

# MidWest Clinicians' Network



## NETWORK NEWS

Summer 2014

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MW/CN

7215 Westshire Drive, Lansing, MI 48917 | 517.381.9441 | www.midwestclinicians.org

## Message from the President



### ***Collaborating: How Pharmaceutical Companies are helping our FQHC with PCMH and Case Management***

*by Laura Pryor, RN, MSN  
Chief Quality Officer, Windrose Health Network*

Last time, I shared a little about the Care Coordination Program our organization created, including some of the resources for case management that we have been able to utilize. This time, I'd like to share another resource that we've been able to access: pharmaceutical companies.

I think most of us are aware of the indigent programs available through various pharmaceutical companies. In the last few years, major pharmaceutical companies have developed programs to help medical providers meet population health management and patient centered medical home needs.

Non-branded, disease-specific resources and programs are presented in a completely separate meeting from medication promotion activities to make clear that they are not provided with the expectation that their medications will be prescribed or promoted in exchange for the resources. The programs are evidence-based, and in some cases, National Committee for Quality Assurance-certified. We have taken advantage of the opportunity to use these resources to supplement our own activities. Most of the companies have patient handouts or pamphlets to help them manage their chronic conditions.

*Continued on page 2*

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# NETWORK NEWS



## Collaborating: How Pharmaceutical Companies are helping our FQHC with PCMH and Case Management *continued*

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Novo Nordisk has a Certified Diabetes Educator that meets with our patients for one-on-one diabetes education in the clinic. This person also provides education to our clinical support staff to help them better meet the educational needs of our diabetic patients during their office visits.

We've worked with Sanofi to offer diabetes education to small groups in the community. Our local library has been a great partner to make patient education courses accessible for people in the community that may not be our patients. Besides having a really nice community meeting room, the library advertises the courses in the library and on their website. Pfizer offers a similar type of program for tobacco cessation that can be presented in the clinic



or a community setting. They also offer access to free clinical resources such as Epocrates and [The 5-Minute Clinical Consult](#).

GlaxoSmithKline has a web-based resource for care management support. Patient education tools are just the beginning. The real

help comes in the form of health coaching learning modules that our staff can use to learn about change concepts, medication adherence, and helping patients set and reach their health goals.

Several of the companies also have programs in which patients may choose to enroll. Online tools and smartphone apps are available to help patients with reminders to take their medications, check their glucose or schedule doctor's appointments.

Check with the pharmaceutical representatives that serve your clinics to see what programs are offered in your area. You just might find an "out of the box" way to supplement your own resources and efforts to help your patients better manage their health. ■

## CareMessage offering heavily discounted texting solution for MWCN members

CareMessage is a 501(c)3 nonprofit focused on helping improve care delivery through the use of technology. In partnership with the Midwest Clinicians' Network, CareMessage is distributing its service to partner health centers at a 50% discount.



### REDUCE NO-SHOWS

Save time calling patients and reduce no-shows by using automated text and voice reminders. Collect RSVPs and record attendance. Automatically reassign late cancellations to new patients.



### AUTOMATE FOLLOWUPS

Know how your patients are doing post-discharge through automated and regular check-ins around metrics that matter. Receive notifications alerting you of adverse changes in a patients' health status.



### RETHINK PATIENT EDUCATION

Send personalized messages and use caremessage™'s multilingual, evidence-based health coaching programs, including those designed to reach at-risk patients from minority populations.



# NETWORK NEWS

## ACS FluFOBT Program

If your center is eager to improve its colorectal cancer (CRC) screening rates, this program may be able to help. The American Cancer Society (ACS) Flu FOBT Program is intended to assist community health centers in doing just that. The program has been demonstrated in the medical literature that offering and providing take-home fecal occult blood tests (FOBTs and FITs) to patients at the time of their annual flu shots increases CRC screening rates.

Colorectal cancer is the third leading cause of cancer death among men and women in the United States. An estimated 136,830 cases of colon and rectal cancer are expected to occur in 2014, with an estimated 50,310 deaths.

In 2010, 59.1% of adults 50 years of age and older reported use of either an FOBT or an endoscopy tests within recommended time intervals. However, rates remain substantially lower in uninsured individuals and those with lower socioeconomic status.

Each fall, millions of Americans get flu shots. Many of these people are also at risk for colorectal cancer. Annual flu shot activities is an opportunity to reach many people who need CRC screening. The least invasive, least expensive form of screening involves annual home stool tests, using either guaiac-based fecal occult blood tests (FOBT) of fecal immunochemical tests (FIT).

## Colorectal cancer is the third leading cause of cancer death among men and women in the United States.

If done yearly and with good follow-up, FIT and FOBT can catch cancer early when it can often be treated successfully.

The FluFOBT program is simply designed and can be implemented and sustained with limited resources. Health center staff provides FOBT kits to eligible patients when they get their annual flu shot. The patient completes the FOBT at home and returns the kit to the clinic or mails it to the lab for processing. Studies show FluFOBT is well accepted by patients and have resulted in major improvements in colorectal cancer screening rates in a variety of clinical settings—including community health centers. Many sites use FluFOBT to begin process of incorporating CRC screening into routine practice outside of Flu season and as a means to reach performance goals.

The American Cancer Society offers a FluFOBT Implementation Guide for community health centers. Developed with the National Colorectal Cancer Roundtable

(NCCRT), this guide includes background information about the FluFOBT Program and its benefits, as well as patient eligibility criteria and education materials. It lists the steps required to set up a FluFOBT training program in your health center, including staff training and tracking tools. The guide is free and available on-line at the following link: <http://www.cancer.org/acs/groups/content/@editorial/documents/document/acspc-040286.pdf> For additional information on the FluFOBT program, contact Tom Rich at [thomas.rich@cancer.org](mailto:thomas.rich@cancer.org)

The American Cancer Society offers free materials and information to help you continue encouraging colorectal cancer screening among your patients 50 and older. Health care professionals play the most important role in getting people screened for colorectal cancer. If your patients don't hear about screening from you, they may not think they need it. Our clear, concise materials can help you understand screening guidelines and explain [colorectal cancer tests](#) to your patients. ■





## Reprising The Triple Play: The Mystery of a One-off that Became a Staple

Over two years ago, PCDC took a nascent concept on the road to present at a conference. It was a response to a felt health center need and an approach to the “Triple Aim”. In its most embryonic form, the idea resonated with audiences and took on a life of its own. It grew from webinars and 60-minute presentations to a ninety-minute form, and then to three-hour interactive learning lab sessions and then into a full day learning event.

What once was one PowerPoint for 30 people turned into a full blown curriculum for a couple of hundred, a framework that took three pressing concerns of the “everyman practice” and turned them into discussions, exercises, tools and practice opportunities to develop their own responses. That this unexpected turn of events seems mysterious bears further exploration to understand why it succeeded and why it continues to engage audiences and its creators in advancing its life, which in essence is a shared, organic and continuous discovery of paths forward.

At its most basic the “Triple Play” took to heart that the “seeds of success” lie in each health center’s understanding that each practice is its own source of promising “best practices”. At its heart, the “Triple Play” sees the persistent practice problems as three addressable, durable challenges and that the number “three” was an easy to

grasp easy to execute organizing principle.

The triple play is a transitional mechanism emphasizing that in order to meet the desired triple aim results (improving patient experience of care, improving the health of populations and reducing the per capita cost of healthcare) one must first control and manage the three elements of the triple play; process, performance and outcome. Process performance and outcomes in turn play out across three persistent and durable challenges for every practice; (1) Turbulence and constant change in a multi-initiative often conflicting multiple priorities environment; (2) Swimming in a data rich information poor (D.R.I.P.) context where intimacy with the nuance and power of information seems elusive, and lastly, (3) Sustainability where each practice finds that today’s solutions are static in a world that requires organic, evolving and dynamic approaches. In short practice have a lot to do, a lot of data to work with and have to find ways to keep everything going!

Peppered with practical and memorable aphorisms and catch phrases, the whole approach to this training model (another triple) is traction, absorption and retention (T.A.R.). By avoiding didactic and enlightenment approaches, the Triple Play focuses on interactively letting the work at hand teach us how to do our

work, which is more a trade school model which translated simply means “learning into action”.

For each of the elements of the triple play there are organizing methods and perspectives that arise out of some practice issue or challenge. All too often the practice perspective is lost and, to the practice, it seems like everything driving activity is outside-in. Organizations learn to evolve internally to drive their own solutions which, because of this organic inside-out perspective, seem to build success and sustainability into the practice’s DNA as well as its activities and organization.

For example, an over-abundant continuous stream of initiatives produces “initiative fatigue” clouding the view for concrete alignment opportunities, which challenges practices. All these initiative nearly hold a mortgage on practice time and can even be considered counter productive distractions to the real business of practices. Compounding this complex situation is a never-ending sense that there is no clear “End State to Transformation” —or whether there is a defined progression of these initiatives so that there is a cumulative sense of building in the right direction.

*To read to this full article please click [here](#).*



# NETWORK NEWS



## Upcoming Training

*Serving the Medically Underserved Across Illinois for 30 Years*

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## CHC Clinical Leaders Training Institute

**September 12 - 13, 2014**

8:30 a.m. – 5:00 p.m. (Central)

Institute for Learning, 500 S. Ninth St., Springfield, IL 62701

**Register Today!**

### About The Trainings

IPHCA will host the CHC Clinical Leaders Training Institute—a two-day training for community health center (CHC) clinicians to learn about different aspects of CHC operations, expectations of them as clinical leaders, and how they fit into the CHC's overall governance structure. This program is being provided with funding from the DentaQuest Foundation.

### Target Audience

This training is intended for:

- New medical, dental and behavioral health directors
- Clinic directors
- Clinicians aspiring or being groomed to assume these roles in the near future

### Registration Fee

- IPHCA Members: \$250/per attendee
- Non-Members: \$350/per attendee

### Lodging

A room block has been reserved for the nights of September 11 and 12 at the rate of \$124.00/per night, the cutoff date is August 21, 2014. For reservations call 217.789.1530.

### Session Content & Presenters

Participants will learn about CHC specific activities and gain knowledge regarding: management principles, styles and skills; program development and evaluation; conflict resolution; and business and strategic planning. Participants will receive background information on the history of the CHC movement and the role of the CHC directors. Seasoned medical, dental and behavioral health directors and executive staff, including CEO, CFO and HR directors will serve as presenters. This training will be facilitated by Dr. Paul Luning.

### Continuing Education Credits

This CHC Clinical Leaders Training Institute has been reviewed and is acceptable for up to 13.00 Prescribed credit(s) by the American Academy of Family Physicians. Physicians should claim only the credit commensurate with the extent of their participation in the activity. This training is also approved for dental education credit and application is pending for behavioral health education credits.

**Register Today!**

# NETWORK NEWS



*Thank You*  
to all members  
who participated in the annual  
MWCN Walk@Lunch on April 30th!



Community Health Centers  
of Greater Dayton, Dayton, OH



Primary Health Care, Des Moines, IA



Flint Hills Community Health Center,  
Emporia, KS



Center for Family Health, Jackson, MI



Michigan Primary Care Association  
& MidWest Clinicians' Network!

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## PRAIRIE STAR Health Center

PrairieStar Health Center (PSHC), located in Hutchinson, Kansas, is seeking a Chief Executive Officer who can continue building on the growth and success of the organization and who can inspire collaborative efforts, establish accountability across the organization and cultivate a team environment that is committed to the organization's mission.

The ideal CEO will be able to work effectively in a highly matrixed and relationship-driven culture. This individual will be highly skilled, providing transformational leadership and working toward preeminence in a patient-centered environment of care. The position provides an outstanding opportunity to significantly shape the future of this organization and the community it serves. The CEO provides

## CEO JOB OPENING - KANSAS

strategic vision, leadership and oversight to the organization.

### Qualifications:

- Master's degree in health care administration or non-profit management, finance, public health, public policy, required
- Minimum of 3 years experience working on a health care related non-profit organization, required
- Federally Qualified Health Center rules and regulations knowledge and experience, required
- Strong understanding of complex financials and the ability to manage
- Successful grant writing experience, knowledge and oversight
- Ability to think strategically and the knowledge and ability to oversee the implementation of program activities, finance and fund development
- A genuine passion for the mission

PSHC is a Federally Qualified Health Center (FQHC) and a not-for-profit 501(c)3 corporation providing high quality, comprehensive and affordable primary care health and dental services to the medically underserved, regardless of their financial circumstances. The Center presently serves over 12,000 users and a large amount of low income, uninsured patients in Hutchinson and the surrounding areas. Asset management is in excess of \$5 million. Many services are offered including immunization, mental health services, dental care, eye care, educational classes, and industrial medicine and laboratory services. To apply, please email cover letter, resume and references to [hiring@scotthr.com](mailto: hiring@scotthr.com).





# NETWORK NEWS

## Job Postings

### ILLINOIS

**Various Positions:** Illinois Primary Health Care Association seeks Physicians, Nurse Practitioners, Physician Assistants, Certified Nurse Midwives, Dentists, Dental Hygienists, LCSWs, LCPCs and Psychologists for opportunities in urban and rural health centers. Contact Ashley Colwell, acolwell@iphca.org to be added to our email list.

**Various Positions:** Open positions at TCA Health, Inc. in Chicago:

- Clinical Coordinator, RN with a minimum of 5 years of leadership/management experience in an outpatient setting.
- WIC Coordinator, Nutritionist or Dietician with a minimum of 2 years of prior WIC experience, preferably in a management role, as well as at least 2 years of supervisory experience.
- Development Specialist, Bachelor's degree in communications, PR, Non-Profit Management or related field, minimum of 2 years of previous experience in a development role with grant writing, direct giving, event planning and website/social media fundraising experience.

Resumes with cover letter and salary history/expectations should be sent to: TCA Health, Inc., NFP, Human Resources, HR@tcahealth.org. Fax: 773.995.6375.

**Family Practice Physician:** Family Christian Health Center (Harvey, IL) is seeking to hire a motivated full-time Family Practice physician. We are a federally qualified, state-of-the-art health center. FCHC offers a competitive salary and benefit package. Contact Regina Martin via email, rmartin@familyhc.org or phone, 708.589.2017 for more information.

**Various Positions:** Community Health Partnership has several employment opportunities:

- RN or LPN (part or full-time) with Health Center experience in our Mendota Clinic (Bilingual—Spanish/English a plus)
- IT Manager (part-time) 30 hours a week in our Chicago Administrative Office (Bilingual—Spanish/English a plus)
- QI Manager (APN or RN) (full-time) in our Chicago Administrative Office (Bilingual—Spanish/English a plus)

Resumes may be sent to hr@chpofil.org or fax to 312/795-0002 attn. HR Manager.

**Various Positions:** FPCC Community Wellness Center is a FQHC, with a competitive compensation and benefits package. PCC is located just 7 miles from downtown Chicago in Oak Park, IL— home to Frank Lloyd Wright's studio and Ernest Hemingway's birthplace. With affordable housing and an outstanding school system, this ideal suburban community with an urban flair is an exceptional community to raise your family, and further develop a rewarding healthcare career.

- Providers: Seeks vibrant Family Practice Physicians, Family Practice & Psychiatric APNs, and CNMs to join our team of dedicated professionals.
- Nurses: Seeks dedicated RN's to join our thriving healthcare team.

Send your CV to recruit@pccwellness.org Visit us at: www.pccwellness.org

**Various Positions:** Howard Brown Health Center is a community based FQHC look alike organization in the city of Chicago focusing on quality healthcare for the LGBTQ population. With an annual budget of \$23 million we service over 36,000 patients each year. We are currently recruiting physicians, nurses and nurse practitioners.

Please visit our website at [http://www.howardbrown.org/hb\\_careers.asp](http://www.howardbrown.org/hb_careers.asp) for our most recent openings.

### INDIANA

**Chief Executive Officer:** Valley Professionals Community Health Center is seeking a new CEO for this outstanding FQHC which services residents of Vermillion and Parke Counties. Competitive Compensation and benefits. Contact Dr. Stuart Meyers at sim@mr-themeyersgroup.com. ([www.mr-themeyersgroup.com](http://www.mr-themeyersgroup.com) for more information)

**Physician:** Valley Professionals Community Health Center is looking for a family practice or internal medicine physician. Please contact Tiffani, our Director of Human Resources, at 765.828.1003 for more information or check us out on our website, [www.vpchc.org](http://www.vpchc.org).

**Physician:** ECHO Community Health Care is looking for a Family Practice Physician, a Pediatrician, or a Mid-Level interested in peds and women's health. This position is primarily to provide acute and preventative care for pediatrics but can include women's health care. This practitioner will join an outstanding team of pediatricians, a certified nurse midwife, and an excellent team of experienced nurses, a social worker, case managers, and a behavioral health therapist. ECHO offers full benefits, competitive wages and a positive and supportive work environment. Please contact Carol Collier-Smith, RN, COO at ccollier-smith@echohc.org or go to our website [echohc.org](http://echohc.org) for more information.

# NETWORK NEWS



## Job Postings

### IOWA

**Various Positions:** Iowa Community Health Centers seek Family Practice Physicians, Internal Medicine Physicians, Psychiatric Nurse Practitioners, and Dentists to join dedicated teams of mission driven providers. Forbes ranked Iowa as the first in the nation for quality of life. Centers offer competitive salary and benefit package, and loan forgiveness in their patient-centered-care and state of the art facilities. Contact Mary Klein for more details at [mklein@iowapca.org](mailto:mklein@iowapca.org).

### MICHIGAN

**Family Medicine Physician:** The Center for Family Health, an FQHC has two openings for a Family Medicine Physician. One in Jackson the other at our new site in Hillsdale, MI. For information please go to [www.centerforfamilyhealth.org](http://www.centerforfamilyhealth.org) or call Cheryl Melville at 517.748.5500, ext. 1518.

### MINNESOTA

**Dental Director:** Lake Superior Community Health Center is seeking to hire a full-time Dental Director. We are a federally-qualified health center, dedicated to serving the needs of low income and underserved communities. LSCHC offers a competitive salary and excellent benefits. Apply on-line at <http://www.lschc.org/employment.php> or contact Ashley at [lschr@sisunet.org](mailto:lschr@sisunet.org) for more information.



### Director of Quality Improvement MINNESOTA

The Minnesota Association of Community Health Centers (MNACHC) is seeking applications for its Director of Quality Improvement-MNACHC. The Director of Quality Improvement is part of the senior management team at MNACHC and collaborates with MNACHC staff in a team-based environment. MNACHC is a non-profit Primary Care Association ([www.mnachc.org](http://www.mnachc.org)). To apply, please send cover letter and resume to [admin@mnachc.org](mailto:admin@mnachc.org).

### OHIO

**Various Positions:** Community Health Centers of Greater Dayton in Dayton, OH has career opportunities for Medical Director and Social Worker. Both must be currently licensed in the state of Ohio. CHCGD offers a competitive salary and benefits, including loan repayment. Contact Sheryl Fleming at [sfleming@chcgd.org](mailto:sfleming@chcgd.org), or visit our website, [www.communityhealthdayton.org](http://www.communityhealthdayton.org).

### WISCONSIN

**General Dentist:** Scenic Bluffs Community Health Centers (SBCHC) in Cashton, WI is seeking to hire a motivated full-time General Dentist. We offer a growing team and facility as well as a competitive salary and benefits package. Contact Danielle Marx, Human Resources Specialist, by e-mail at [hr@scenicbluffs.org](mailto:hr@scenicbluffs.org) or by phone at 608.654.5100 x205 for more information.

**Various Positions:** Kenosha Community Health Center (KCHC) is seeking to hire a Full-time Pediatrician, a Full-time Dentist, and a Full-time Nurse Practitioner. KCHC has addressed the financial, cultural, and language barriers that prevent access to health care since 1995. As a not-for-profit charitable organization, we provide affordable and quality primary medical, dental and behavioral health care. Visit [www.kenoshachc.org/careers](http://www.kenoshachc.org/careers) to learn more about the open positions, requirements and how to apply.

### Dynamic Communication- Assessing How You and Your Co-Workers Communicate

### Review of Individual Reports & Exercises

Date: Wednesday, July 23, 2014

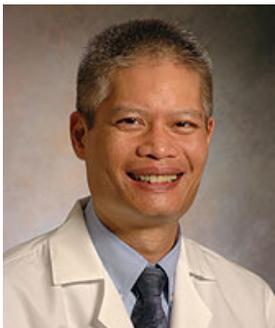
Time: 10:00 a.m. – 12:00 p.m. (Central)

### In-depth Look at the Four Behavioral Styles & How to Apply the Information

Date: Wednesday, July 30, 2014

Time: 10:00 a.m. – 12:00 p.m. (Central)

**Register Today!**



### REDUCING MEDICAL ISSUES IN MINORITIES

Check out the interview Dr. Marshall Chin, our long time partner on the MWCN Research Committee from University of Chicago, did on health disparities!

[Click here to watch video](#)

*Dr. Marshall Chin, MD, MPH: The Richard Parrillo Family Professorship in Healthcare Ethics; Associate Chief and Director of Research, Section of General Internal Medicine; Director, Chicago Center for Diabetes Translation Research; Director, Finding Answers: Disparities Research for Change*

**Dr. Marshall Chin, MD, MPH**