

Keynote Presenters

Stephen Berkowitz, MD

CMO, ST. DAVID'S HEALTHCARE

DIVISION CMO, CENTRAL & WEST TEXAS DIVISION HCA

Dr. Berkowitz has over 25 years experience in health care management and consulting. He presently is the Chief Medical Officer for St. David's Healthcare, a five-hospital system in Austin, TX, and the Division Chief Medical Officer, Central and West Texas Division, HCA. He has the overall responsibility for clinical outcomes improvement, physician development, strategic planning, and medical management. He is also President/Chairman of Capital Area Providers, a 5.01-(a) Texas medical foundation of over 800 participating physicians.



Prior to this position, Dr. Berkowitz was National Practice Leader for Physician Services with the Hay Group. During this time, he assisted over 75 major health care clients throughout the U.S. and Canada in the areas of strategic development, physician integration, physician compensation/incentives, and medical practice management. He has been a senior executive for Harris Methodist Health System, serving as Medical Director of the HMO and Chief Medical Officer for the integrated delivery system. He began his administrative career as Medical/Executive Director for The Travelers in Phoenix, AZ.

Dr. Berkowitz is board certified in internal medicine and is a prominent national speaker and writer in the health care arena. He continues his physician consulting practice nationally on a part-time basis.



Jean Moody-Williams, RN, MPP

DIRECTOR, QUALITY IMPROVEMENT GROUP, CMS

Jean Moody-Williams is the current Group Director for the CMS Quality Improvement Group (QIG). She has responsibility for the operation of the Quality Improvement Program and the End Stage Renal Disease Networks. Ms. Moody-Williams also leads many of the agency's Value Based Purchasing programs in hospitals and End Stage Renal Disease facilities. The mission is to promote efficient, effective, timely, equitable, person-centered and safe care for Medicare beneficiaries. Prior to serving as the QIG Director, she served as the Director of the Division of Quality, Evaluation and Health Outcomes (DQEHO) for the Center for Medicaid and State Operations (CMSO) at CMS and was responsible for leading quality improvement efforts for the Medicaid Program.

Prior to joining CMS, Ms. Moody-Williams served as the Division Chief for Facility Quality and Performance at the Maryland Health Care Commission (MHCC) where she was responsible for Developing and maintaining a system to evaluate and publicly report the quality of care and performance of Nursing Homes, Hospitals, Ambulatory Surgical Facilities, and other health care facilities. She has held several management and health policy positions including serving as the Associate Executive Director of the National Resource Center for Health Policy and Strategies, developing and implementing programs at both the Michigan and Pennsylvania Quality Improvement Organizations and serving as the Director of Quality Improvement for a Health Care System in Dallas. She has also published a series of articles and technical papers in the area of quality improvement. She received her Bachelor's of Science in Nursing from Hampton University and a Masters of Public Policy and Management from the University of Maryland, College Park.

Leadership Panel

Please join us in welcoming our Quality Summit Leadership Panel members. Joined by the event Keynote speakers, the Leadership Panel members provide a national and state-wide perspective on the larger health care environment. They are invited to present information on the most compelling issues that will impact Louisiana providers over the next twelve months, as well as strategies and insights on how providers can best address them.

After each Leadership Panel member provides a glimpse into what is on the health care horizon in their subject matter area, they are available for a lively, interactive discussion on the topics of the day with our Summit attendees. Questions and comments are encouraged!

Moderator - Phil Rainier, WAFB-TV

Phil Rainier is Medical Editor/Health Anchor/Reporter for WAFB-TV and has been active in the broadcast journalism field for over 25 years. He delivers cutting edge health information via WAFB-TV, wafb.com, gowafb.com, TWITTER and Facebook on a daily basis. Mr. Rainier is a regular contributor to Raycom Media's nationally syndicated program, "America Now." He has been awarded the Louisiana State Medical Society's coveted "Excellence in Medical Journalism" award on numerous occasions and the prestigious, Scripps-Howard Foundation award for national "Excellence in Journalism."



Bruce Greenstein

Secretary, Louisiana Department of Health & Hospitals

In July 2010, Governor Bobby Jindal appointed Mr. Greenstein to lead the state's largest agency, the Department of Health and Hospitals. In this role, Secretary Greenstein manages a budget of just over \$8 billion and provides oversight of mental health, public health, emergency preparedness, Medicaid, health information technology, addictive disorders and aging services.

Prior to his appointment, Greenstein led the development and execution of Microsoft's industry strategy focusing on the worldwide health and human services market. Prior to Microsoft, Greenstein was the Vice President for Healthcare at CNSI, a Washington, DC-based systems integrator. He was also President of the Institute for Healthcare

Solutions, where he led a group delivering thought leadership, consultation and simulation models for government officials and agencies. Mr. Greenstein has degrees in Economics and Public Policy. He moved to Louisiana from Seattle with his wife Cindy and two daughters, Kennedy and Kyla.

Alan Morgan, MPA

CEO, National Rural Health Association

(See Mr. Morgan's biography on page 13.)

William Root

Assistant Special Agent in Charge, HEAT Medicare Fraud Strike Force

Office of the Inspector General

(See Mr. Root's biography on page 11.)

Donald Wright, MD, MPH

Deputy Assistant Secretary for Health Care Quality, U.S. Department of Health and Human Services

(See Dr. Wright's biography on page 7.)

Clinical Session Presenters



➤ *Reducing Health Care Acquired Infections*

The session will give a brief overview of Healthcare Associated Infections (HAIs) in the United States. The session will also talk about the National Action Plan to Prevent Healthcare-Associated Infections: Roadmap to Elimination, and how it is being used to make tremendous strides in the reduction and elimination of HAIs.

Donald Wright, MD, MPH

Deputy Assistant Secretary for Health Care Quality
U.S. Department of Health and Human Services

Dr. Wright is the Deputy Assistant Secretary for Healthcare Quality with the Office of Healthcare Quality within the U.S. Department of Health and Human Services (HHS), Office of the Secretary, Office of Public Health and Science, a position he has held since 2009. In this role, Dr. Wright leads the Office of Healthcare Quality and has broad responsibility for enhancing the quality of health care provided to all Americans. Previously, Dr. Wright served as the Principal Deputy Assistant Secretary for Health and advised the Assistant Secretary for Health on matters involving the nation's public health and science.

Dr. Wright received his undergraduate degree from Texas Tech University and his medical degree from the University of Texas. Dr. Wright completed his family medicine residency training at Baylor College of Medicine. In addition to his medical degree, Dr. Wright holds a Master of Public Health degree from the Medical College of Wisconsin. He is board certified in both Family Medicine and Preventive Medicine and is a fellow of the American College of Occupational and Environmental Medicine and the American Academy of Family Physicians.

Clinical Session Presenters

➤ ***Transitions of Care: COPD & CHF; End Stage Renal Disease; Alternatives to Acute Care***



This session will provide attendees with an understanding of the implications of improving care transitions under the regulations of health care reform. At the end of the session, participants will be able to describe a true transition of care and the essential components to have successful transitions for COPD and Congestive Heart Failure patients. Participants will also be able to identify current initiatives/evidence-based practices promoting transitions of care and alternatives to acute care in the ESRD population.

JoAnn Brooks, PhD, RN, FAAN, FCCP
Vice President of Quality, Clarian Health

Dr. Brooks is employed at Clarian Health, a multi-hospital system headquartered in Indianapolis, IN. She serves as the Vice President of Quality for the three downtown hospitals (University Hospital, Methodist Hospital and Riley Children's Hospital) and Vice President of Quality for Clarian's 14 statewide partner/affiliate hospitals. At the downtown facilities, she is responsible for quality, external quality reporting process (CMS, Leapfrog, Anthem Survey, etc), integrated care management (case management, social work), RAC (recovery audit contractor) process, service excellence (patient satisfaction), and process innovations. She is also involved in a collaborative initiative between Clarian, Indiana University School of Medicine, and the Indiana Clinic that will focus on quality and safety education and research. Her role at the state level is to lead Clarian toward its "systemness" vision – "To assure every Clarian patient receives preeminent (highest possible) standard of care, safety, service and value, wherever and whenever served..."

Dr. Brooks has also been a national Baldrige Examiner for the past three years and provides leadership at Clarian regarding the Baldrige journey. She is involved at the national level with the American College of Chest Physicians, where she is the incoming Vice Chair of the National Quality Improvement Committee (member since its inception in 2006) and chairs the Quality Innovations Subcommittee. She was the first nurse to be designated as a Fellow in the American College of Chest Physicians and is also a Fellow in the American Academy of Nursing. She has served on the American Association of Critical Care Nursing National Board of Directors and is active in other professional organizations.

She has an avid interest and expertise in pulmonary care (especially DVT and PE) with her Advanced Practice Nursing degree as a Pulmonary Clinical Nurse Specialist. Her research focus is on predictive models for postoperative pulmonary complications. She has lectured and published extensively in the area of pulmonary care.

Clinical Session Presenters

► **Road to Meaningful Use: The Business Case for EHR**

This session will provide attendees with an overview of the EHR Incentive Program, including eligibility, timelines, and requirements for achieving Meaningful Use. The session will also provide a physician's perspective on the Road to Meaningful Use. This presentation will include discussion of the EHR adoption process, care improvement opportunities with EHR use, the financial impact of acquiring and using an EHR, and positioning the practice to take advantage of Meaningful Use incentives.



Edwin Bonilla, MD
Family Health Clinic, DeRidder, LA

Dr. Bonilla practices family medicine in DeRidder, Louisiana where he has been in private practice for 20 years. In 2007, Dr. Bonilla became the first physician in Louisiana and the 7th in the nation to successfully submit quality data electronically to the DOQ-IT Data Warehouse. Dr. Bonilla was recognized in 2008 by eQHealth Solutions with the Platinum Level Electronic and Health Record Award and again in 2010 for his role in the Core Prevention Reporting Project. Dr. Bonilla is presently enrolled in the Meaningful Use and the Demonstration Project for the Centers for Medicare and Medicaid Services.

Dr. Edwin Bonilla received his BA as a pre-med major from the University of Puerto Rico in 1979 and his medical degree from the University Central del Caribe, Puerto Rico, in 1983. He completed his residency in Family Medicine at San Pablo Hospital in Puerto Rico where he served as Chief Resident. Following residency, Dr. Bonilla completed a Fellowship in Primary Care and Faculty Development and Research at Michigan State University in 1987. Dr. Bonilla is Board Certified in Family Medicine.

Kathleen K. Keeley, RN, BSN, MHA, CPEHR/CPHIT
eQHealth Solutions (Mississippi Regional Extension Center)

Ms. Keeley is a Regional Lead consultant with eQHealth Solutions. She is currently working with Mississippi Regional Extension Center to assist physician practices with Electronic Health Records (EHR) adoption to improve quality of care. In this role, she provides assistance with strategies for vendor selection, implementation and evaluation of the EHR system. She also assists physician offices with practice assessment, identification of improvement goals, planning for change management and workflow re-design.



Keeley joined eQHealth in 2003 as a quality improvement specialist. Prior to that she was with CHRISTUS St. Francis Cabrini Hospital as Director of Cardiovascular Service Line. She has also worked in education and chemical industry research.

Keeley received her Bachelor of Science in Nursing from Louisiana State University Medical Center in New Orleans and her Masters in Health Care Administration from Central Michigan University. Keeley is a Certified Professional in Health Information Technology (CPHIT) and a Certified Professional in Electronic Health Records (CPEHR).

Clinical Session Presenters

➤ ***Culture Change in Nursing Homes: Improving Quality of Care and Life***



In this session attendees will learn that culture change is about making the heart connection and building relationships between the staff and the residents. These improved relationships translate into an improved quality of life for residents, and improved quality measures. This learning opportunity will provide attendees with the foundation for how to build these relationships within their facility to not only improve culture change, but residents' lives.

KaraLe Causey, MA, NFA, CPA
Owner, Administrator, CFO, Haven Nursing Center

Ms. Causey is the owner, administrator and chief financial officer (CFO) for Haven Nursing Center, Inc., a 129 bed skilled nursing facility in Columbia, Louisiana. Causey has been the administrator and CFO at Haven Nursing Center for the past 14 years. In addition, this home received the Platinum Quality Award from eQHealth Solutions in 2008, 2009 and 2010.

Ms. Causey is Board President of Louisiana Enhancing Aging with Dignity through Empowerment and Respect (LEADER), an organization supporting collaboration among Louisiana's eldercare stakeholders to lead culture change in eldercare throughout the state. She has held this position since 2005. She has presented to the Pioneer Conference on the success of LEADER and culture change, as well as a variety of stakeholders across the state.

Ms. Causey received her Master of Art in Gerontology from the University of Louisiana at Monroe. She also received her Bachelor of Art in Accounting from ULM. Causey is a licensed Nursing Facility Administrator and a licensed Certified Public Accountant.

Clinical Session Presenters

➤ **Medicare Fraud & Abuse: How to Avoid Unintentional Fraud & Abuse**



This session will provide attendees with the awareness and knowledge of how to avoid Medicare fraud and abuse. Attendees will understand the difference between fraud and abuse. In addition, attendees will learn ways to protect themselves from both fraud and abuse.

William Root
Assistant Special Agent in Charge
HEAT Medicare Fraud Strike Force
Office of the Inspector General

William “Bill” Root is Assistant Special Agent in Charge with the HEAT Medicare Fraud Strike Force with the Office of the Inspector General. As a Special Agent, Bill reopened the Baton Rouge sub-office as the sole resident agent for the state of Louisiana. Today, the Baton Rouge Field Office employs twelve investigators. Bill currently supervises agents located in Louisiana and Arkansas.

As a Supervisory Special Agent, Bill spends a considerable amount of time lecturing about investigating health care fraud to law enforcement agencies as well as the private sector. One of the Bill’s key responsibilities is to evaluate every Louisiana and Arkansas Medicare Contractor fraud referral and decide whether the case merits a criminal investigation or an administrative action by the Contractor. During his investigative career, Bill has successfully investigated a wide assortment of health care providers in both Louisiana and Mississippi.

Bill began his law enforcement career with the Louisiana Department of Justice Attorney General’s Office after graduating from Louisiana State University in 1979. Bill transferred from the Criminal Division to the specialized Medicaid Fraud Control Unit in 1981. He continued to work as an investigator within the Unit until 1987 when he became employed with the Office of Inspector General.

Clinical Session Presenters

➤ ***Consumerism & Quality Transparency - Do They Really Make a Difference?***



This session will explain the role of consumerism and quality transparency in advancing the national health care quality agenda and provider accountability.

Samantha Collier, MD, MBA
President & Chief Quality Officer
St. Luke's Health System

Dr. Collier is the Vice President and Chief Quality Officer for St. Luke's Health System. Her responsibilities include identifying and implementing innovative clinical quality, safety and performance improvement and measurement initiatives throughout the Health System that will best prepare and align the Corporation for national health reform implications while creating sustainable competitive advantages. Previously, Dr. Collier was Executive Vice President & Chief Medical Officer for HealthGrades, the leading independent healthcare ratings company. She was also Assistant Professor of Medicine at OUHSC-Tulsa. Dr. Collier is a board certified internist.

She brings significant clinical and clinical process improvement expertise and experience after eight years as the Chief Medical Officer and Executive Vice President of HealthGrades, consulting with more than 100 health systems and hospitals on quality improvement that have achieved meaningful results. Additionally, her role at HealthGrades allowed her the opportunity to analyze, engage and influence various clinicians, patients, employers, payors and government officials about the impact of health care quality performance transparency on quality improvement and patient engagement.

Dr. Collier is a nationally recognized public speaker and has co-authored several studies at HealthGrades, including First Time Preplanned and "Patient Choice" Cesarean Section Rates in the United States, HealthGrades' Annual Hospital Quality in America Study, and HealthGrades' Annual Patient Safety in American Hospitals Study, which received significant attention in The Wall Street Journal, The New York Times, Newsweek, Time, and on CNN, the Today Show, and other news outlets

Clinical Session Presenters

➤ *Overview of Rural Health Issues*



This session will provide attendees with an overview of current national rural health policy issues and also provide them with the tools to take action in the Federal policy-making process. Specifically, the session will cover issues pertaining to pending health reform regulations, federal grant opportunities, and legislative issues impacting rural providers and communities.

Alan Morgan, MPA
CEO, National Rural Health Association

Alan Morgan serves as Chief Executive Officer for the National Rural Health Association. He has more than 20 years experience in health policy development and is recognized as a national expert in rural health care policy.

Morgan's health policy articles have been published in: *The Journal of Rural Health*, *The Journal of Cardiovascular Management*, *The Journal of Pacing and Clinical Electrophysiology*, *Cardiac Electrophysiology Review*, and in *Laboratory Medicine*. He is a co-author for the upcoming 6th edition of the publication, "Policy and Politics in Nursing and Health Care."

He served as staff for former U.S. Congressman Dick Nichols and former Kansas Governor Mike Hayden. Additionally, Morgan's experience includes tenures with the American Society of Clinical Pathologists and with the Heart Rhythm Society where he established a Washington, D.C. based government affairs office. Prior to joining NRHA, he served as a federal lobbyist for VHA Inc.

Morgan holds a bachelor's degree in journalism from University of Kansas, a master's degree in public administration from George Mason University, and currently serves as a courtesy faculty member to Yale School of Nursing.

Clinical Session Presenters

➤ ***Diabetes Best Practices: Improving Outcomes While Expanding Your Business Reach and Community Impact***



This session will provide evidence-based and evidence-informed examples of what you can do to build a continuum of care for Medicare beneficiaries with diabetes from the doctor's office to the community. The session will provide proven examples of how such efforts led to improvements in diabetes health outcomes as well as tips on how you can replicate these efforts for similar results while expanding your business reach and have a positive impact on the community.

Natasha McCoy, MPH
Louisiana Diabetes Prevention and Control Program
Louisiana Department of Health & Hospitals

Natasha McCoy serves as Program Manager for the Louisiana Diabetes Prevention and Control Program (DPCP), a division of the Louisiana Department of Health and Hospitals' Office of Public Health, Bureau of Primary Care and Rural Health - Chronic Disease Prevention and Control Unit. In this role, McCoy is responsible for the design, implementation, management and evaluation of all Louisiana DPCP services and activities. McCoy is also an active member of the National Association of Chronic Disease Directors (NACDD) Diabetes Council where she serves as Chair of the NACDD Diabetes Council's Advocacy Committee and member of the NACDD Diabetes Council Strategic Planning Committee.

Prior to joining the state health department, McCoy served as Interim Director of Prevention Programs for Brotherhood, Incorporated, a nonprofit organization in New Orleans, and directed operations for the agency's CDC-funded HIV awareness and testing programs and SAMHSA-funded substance abuse counseling and case management programs. McCoy also served as Program Manager for Brotherhood, Incorporated's Southern Louisiana AIDS Coalition (SLAC) Capacity Building Assistance Program funded by the Office of Minority Health. McCoy has a Bachelor of Science in Biology Pre-Med from Xavier University of Louisiana and a dual Masters in Public Health degree from Tulane University School of Public Health and Tropical Medicine.