

Agenda

OVERVIEW:

The TACHC 2024 Annual Conference is an enriching event crafted for health center staff and board members alike.

Our conference theme, "Challenge to Opportunity: Health Centers at the Forefront of Innovation," embodies the spirit of resilience and forward momentum that defines the health center movement. Over three days we will explore how innovation transcends mere ideas and technologies to embrace novel solutions to existing challenges, like addressing unmet needs, bolstering our workforce, reimagining care delivery models, and amplifying community impact.

Be prepared to be energized by dynamic speakers, engaged through interactive panels, and connected to your peers through unparalleled networking opportunities as we chart a course towards a healthier, more equitable future for all.

AGENDA (subject to change) TRACK NAME KEY:

▲ VALUE-BASED CARE (VBC) ◆ ADDRESSING COMMUNITY NEEDS ♦ WORKFORCE ■ POLICY & ADVOCACY

**Continuing Education Credit Information at the end of the agenda.

SUNDAY, OCTOBER 20	
3:00 PM -	Exhibitor Move-In
6:00 PM	Room: Trinity Exhibit Hall
3:00 PM -	TACHC Board of Directors Meeting
6:00 PM	Room:
4:00 PM – 6:00 PM	Room: Jacki C. Leifer Esq., Senior Partner, Feldesman Leifer LLP OVERVIEW: This dynamic discussion will focus on community health center governance essentials. We will cover the board's authority and responsibilities, board composition requirements, and best practices for board members to ensure a health center's long-term success. This session also tackles challenging yet common scenarios through engaging discussions, equipping board members to confidently navigate your health center's future challenges.
3:00 PM – 6:00 PM	Registration Open

MONDAY, OCTOBER 21	
7:00 AM -	Networking Breakfast with Exhibitors
8:30 AM	Room: Trinity Exhibit Hall
7:00 AM -	Registration Open
3:30 PM	Room: TBD
7:00 AM -	Exhibit Hall Hours –
5:00 PM	Room: Trinity Exhibit Hall
	Opening Remarks
	Room: Grand Ballroom
8:30 AM –	Jana Eubank, Chief Executive Officer, TACHC
8:45 AM	
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	Join us as TACHC CEO, Jana Eubank, opens the TACHC 2024 Annual Conference
	and presents Jacki Leifer with the TACHC Lifetime Achievement Award.
	Every Conversation Counts: How to Build Extraordinary Relationships ♦
	Room: Grand Ballroom
	Riaz Meghji, Author, Every Conversation Counts: The 5 Habits of Human
	Connection Thank Build Extraordinary Relationships
8:45 AM -	
10:15 AM	OVERVIEW:
	In an age of polarization, disconnection, and substitutes for real relationships, every
	leader needs to know how to build and maintain meaningful relationships with clients and teams alike in our hybrid reality. During this session participants will take
	a candid and far-ranging look at how authentic conversations help reinvent people,
	re-energize teams, and move businesses forward.
10:15 AM –	
10:30 AM	Break
	Concurrent Sessions (3)
	Form detions of Value Board Constitution who Formaticle
	Foundations of Value-Based Care: Mastering the Essentials Room: TBD
	Russ Kolski, RN, BSN, MSA, Value-Based Care Consultant, Health Initiatives
	Consulting
	Heidi Robertson-Cooper, MPA, President, HRC Health Care Advisors
10:30 AM -	Heldi Robertson-Cooper, MPA, President, FIRC Health Care Advisors
11:30 AM	OVERVIEW:
	As the health care landscape evolves, health centers must ensure they are prepared
	to enter the complex world of Value-Based Care (VBC). This session will provide a
	comprehensive overview of the value-based care landscape, the value of health
	center-led networks, and the essential elements needed to succeed.

Community-Centered Care: FQHCs Driving Collaborative Partnerships for Better

Health •

Room: TBD

Dena Hughes, Chief Executive Officer, TAN Healthcare Timika Simmons, Chief Executive Officer, TOMAGWA HealthCare Ministries

OVERVIEW:

This session will discuss the importance of health centers collaborating with their community to address the needs of patients. Participants will hear from representatives from health centers about their experiences with area non-profits, universities, community members, and health care providers to meet a variety of their patients' needs.

Cybersecurity for the C-Suite: Protecting Health Centers in the Digital Age Room: TBD

Marisa Smith, PhD, Regional Manager, Southwest Region, Office for Civil Rights, U.S. Department of Health and Human Services

OVERVIEW:

Over the past twenty years, health care delivery has been transformed, in part, because of the increasing sophistication and complexity of the technology used in health centers. This session will equip C-suite executives and board members with a comprehensive understanding of the current cybersecurity landscape and its implications for community and value-based healthcare organizations. Attendees will learn effective resource allocation, risk mitigation strategies, and methods to reduce liability. The session will highlight the importance of integrating robust cybersecurity measures to protect sensitive health information and ensure compliance with regulatory standards.

11:30 AM – 11:45 AM

Break

Recognizing Excellence: TACHC Awards Luncheon

Room: Grand Ballroom

OVERVIEW:

11:45 AM – 1:15 PM

TACHC Board Chair Mayela Castanon will honor two individuals with the TACHC Board Chair Award.

- Mark Sanders, Superior Health Plan
- Jaime Wesolowski, Methodist Healthcare Ministries

TACHC will also honor the 2024 Health Center Emerging Leader Awards, recognizing the special contributions of newer staff members and their

engagement in the ongoing mission of health centers. The 2024 recipients are:

- Yolanda Lewis, Tyler Family Circle of Care
- Jack Winn, Legacy Community Health
- Meigan Hines, Frontera Healthcare Network
- Cynthia Garza, Project Vida Health Center
- Kaitlyn Cassidy, HealthPoint
- Gina Lulu Toumajian, HOPE Clinic
- Audrey Strauss, CommUnityCare

TACHC will recognize the 2024 Outreach and Enrollment Champion. This award is for an outstanding Outreach and Enrollment staff member at a Texas FQHC.

• Ana Rangel, LBU Community Clinic

Networking with Exhibitors

Room: Trinity Exhibit Hall

TACHC Office Hours

HCCN

1:15 PM – 2:00 PM

Quality Axis

Quality Axis is a blended learning program that supports health centers as they apply and institutionalize quality improvement strategies to improve patient access, workflows, and quality of care. Meet with Cassie Caravello to learn more about Quality Axis, the three participation options, and what makes Quality Axis unique.

Concurrent Sessions (2)

2:00 PM -3:00 PM

Expanding Your Care Team: Exploring New Roles and Their Impact on Value-Based Care

Room: TBD

Judy Branham, Program Specialist CPW Program, Health and Human Services Commission

Aida Garza, PharmD, BCACP, CDCES, Director of Clinical Pharmacy Services, CommUnityCare

Kim Jaquez, LVN, Chief Nursing Officer, Community Health Development. Inc.

OVERVIEW:

As health centers explore new care modalities and seek to maximize their impact on patient outcomes, it is imperative that we find innovative ways to utilize non-traditional care team members. This session will explore strategies to expand the care team from a traditional patient-provider relationship to one incorporating CHWs, clinical pharmacists, and social workers to improve health outcomes in the

	patient population.
	Advocating for Access: How FQHCs Shape Policy and Drive Change ■ Room: TBD
	Mark Strama, Director, Annette Strauss Institute for Civic Life; Professor of Practice, University of Texas Moody College of Communication
	OVERVIEW:
	At the foundation of the health center movement is the commitment to serving as providers and advocates for not only the needs of patients but also the community. This session will explore innovative ways to become more effective communicators with stakeholders and elected officials at the local, state, and federal levels.
	General Membership Meeting
2:00 PM -	Room: Grand Ballroom Jeff Gdula, JD, Director of Legal Affairs, TACHC
3:15 PM	OVERVIEW:
	TACHC members eligible to vote will elect the 2024-2025 Board of Directors and Officers during this meeting.
	Networking with Exhibitors Room: Trinity Exhibit Hall
3:00 PM – 3:45 PM	 TACHC Office Hours Emergency Management Meet with Christina Brito-Tigerina to discuss the TACHC Emergency Management Resource Hub and the overall TACHC Emergency Management Program as well as available Training and Technical Assistance.
	Workforce
	Meet with Anita Mitchell to discuss the TACHC recruitment partnerships with UHS and Jackson Physician Search, Amanda Doenges to discuss the Medical Assistant Apprenticeship Pilot Program and leadership development programs, and Lisa Anaya to schedule a planning session to get directed support for your workforce plans.
3:13 PM –	New TACHC Board of Directors Meeting
3:45 PM	Room:
3:45 PM – 4:00 PM	Break
4:00 PM – 5:00 PM	Evolving Value-Based Care: Insights and Future Directions A Room: Grand Ballroom Mark McClellan, MD, PhD, Director and Robert J. Margolis, M.D. Professor of

	Business, Medicine and Policy
	OVERVIEW: As health care continues to shift from volume-based to value-based models, understanding the evolving landscape of value-based care is crucial for community health centers. This session offers an in-depth exploration of the current state of value-based care and the innovations shaping its future.
5:00 PM – 5:45 PM	Networking with Exhibitors TACHC Office Hours
	Welcome Reception Room: TBD
5:45 PM – 8:00 PM	OVERVIEW: Thanks to our partner, LabCorp, for underwriting this special event for our registered conference participants. Additional guests may attend for a \$25 per person fee. Contact events@tachc.org / Registration Desk to purchase.

TUESDAY, OCTOBER 22	
7:00 AM -	Networking Breakfast with Exhibitors –
8:30 AM	Room: Trinity Exhibit Hall
7:00 AM -	
3:30 PM	Registration Open -
7:00 AM -	Exhibit Hall Hours
5:00 PM	Room: Trinity Exhibit Hall
	Concurrent Sessions (3) Advancing Value-Based Care: Leveraging Data for Improved Outcomes
	Room: TBD
8:30 AM – 9:30 AM	Russ Kolski, RN, BSN, MSA, Value-Based Care Consultant, Health Initiatives Consulting
	Overview: Optimizing data systems is crucial for success in Value-Based Care (VBC). Join this session to explore strategies for setting up data systems that drive success in VBC contracts. Discover how to effectively leverage available data to enhance performance and achieve better patient outcomes. Learn from industry experts about the latest tools and techniques for integrating and utilizing data and understand how to incorporate payer data as well. Gain practical insights through case studies and real-world applications. This session will provide a roadmap for optimizing data systems to meet VBC objectives and maximize the benefits of data-driven decision-making in health care.
	Captivate and Inspire: Leveraging Narratives for Community Impact ■ Room: TBD Jen Sarver, Principal, Sarver Strategies; Faculty Lecturer, University of Texas Moody College of Communication
	OVERVIEW: In an era where capturing attention and building genuine connections are increasingly challenging, building relationships with community members through effective communication has never been more vital. This session will delve into how community health centers can strategically engage their populations to drive positive change. We will examine practical approaches to crafting messages that resonate deeply, foster trust, and inspire action. By focusing on meaningful interactions and understanding community needs, participants will gain insights into practical strategies and real-world examples that highlight the power of community-focused engagement. This session will showcase real-world stories and examples from health centers that have effectively connected with their

communities to achieve broader visibility, build community trust, and amplify the health center mission.

Building the Finance Department of the Future A

Room: TBD

Catherine Gilpin, CPA, Partner, Forvis Mazars

OVERVIEW:

Finance departments face the challenge of supporting health centers as they navigate the ever-changing health care environment. This goes beyond the traditional necessary tasks of paying bills, completing forms, processing payroll, and tracking grant expenditures Today's health centers are facing unprecedented financial challenges including rising costs and revenue cycle complexities. This dynamic session will provide insights on how to transition into a strategic finance department that can support health centers as they prepare to venture into value-based care.

9:30 AM -9:45 AM

Break

Concurrent Sessions (3)

Sustainable Futures: Navigating Financial Challenges and Opportunities in Value-Based Care

Room: TBD

Jeff Allen, CPA, Partner, Forvis Mazars

OVERVIEW:

9:45 AM – 10:45 AM The future of health centers depends on their ability to adapt to an ever-changing health care environment. As centers explore alternative payment models and Value-Based Care (VBC) arrangements, they must navigate a series of new financial challenges and opportunities that are rapidly emerging. This session will look into financial considerations within the Medicare market and other VBC opportunities, as well as key contracting considerations to keep in mind.

Building Tomorrow's Workforce: The Power of Registered Apprenticeship ♦ Room: TBD

Joy Jamerson, MBA, Program Manager of Outreach, Healthcare Career Advancement Program (H-CAP)

Drew Womack, RN, Chief Operations and Compliance Officer, Wellness Point

OVERVIEW:

Unlock the potential of tomorrow's workforce through the transformative impact of registered apprenticeships. Join us for an enlightening exploration of how these structure programs seamlessly blend hands-on training with classroom instruction, providing a dynamic pathway for individuals to acquire essential skills and knowledge. This presentation will explore success stories, government support, strategies for engaging employers, and steps to implement effective apprenticeship programs.

Empowering Medicare Populations: Strategies for Patient Engagement and Digital Literacy ●

Room: TBD

Russell Kohl, MD, FAAFP, Chief Medical Officer and Chief Operating Officer, TMF Health Quality Institute

OVERVIEW:

As our population ages, Medicare is becoming an increasingly important part of our healthcare system. Federally Qualified Health Centers (FQHCs) need strategies to keep and attract these vital patients. This session is designed to give board members and health center leaders practical tools and insights to boost patient engagement and improve digital literacy among Medicare populations. We will explore how to reshape your practice to better serve Medicare patients, from smart branding and effective care management to leveraging digital tools that fit with Value-Based Care (VBC) goals. By the end of this session, the goal is for you to feel equipped to enhance outcomes and boost patient satisfaction within your health centers.

10:45 AM -11:00 AM

Break

HRSA Updates ▲◆

Room: Grand Ballroom

11:00 AM -

Jennifer Joseph, PhD, MSEd, Director Office of Policy and Program Development, Bureau of Primary Health Care, HRSA Steven C. Richards, MPH, LMSW, CPH, Public Health Analyst, Office of Intergovernmental and External Affairs, HRSA

OVERVIEW:

This session will provide an update on policy and program development, quality improvement, health center investment oversight, and health center program monitoring.

Honoring Key Legislators and FQHC Advocates Networking Lunch Room: Grand Ballroom **OVERVIEW:** Join us as we recognize a key Health Center Champion, Texas Representative Four Price. Legislators who receive these awards contributed greatly throughout their 12:15 PM careers to advancing health center legislative priorities. 1:30 PM TACHC will also recognize an Advocate of the Year, Esther Taylor, CEO of Accel Health, in recognition of her commitment to, and leadership in, advocating at the local, state, and federal level. TACHC will recognize centers who have been designated as a NACHC Advocacy Center of Excellence. Networking with Exhibitors **TACHC Office Hours** Billing Workforce 1:15 PM -Meet with Anita Mitchell to discuss the TACHC recruitment partnerships with UHS 2:00 PM and Jackson Physician Search, Amanda Doenges to discuss the Medical Assistant Apprenticeship Pilot Program and leadership development programs, and Lisa Anaya to schedule a planning session to get directed support for your workforce plans. Azara **Concurrent Sessions (3)** Operationalizing Value-Based Care: Strategies for Scaling New Models in Health Centers A Room: TBD James Comeaux, LCSW, Executive Vice President, Access Health Louisiana 2:00 PM -**OVERVIEW:** 3:00 PM Conceptualizing Value-Based Care (VBC) contracts and operationalizing their financial and clinical aspects are two very different tasks. While VBC arrangements offer numerous benefits, health centers must be prepared for the challenges of implementation. In this session, a seasoned health center executive will share his FQHC's experiences, including the benefits they have experienced and the changes they would make knowing what they do now.

Beyond the Four Walls: An Introduction to Medical-Legal Partnerships Room: TBD

Bethany Hamilton, JD, Director, National Center for Medical Legal Partnership Christina Paz, DNP, APRN, FNP-C, Chief Executive Officer, Centro San Vicente April Merrill, JD, State Director – Medical Legal Partnerships, Legal Aid Services of Oklahoma

OVERVIEW:

Addressing non-medical drivers of health is crucial for enhancing patient outcomes. As health centers employ increasingly sophisticated methods of screening for social needs, they are recognizing that legal issues are a significant subset of these needs. Medical-Legal Partnerships (MLPs) provide an evidence-based, transformative, and capacity building approach to addressing these drivers of health by incorporating legal services into the healthcare delivery model and setting. This educational session will offer a comprehensive introduction to MLPs, explaining their significance in resolving health-harming legal needs. Participants will learn how MLPs can help identify, address, and prevent unmet legal needs; explore practical steps to establish a successful MLP program; analyze a statewide case study for implementation insights; and understand how to tailor the MLP approach to the Texas healthcare landscape.

Forging Partnerships: Building Effective Collaborations with Academic Institutions and Hospitals ♦

Room: TBD

Kristen S. Harris, JD, Chief Executive Officer, Tyler Family Circle of Care Judy Madura, MD, Chief Executive Officer, South Plains Rural Health Services, Inc.

OVERVIEW:

Academic and hospital partnerships are essential when developing and growing a Health Profession Education and Training (HP-ET) program in health centers. Forging partnerships to build a workforce and create opportunities for staff will benefit the communities served. Attendees will hear from health centers about their relationships with academic centers and gain insight from their experiences. Learn more about these connections and their successes to build and strengthen your own partnerships.

3:00 PM – 3:15 PM

Break

	Generational Inclusion and Leadership: Embracing Diverse Perspectives for
	Success ♦
	Room: Grand Ballroom
	Raven Solomon, Author, Leading Your Parents: 25 Rules to Effective
	Multigenerational Leadership for Millennials & Gen Z
3:15 PM – 4:45 PM	OVERVIEW: In this informative and inspiring keynote, nationally recognized speaker Raven Solomon breaks down the connection between equity and generations that every organization needs to understand and embrace to thrive in an increasingly diverse marketplace. Raven helps attendees of all backgrounds comprehend how and why a generation can impact their views, understanding, and approach to combating racism. Attendees will leave with greater clarity on the role their generation can play in fighting for equity and how to effectively collaborate with other generations in that pursuit.
	Networking with Exhibitors
	Room: Trinity Exhibit Hall
	Samsung SonoSync Demonstration
4:45 PM –	Room:
5:30 PM	Join us for a demonstration of the Samsung V7 ultrasound system equipped with
	SonoSync™, a Real-Time Collaboration Solution with Healing Hands Ministries. SonoSync is designed as a real-time image sharing solution that allows clinicians in
	different locations to communicate through the ultrasound system for care,
	guidance, and training between doctors and sonographers.
	Networking Happy Hour
	Room: Grand Ballroom Foyer
	NextGen Meet & Greet – 6:00 PM
	Room: Post Oak
5:45 PM –	Come meet the NextGen team, learn a bit more about NextGen EHR, and network
6:45 PM	with other NextGen users.
	Western Governor's University Meet & Greet – 6:15 PM
	Room: Bur Oak
	Come meet the team from Western Governor's University and see how they can
	help your health center address its workforce needs.

WEDNESDAY, OCTOBER 23	
7:00 AM – 8:30 AM	Breakfast- Ballroom Foyer
8:30 AM – 9:30 AM	The Federal Political Landscape and How Health Centers Fit In Room: Grand Ballroom Amy Jensen, Co-founder, SplitOak Strategies, LLC OVERVIEW:
	In today's highly polarized political environment, the stakes for health care policy have never been higher. Amy Jensen from SplitOak Strategies will provide expert insights into how the upcoming election results could impact both the legislative landscape in D.C. as well as the legislative priorities for FQHCs. Attendees will gain a deeper understanding of the evolving political climate, the likely direction of health care policy, and how to navigate the challenges and opportunities ahead.
9:30 PM – 10:00 PM	Break / Hotel Check-Out
10:00 AM – 11:00 AM	Riding the Medicaid Wave: Adapting Outreach and Enrollment Strategies for Continued Success ■ • Room: TBD Helen Kent Davis, Consultant, HKD & Associates OVERVIEW: Texas Medicaid enrollment experienced a dramatic swell during the pandemic, but unparalleled losses after Medicaid Unwinding. These events and a new wave of changes such as extended postpartum benefits offer new opportunities and require steadfast and continued support for health center outreach and enrollment (OE) efforts. This session will provide an overview of the current Medicaid landscape in Texas, highlight the financial impact of a robust OE program, overview what health centers should do to ease the impact of recent losses, and discuss upcoming changes to the Medicaid landscape. Fostering Community Connections: Innovative Initiatives to Address Non-Medical Drivers of Health ● Room: TBD Anita Burton, MBA, DHA, VP of Strategic Accounts and Community Advocacy, UnitedHealthcare Community Plan of Texas Charlene Flash, MD, MPH, President and Chief Executive Officer, Avenue 360 Norman Mitchell, Chief Executive Officer Bee Busy Wellness Center

OVERVIEW:

Health centers provide far more than just high-quality care. They serve as community hubs that meet both the clinical and non-medical needs of their patients. As the needs of patient populations grow beyond the four walls of the clinic and resources become scarcer, community collaboration is more important than ever. This session highlights the essential skills and knowledge needed to cultivate collaborative partnerships that enhance sustainable health care practices. Attendees will learn from their peers about FQHC initiatives in tackling non-medical drivers of health, with a particular focus on housing insecurity.

Protecting the Program: State Action on 340B

Room: TBD

Amy R. Behnke, JD, Chief Executive Officer, Health Center Association of Nebraska

Sherri P. Ferrell, MBA, President & Chief Executive Officer, West Virginia Primary Care Association, Inc.

OVERVIEW:

The 340B drug pricing program continues to be under attack by both manufacturer restrictions and PBMs. As a result of slow progress made at the federal level, many states have introduced and passed legislation to protect the program for FQHCs and other covered entities. Attendees of this session will get a chance to hear firsthand experience of what it is like to fight for the 340B program at their state legislature and how to best prepare for action in Texas.

11:00 AM -11:15 AM

Lunch Break

Behavioral Health Update (working lunch)

Room: Grand Ballroom

Trina Ita, MPA, LPC, Executive Deputy Commissioner, Behavioral Health Services, Texas Health and Human Services

11:15 AM – 12:15 PM

OVERVIEW:

Hear from HHSC's Deputy Executive Commissioner for Behavioral Health on how the state is addressing growing behavioral health needs. This session will provide information on the current policy landscape, new agency developments, implementation strategies, and impacts for FQHCs and patients.

	State of the Association: Progress and Future Directions ▲●
	Room: Grand Ballroom
	Jana Eubank, Chief Executive Officer, TACHC
12:15 PM -	
12:45 PM	OVERVIEW:
	Please join this State of the Association for a recap of the accomplishments and challenges over this past year, and a preview of what the next year holds for TACHC and its members.
	What You Need to Know for the 89th Legislative Session: Strategic insights and
	Policy Priorities for Health Centers ■
	Room: Grand Ballroom
	Missy Apodaca, JD, Managing Partner, Apodaca Advocacy Group
12:45 PM –	Gregg Knaupe. JD, Lobbyist and Attorney, Knaupe Government Relations
2:00 PM	
2.00 PIVI	OVERVIEW:
	Explore the state political and public policy landscape and how it will impact the
	upcoming Texas 89th Legislative Session that begins in January. Learn about the
	2025 health center legislative agenda and how your involvement is critical to ensure
	successful policy and funding priorities.

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