disparate health risks and mortality associated with the underinsured, uninsured and underserved.
  - Who are the underinsured, uninsured and underserved?
  - Where are they?
  - How do we identify them?
- To understand the demographics of this rapidly rising patient population and why it is critical to identify resources, corporate, non-profit and others, to provide them with seamless quality health care.
- To provide a forum for health care providers to partner with community leaders, community medical establishments and federal agencies to create an action plan in order to bridge the gap so that needed health care to the underinsured, uninsured and underserved can be provided.
- To explore ways to specifically target children, adolescents and their caregivers; empower them with the importance of proper nutrition and exercise; teach them the risks of obesity, hypertension and diabetes and make them aware that immunizations and cancer screening save lives.
- To explore how to effectively disseminate financial and resource information to the populations that need it most – the underinsured, uninsured and underserved, and to develop follow up strategies to ensure effective utilization of available resources.

Who Should Attend

Physicians, Registered Nurses, Medical and Executive Directors of Community Health Centers, Social Workers, Physician Assistants, Nurse Practitioners, Nutritionists, Pharmacists, Hospital Administrators, Government Health Agencies and Community Health & Human Service Agencies

Continuing Education Credit

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the University of Pittsburgh School of Medicine and the Gateway Medical Society. The University of Pittsburgh School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

The University of Pittsburgh School of Medicine designates this educational activity for a maximum of 5.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Other health care professionals are awarded .55 continuing education units (CEU’s) which are equal to 5.5 contact hours.
Calvin B. Johnson, MD, MPH
Secretary of Health
Commonwealth of Pennsylvania

A board-certified pediatrician, Calvin B. Johnson, MD, MPH attended Morehouse College in Atlanta, Georgia, graduating with a degree in chemistry. He earned his medical degree in 1993 from the Johns Hopkins University School of Medicine and a master’s degree in public health from the Johns Hopkins University School of Hygiene and Public Health (now the Bloomberg School of Public Health).

Dr. Johnson was appointed by Governor Edward G. Rendell as the Commonwealth’s 24th Secretary of the Pennsylvania Department of Health on April 22, 2003. He is the senior advisor to Governor Rendell on health matters, identifying priorities and outlining objectives to achieving these goals.

As Secretary of Health, Dr. Johnson directs nearly 1,800 employees in carrying out the Department of Health’s mission to promote healthy lifestyles, prevent injury and disease, and assure the safe delivery of quality health care for all of the Commonwealth’s 12 million citizens.

During Dr. Johnson’s tenure as Secretary of Health, he has led the department in dealing with a variety of public health issues including:

- The management of the largest single-source Hepatitis A outbreak in U.S. history in 2003;
- The use of nearly $155 million in Tobacco Master Settlement Agreement funds to focus on biomedical, patient-oriented clinical investigations and health services research over the past two years;
- Setting priorities to reduce health disparities among Pennsylvania’s citizens through the creation of innovative tobacco prevention and cessation programs such as the “Love Thy Neighbor” faith based initiative targeting African Americans and the “Mi Promesa” initiative targeting Hispanic-Americans;
- The implementation of a department-wide data–driven performance-based outcomes management initiative to ensure that public health programs are effectively meeting the needs of all Pennsylvanians; and
- Promoting children’s wellness, improving accountability, and recruiting and retaining a highly skilled public health workforce.
Schedule

8:30 am  Registration/Continental Breakfast
9:00 am   Welcome/Introductory Remarks
9:10 am   Testimonial – Uninsured Perspective
9:30 am   Panel #1 – Defining the Barriers, Framing the Issues
11:30 am  Buffet Lunch
12:10 pm  Introduction of Keynote Speaker
          Doris Carson Williams, President & CEO
          African American Chamber of Commerce of Southwestern Pennsylvania
12:15 pm  Keynote Speaker
          Honorable Calvin B. Johnson, MD, MPH
          Secretary of Health, Commonwealth of Pennsylvania
1:00 pm   Panel #2 - Approaches, Solutions, Action Plans
2:50 pm   Closing Remarks
3:00 pm   Conference Adjournment

Meeting Location

The conference will be held at the Herberman Conference Center located at UPMC Shadyside, 5150 Centre Ave, 2nd Floor, Pittsburgh, Pennsylvania.

Parking (Vouchers Provided)

Based on availability, conference attendees may park at the Centre Avenue Lot.

Special Needs

Participation by all individuals is encouraged. Advance notification of any special needs will help us provide better service. Please notify us of your needs at least two weeks in advance of the program by calling (412) 281-4086.
**Course Directors**

Christopher Allen, MD, FACC
Clinical Assistant Professor of Medicine
University of Pittsburgh School of Medicine
President, Gateway Medical Society
Pittsburgh, Pennsylvania

Steven Evans, MD, FACS
Clinical Associate Professor of Surgery
University of Pittsburgh School of Medicine
Secretary, Gateway Medical Society
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**Faculty**

Thuy Bui, MD
Medical Director, Program for Health Care to Underserved Populations
Assistant Professor of Medicine
University of Pittsburgh School of Medicine
Global Health Tract Director
UPMC Internal Medicine Residency
Pittsburgh, Pennsylvania

Candi Castleberry-Singleton, MBA
Chief Inclusion and Diversity Officer
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Floyd Cephas
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Bruce Dixon, MD
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Allegheny County Health Department
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Calvin B. Johnson, MD, MPH
Secretary of Health
Commonwealth of Pennsylvania
Harrisburg, Pennsylvania

Rodney Jones, Sr.
Vice President of Operations
UPMC Braddock Hospital
Pittsburgh, Pennsylvania

Richard Klich, DMD
Vice President, Professionals Affairs
National Dental Director
United Concordia Companies, Inc.
Harrisburg, Pennsylvania

Lynne Medley Long
Executive Director
East Liberty Family Health Care Center
Pittsburgh, Pennsylvania
John Lovelace  
President, UPMC for You, Inc. (Medicaid Managed Care Program)  
Vice President, UPMC for Life Specialty Plan & Children’s Health Insurance Program (UPMC for Kids)  
Chief Program Officer  
Community Care Behavioral Health Organization  
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Maria Moutinho, MD, MMM, FAAP  
Medical Director  
Gateway Health Plan  
Pittsburgh, Pennsylvania

Wil Payne  
Director & CEO  
Primary Care Health Services, Inc  
Pittsburgh, Pennsylvania

Sharon Peifer, BSN, MPM  
Manager, Mission Products & Administration Consumerism and Retail Markets  
Highmark Inc.  
Pittsburgh, Pennsylvania

Anthony Robins, PhD  
Director, Healthy Black Family Project  
Epidemiologist at the Center for Minority Health Graduate School of Public Health  
University of Pittsburgh  
Pittsburgh, Pennsylvania

Margaret Rosenzweig, BSN, MSN, PhD  
Director, Oncology Nurse Practitioner Program  
Director, Acute Care Doctorate in Nursing Practice  
University of Pittsburgh School of Nursing  
Pittsburgh, Pennsylvania

Lorraine Starsky RN, BSN  
Diabetes Nurse Consultant  
Chronic Disease Prevention Program  
Allegheny County Health Department  
Pittsburgh, Pennsylvania

Doris Carson Williams  
President & CEO  
African American Chamber of Commerce of Western Pennsylvania  
Pittsburgh, Pennsylvania

Nancy D. Zionts, MBA  
Vice President and Chief Professional Officer  
Jewish Healthcare Foundation  
Pittsburgh, Pennsylvania

In accordance with Accreditation Council for Continuing Medical Education requirements on disclosure, information about relationships of presenters with commercial interests (if any) will be included in materials distributed at the time of the conference.
Registration Information

On-line Registrations
Registering online is the quickest and easiest way to reserve your space at CCEHS conferences.

• Visit our online registration site at https://ccehs.upmc.edu/regSessionEvent.jsp?courseNumber=1758

• Click the Registration button and enter all the requested information (including an email address) and follow the prompts to submit your registration after entering your payment information.

• Print the automatic electronic registration confirmation email sent to the email address you provided us when you registered. If you do not receive this confirmation, please contact us at (412) 647-8232.

A confirmation letter will be faxed or mailed if registration is completed through the mail or fax by the pre-registration deadline. If you register on-line, you will receive an immediate e-mail confirmation message.

Paper Registrations by Fax or Mail
If you are unable to register online please contact us at (412) 281-4086 for a paper registration form. UPMC employees whose registration fee will be remitted via journal transfer should request the paper registration form.

Please note: Registration is not complete until you receive this confirmation. If you do not receive this letter within 5-7 days of registration, please contact us at (412) 281-4086.

You must bring this confirmation letter with you to the conference.

Cancellation
All cancellations must be in writing and sent to us via U.S. mail, e-mail or fax. No refunds will be made after September 13, 2008. Cancellation requests can be made to:

UPMC/Center for Continuing Education in the Health Sciences
200 Lothrop Street
Iroquois Building, Suite 302
Pittsburgh, PA 15213-2536
Telephone: (412) 647-8232 • Fax: (412) 647-8222
E-mail: ionak@upmc.edu

The UPMC/Center for Continuing Education in the Health Sciences reserves the right to cancel this program if sufficient registrations are not received. In the case of cancellation, the department will fully refund registration fees.
Registration Fees
Physicians......................................................... $25.00
Residents & Health Care Professionals........$10.00
Other non-credit..............................................no fee

Registration fee includes:
• Continuing education credit
• Registration and course materials
• Continental breakfast, refreshments and lunch

NO REGISTRATION WILL BE ACCEPTED WITHOUT PAYMENT.

Mail payment, accompanied by the registration form to:
Tamara Reese
Gateway Medical Society, Inc.
c/o Hill House Association
1835 Centre Avenue, Suite 208
Pittsburgh, PA 15219

For additional information, contact:
Tamara Reese
Telephone: (412) 281-4086
Fax: (412) 281-4789
E-mail: administration@gatewaymedicalsociety.org

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Our Internet address is: http://ccehs.upmc.edu

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