

2022 FMEC Annual Meeting – September 16, 2022 Hyatt Regency Crystal City, Arlington, VA

Innovations in Primary Care (Innovator's Network), Washington B



## **Agenda:**

### Objectives:

- 1) Articulate the core principles and strategies that underlie health system change at a community level;
- 2) Describe specific strategies they can use to initiate change in their respective communities;
- 3) Describe how as family physician leaders they can build partnerships that can support the process of change in their respective communities.

8:00 am Welcome and Introductions, Laurence Bauer, MSW, MEd, CEO Emeritus, FMEC

8:15 am Health System Change, Laurence Bauer, MSW, MEd, CEO Emeritus, FMEC

8:45 am Addressing the Social Determinants of Health through MetroHealth's Institute for H.O.P.E.  
James E. Misak, MD, MetroHealth

9:15 am Catalyzing Change through Connection: The models behind two social impact innovations,  
Christine Bechtel, Co-Founder, X4 Health

9:45 am Innovation to Address the Gap in Obesity Education: The FORWARD initiative  
Gabriel Smolarz, MD, MS, FACE, Dipl ABOM, Novo Nordisk

10:15 am Break

10:30 am A Collaborative Effort to Implement an Advanced Primary Care Model at a Safety Net Hospital  
Alan Roth, DO, Jamaica Medical Center and Scott Conard, MD, Converging Health

11:00 am Precision Genomic Medicine, Ken Rictor, MD, Elation Health and Julie Foucher, Wild Health

11:30 am The Placebo Effect and Healing Beyond Pills and Potions, Steve Bierman, MD

Noon Morning Reflections

12:30 pm Lunch Break

1:15 pm Promoting Value Based Care with a Difference,  
Sanjay Seth, MD, Chief Physician Relations Officer, UpStream Healthcare

1:45 pm What is a Community Owned Health Plan?  
Bryce Heinbaugh, MBA et al (Recorded presentation)

2:15 pm Physician-led Accountable Care, Lelin Chao, MD, Senior Regional Medical Director, Aledade

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2:45 pm The Redesign of Primary Care: Parallel Policy And Practice Transformation  
Alan Roth, DO, Wayne Jonas, MD

3:15 pm Break

3:30 pm Eliminating the Needs for Hospitals While Caring for Frail Elders  
Daniel Hoefer, MD, Sharp Healthcare

4:00 pm Socially Responsible Investing in Healthcare Infrastructure in Medically Underserved Areas  
Len Fromer, MD

4:30pm Final Reflections

5:00pm Adjourn

### **Session Descriptions:**

**8:15 am Health System Change, Laurence Bauer, MSW, MEd, CEO Emeritus, FMEC**

**8:45 am Addressing the Social Determinants of Health through MetroHealth System's Institute for H.O.P.E.™ - James E. Misak, MD, MetroHealth**

*This session will describe how the MetroHealth System is: using its electronic health record to screen patients for health-related social needs; employing an electronic resource referral platform to make "closed loop" referrals to community based organizations to address these needs; and collecting data and utilizing analytics to understand referral outcomes, and to begin to link social determinants of health to clinical and utilization outcomes.*

**9:15 am Catalyzing Change through Connection: The models behind two social impact innovations**

**Christine Bechtel, Co-Founder, X4 Health**

*More time with patients. Reduced administrative burden. Burnout. Homelessness. Childcare deserts. Behavioral health housing. What do these things all have in common? When we apply human connection and an asset-based mindset to these problems, innovative solutions to these human challenges can emerge. Christine Bechtel, co-founder of a social impact design group called X4 Health, will describe two unique programs: 1) 3<sup>rd</sup> Conversation, which helps address clinician burnout while also bolstering patient experience, and 2) Community ROCKit, which helps local elected officials design new solutions to community-level challenges in areas ranging from mental health access to homelessness.*



**9:45 am Innovation to Address the Gap in Obesity Education: The FORWARD Curriculum**

**Gabriel Smolarz, MD, MS, FACE, Dipl ABOM, Novo Nordisk**

*US physicians lack training in treating patient with obesity. Comprehensive care for obesity, like other chronic diseases, requires a multifaceted approach that often includes lifestyle interventions but also adjunctive pharmacotherapy and surgery. Prior research suggests that medical students, internal medicine residents and family residents alike, are not well-prepared to care for these patients. Educators in medical schools and residencies claim lack of expertise and time are major barriers. We aimed to address the former issue by creating a modular off-the-shelf obesity curriculum consistent with the latest obesity competencies, for 'plug and play' deployment for graduate and undergraduate medical trainees.*

**10:30 am A Collaborative Effort to Implement an Advanced Primary Care Model at a Safety Net Hospital**

**Alan Roth, DO, Jamaica Medical Center and Scott Conard, MD, Converging Health**

*A process that is re-engineering the primary care delivery system at Jamaica Hospital has been launched. The initiative involves combining a series of robust data analytic tools that primary care practices can use to risk stratify patients and practice redesign that allows the primary care team to work smarter and not harder. The speakers will share their progress to date with this initiative.*

**11:00 am Precision Genomic Medicine, Ken Rictor, MD, Elation Health and Julie Foucher, Wild Health**

**11:30 am The Placebo Effect and Healing Beyond Pills and Potions, Steve Bierman, MD**

*Dr. Bierman argues that ideas of the physician and the patient matter and affect the onset of an illness and the subsequent course of illness and effectiveness of treatment. He's developed specific methods that a physician can use to stimulate the placebo effect.*

*Blending humanism, hypnosis and alternative modalities with traditional allopathic medicine to impact health and healing, resulting in lasting cures of so-called chronic diseases, regression and disappearance of advanced tumors, bloodless and painless surgeries, and resolution of a wide array of "gray zone" syndromes that defy diagnosi*

**Noon Morning Reflections**

**12:30 pm Lunch Break**

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**1:15 pm Promoting Value Based Care with a Difference**

**Sanjay Seth, MD, Chief Physician Relations Officer, UpStream Healthcare**

*Fast-growing UpStream underwrites and supports the delivery of value-based care for older patients and people living with chronic conditions. In partnership with healthcare practices and clinics UpStream offers a comprehensive risk-free solution for physicians that finances, delivers and sustains better outcomes for everyone. Using embedded professional pharmacy and nursing services, a state of the art digital platform, and a focus on health equity, UpStream is advancing its core beliefs of independence, inclusion and innovation in a growing number of sites across the U.S.*

**1:45 pm What is a Community Owned Health Plan? Bryce Heinbaugh, MBA et al (Recorded presentation)**

*When Dr. Lambros retired from his family medicine practice in Ashtabula, OH, he thought his days of practicing patient-centered medicine were behind him. Burdened by the bureaucracy of working within a large health care system, he missed the independent practice he had built over decades. But with consultant Bryce Heinbaugh's help, he is back in practice, on his own terms and feeling more committed than ever to medicine – but this time as a direct primary care practitioner (DPC.)*

*A Community Owned Health Plan combines the services of a primary care practice, coupled with a community pharmacist, and a patient navigator. Employers contracting directly with the plan encourage their employees to join the plan. The result is improved services and a substantial decrease in the cost of health services. Insurance covered services are used for specialty and catastrophic services only.*

**2:15 pm Physician-led Accountable Care, Lelin Chao, MD, Senior Regional Medical Director, Aledade**

*Our healthcare system wastes over \$1 Trillion per year by paying for sickness instead of wellness. The solution to this challenge is primary care. Primary care costs our health system less than five cents of every dollar but primary care clinicians influence over 80% of healthcare expenditures. By aligning incentives and driving access, prevention and quality outcomes, physician-led accountable care organizations are leading the way to bending the cost curve and making practicing medicine meaningful again. In this session, participants will learn about the tenets of value based care in family medicine, basic ACO terminology, how to succeed in value based care and how to get involved early through Aledade's FIRST program.*

**2:45 pm The Redesign of Primary Care: Parallel Policy And Practice Transformation**

**Alan Roth, DO, Wayne Jonas, MD**

**3:15 pm Break**

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**3:30 pm            Eliminating the Needs for Hospitals While Caring for Frail Elders**

**Daniel Hoefer, MD, Sharp Healthcare**

*Truly patient centered care. Providing aggressive in-home care for your patient at the highest level prior to hospice. This community-based palliative medicine/primary care at home program was started in 2007. It has successfully run for 15 years. We will briefly discuss successes, failures and barriers to implementation.*

**4:00 pm            Socially Responsible Investing in Healthcare Infrastructure in Medically**

**Underserved Areas - Len Fromer, MD**

**Bios:**

**Laurence C. Bauer, MSW, MEd**

**Emeritus CEO – Family Medicine Education Consortium, Inc.**

*He was the Chief Executive Officer of the Family Medicine Education Consortium, Inc. 30 years. The FMEC is a not-for-profit corporation designed to promote collaboration among the academic Family Medicine and primary care communities in the northeast region of the US. He is now focusing on innovations to help change the healthcare system.*

**Christine Bechtel, MA**

**Co-Founder - X4 Health**

*Christine Bechtel is the co-founder of [X4 Health](#), a purpose-driven organization on a mission to make health care better for all people. Bechtel is a nationally recognized expert in social impact design, patient- and family-centered care, patient and family engagement, digital health, primary care and health care quality. The team at X4 is the driving force behind [3<sup>rd</sup> Conversation](#), a national initiative to reinvent the clinician-patient relationship and as the foundation of meaningful health system change. X4 also powers [Community ROCKit](#), a problem-solving model used by local elected officials to address complex problems in relational ways. She lives in southwest Florida.*

**Steve Bierman, MD**

**Author**

*Dr. Bierman whose work blends humanism, hypnosis and alternative modalities with traditional allopathic medicine, has been featured on NBC's Dateline and recently won the 2020 Best Indie Book award for his ground-breaking book, *HEALING – Beyond Pills & Potions* (Gyro Press, International). A graduate of the Northwestern University School of Medicine, Dr. Bierman began his career as a double board-certified Emergency and Family Physician but discovered that what he had spent his first 29 years learning and studying was simply not enough. Dr. Bierman now understands the tremendous impact of ideas on health and healing—ideas held by patients, and ideas delivered by caregivers.*

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**Lelin Chao, MD**

**Senior Medical Director Aledade, Inc.**

*Senior Clinical Advisor Health Alliance Associates, Inc. Baltimore, MD A proud Aledade Independent Practice Former Medical Director Anthem, Inc., Maryland Former Chief Medical Officer Federally Qualified Health Center*

**Scott Conard, MD, DABFP, FAAFM**

**CEO - Converging Health, LLC**

*Dr. Conard offers a unique perspective as a physician, entrepreneur and corporate executive. He is passionate about transforming healthcare to provide more convenience, significantly improve quality, and lower cost. He believes that challenges can best be met with innovation, technology and accountability, and that “greater convenience, higher quality and lower costs” are not mutually exclusive. In fact, the surest path to reduced costs lies in a better model of care that embraces preventive care, early detection, excellence in management of known conditions and improved behaviors.*

**Leonard Fromer, MD – Turner Impact Capital**

**Socially Responsible Investing in Healthcare Infrastructure in Medically Underserved Areas**

Len Fromer is responsible for the oversight and leadership of Turner Impact Capital’s healthcare initiatives. He is a nationally recognized expert in the areas of Primary Care Practice redesign and transformation, quality improvement and outcomes measurement, vaccine compliance quality improvement, health system reform and served on the American Medical Association’s commission on healthcare disparities.

He was a practicing physician for over 28 years and previously served as the Executive Medical Director of the Group Practice Forum, where he led nationwide projects to coordinate care across a continuum of services including preventative, outpatient, inpatient acute hospital care, post-acute care, and palliative care. Len has lectured extensively on the topics of health-system reform, the patient centered medical home, and the accountable care organization and has been featured on many broadcast news outlets and in multiple publications.



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**Bryce Heinbaugh, MBA**

*Since the age of 22 after undergoing open-heart surgery, Bryce has been entrenched on the payer side of the healthcare industry providing plan sponsors with professional guidance and strategy consulting for how they purchase and deliver healthcare coverage to employees and families. Following the passing of the Affordable Care Act, Heinbaugh joined forces under a merger with multiple other independently owned insurance firms throughout Ohio to form IEN Risk Management Consultants, LLC where he is currently acting CEO and Managing Partner. Bryce is a forward-thinking antagonist of the traditional healthcare system where his key objective is helping employer populations achieve better health outcomes correlating to lower and more sustainable long-term costs.*

**Wayne B. Jonas, MD**

**Executive Director, Samueli Integrative Health Programs, H&S Ventures**

Wayne B. Jonas, M.D. is a practicing family physician, an expert in integrative health and health care delivery, and a widely published scientific investigator. Dr. Jonas is the Executive Director of Samueli Integrative Health Programs, an effort supported by Henry and Susan Samueli to increase awareness and access to integrative health. Additionally, Dr. Jonas is a retired Lieutenant Colonel in the Medical Corps of the United States Army. From 2001-2016, he was President and Chief Executive Officer of the Samueli Institute, a non-profit medical research organization supporting the scientific investigation of healing processes in the areas of stress, pain and resilience.

**James Misak, MD**

**Assistant Professor of Family Medicine, Case Western Reserve University School of Medicine**

**Medical Director, Institute for H.O.P.E.<sup>TM</sup>, The MetroHealth System**

*Dr. James Misak is the medical director of the MetroHealth System's Institute for H.O.P.E.<sup>TM</sup> (Health, Opportunity, Partnership and Empowerment.) The Institute leads MetroHealth's comprehensive, coordinated commitment to identify and act on social determinants of health as a critical component of achieving optimal individual and community health, through effective partnerships and programs, education, training and research.*

*Dr. Misak is a graduate of the Northwestern University School of Medicine and completed his family medicine residency at Cook County Hospital in Chicago. He is an assistant professor of family medicine in the Case Western Reserve University School of Medicine, and is a faculty member of its Center for Community Health Integration.. Dr. Misak's family medicine practice serves a predominately Spanish-speaking population on the near West Side of Cleveland, Ohio.*

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**Alan R. Roth, DO, FAAFP, FAAHPM**

**Chairman of the MediSys Health Network Department of Family Medicine, Ambulatory Care & Community Medicine at Jamaica Hospital Medical Center & Flushing Hospital Medical Center**

*He is Chairman of the MediSys Health Network Department of Family Medicine, Ambulatory Care and Community Medicine at Jamaica Hospital Medical Center and Flushing Hospital Medical Center in Queens, NY. He is also Chief of Pain and Palliative Care and former Family Medicine Residency Director and Director of the Hospice and Palliative Medicine Fellowship Program.*

*Alan is a practicing and academic Family Medicine and Palliative Care Physician and the recipient of numerous “Best Doctor” awards. He is a Professor of Family Medicine at NYITCOM and Assistant Professor of Social and Family Medicine at Albert Einstein College of Medicine.*

*Presenting and publishing widely over the course of his extensive career, Dr. Roth consistently advocates for his patients and primary care values as a healthcare leader. He currently serves as the Co-Chair of the Primary Care Council of the Right Care Alliance. His professional areas of interest are vast and include retaining a focus on patients during healthcare transformation, teaching and integrative health.*

**B. Gabriel Smolarz, MD, MS, FACE**

**Senior Medical Director, US Medical Affairs - Novo Nordisk, Inc.**

*Gabriel is a physician scientist and Senior Medical Director of Obesity for US Medical Affairs at Novo Nordisk (Plainsboro, NJ). He is a practicing endocrinologist in New Jersey, triple board-certified in Obesity Medicine, Endocrinology Diabetes & Metabolism, and Internal Medicine. In addition, he is Clinical Assistant Professor of Medicine in the Division of Endocrinology at Rutgers Robert Wood Johnson Medical School (New Brunswick, NJ). Gabriel has also been a member of the hospital’s Bioethics Committee since 2006 and served as former co-chair.*

*He has lectured and presented internationally to fellow clinicians and trainees, clinical researchers, employer health and benefit consultants, creatives, and c-suite executives. He has published his research in peer-reviewed journals on obesity, patient-reported outcomes, pharmaco-economics, physician training, medical student empathy, thyroid cancer, and diabetes.*