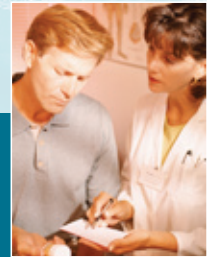


Coming Together 2008

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

Jointly sponsored by: 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
Pittsburgh, Pennsylvania

Faculty

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Bruce Dixon, MD

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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
Pittsburgh, Pennsylvania

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

Visit the Center for Continuing Education in the Health Sciences Web Site

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

The UPMC/Center for Continuing Education in the Health Sciences invites you to visit our web location. Receive information on CME programs, earn CME credits on the Internet, and access information about our formal courses and much more. Discover who we are and how you can contact us. Please visit our web location often to get updated information on upcoming programs.

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