



10th Annual North Carolina Alliance for Healthy Communities Conference
Patient Centered Medical Home
Impact on North Carolina
Thursday, October 7, 2010
8:30 am – 3:00 pm
Grandover Resort and Conference Center- Greensboro, North Carolina

PROGRAM DESCRIPTION:

Improving quality of care is a goal shared by all health care providers. This conference will highlight unique “best practices” and solutions. The Patient Centered Medical Home (PCMH) is an approach to providing comprehensive primary care by facilitating partnerships between patients, providers and the community. This conference will provide insight into The Medical Home and address the impact it will have in North Carolina. The program will commence with a light continental breakfast and time for networking. The lunch hour will conclude with the presentation of The Eagle Award – NCAHC’s award to an individual or organization who has positively impacted healthcare outcomes in our communities.

KEYNOTE SPEAKER: Warren P. Newton, M.D., MPH

Dr. Newton has served as the Executive Associate Dean for Education at the University of North Carolina School of Medicine since September 1, 2008. He is the Chief Education Officer for the UNC School of Medicine. He is actively involved with AHEC and the planning of the expansion of UNC medical school, residencies and practice support across the state. He is a graduate of Yale University and attended Northwestern University Medical School. He leads the North Carolina Improving Performance in Practice Initiative, the pilot of a national effort by the specialty societies and boards of Family Medicine, Internal Medicine and Pediatrics to improve dramatically the quality of chronic disease care in primary practice. He currently serves on the Boards of Directors of the American Family Medicine, the Family Practice Inquires Network, Up to Date, and the North Carolina Healthcare Quality Alliance.

WHO SHOULD ATTEND?

- Quality Improvement Managers
- Medical Directors
- Member Service Managers and Directors
- Performance Measurement Managers
- Utilization Managers
- Provider Practice Managers
- Consultants
- State Officials
- Human Resource Directors
- Case Managers/Nurses
- Disease Management Professionals
- Marketing Directors/Managers
- Directors of Operations
- Certified HEDIS Compliance Auditors
- Physicians
- Pharmacists
- Health Underwriters/Brokers
- Chief Executive Officers

OBJECTIVES:

- Describe the key driving forces shaping Patient Centered Medical Home
- Discuss current healthcare at the state and national level
- Gain insight into physician best practices
- Explore options around collaboration between: Health Plans, Pharmaceutical Companies, Physicians, Employers and other allied health professionals

Please register online at www.ncahc.org. Payments can be made by either check or credit card. The fee is \$95 per person and limited to the first 150 registrations. There will be a \$25 charge for any cancellation.

Make Check Payable to:

North Carolina Alliance for Healthy Communities
PO Box 4293
Greensboro, North Carolina 27404

Deadline for Registration: September 20, 2010

To Charge:

Register at our website: www.ncahc.org or
Contact Amy Clapp at (336) 697-2689

NC Dept of Insurance ACCREDITATION will be offered
Certificates will be available with 3.5 hours of CREDITS provided

NCAHC Tax ID # 56-2242737

() Yes: I am interested in earning NC Dept of Insurance accreditation

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**10TH ANNUAL NORTH CAROLINA ALLIANCE FOR
HEALTHY COMMUNITIES CONFERENCE**

AGENDA

<p>8:30 – 9:00 AM Registration and Light Continental Breakfast: Exhibits Open</p> <p>9:00 – 9:15 AM Welcome & Program Overview <i>Bess Ramey –NCAHC, President</i></p> <p>9:15 – 9:45 AM Keynote Address: Patient Centered Medical Home in NC and Improving Performance In Practice <i>Warren Newton, MD – Executive Associate Dean for Education at UNC School of Medicine</i></p> <p>9:45 – 10:05 AM The Primary Care Physician Shortage in NC and PCMH <i>R. W. “Chip” Watkins, MD – President of the NC Academy of Family Physicians</i></p> <p>10:05 – 10:25 PM Patient Centered Medical Home and the Role of Community - Based Clinical Pharmacist Services <i>Alison Eisenhart, PharmD, BCPS Specialty Pharmacy Clinical Manager, Kerr Health</i></p> <p>10:25 - 10:45 AM BREAK</p> <p>10:45 – 11:05 AM Cornerstone Health Care - Your Medical Home <i>Grace Terrell, MD, MMM, CPE, FACPE, FACP— CEO, President Cornerstone Healthcare</i></p>	<p>11:05 – 11:25 AM PCMH and the BCBSNC Blue Quality Physician Program <i>Larry Fox – Director, Network Quality Blue Cross and Blue Shield of NC</i></p> <p>11:25 – 11:45 AM Novant Healthcare and PCMH Implementation <i>Nan Holland –Sr. Director Clinical Excellence Novant Medical Group</i></p> <p>11:45 – 1:00PM Lunch and presentation of the NCAHC’s Eagle Award</p> <p>1:00 – 2:30PM Panel Discussion and Q & A <i>Chip Watkins MD Alison Eisenhart, PharmD Grace Terrell, MD Larry Fox Nan Holland</i></p> <p>Panel Moderator: Joel Kostin, PhD</p> <p>2:30 – 3:00 PM Thank you to our sponsors Adjournment</p>
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