



BAY AREA SENIOR HEALTH POLICY FORUM

NOVEMBER 30, 2011 | ST. MARY'S CATHEDRAL, SAN FRANCISCO

PROGRAM

WELCOME TO THE 2011 BAY AREA SENIOR HEALTH POLICY FORUM!

On behalf of our planning committee who have been working over the last year to develop today's program, we extend a warm welcome to you.

This is the time to come together. Senior service providers, senior advocates and policymakers from across the greater Bay Area can find a common voice for vitally needed health policies for California's seniors.

California's over-65 population is rapidly increasing and will double in the next 25 years. The economic and political environments are forcing our organizations and communities to experience funding cuts and dwindling resources which are needed to provide services to Bay Area seniors. We must strengthen the safety net for them now!

Building upon our first Bay Area Senior Health Policy Forum, held in Oakland in 2009, with over 200 participants, we have expanded our outreach to more Bay Area counties. We look forward to this morning's presentations from representatives at the federal, state, and county levels who will discuss current policy and funding initiatives. Our afternoon workshops, facilitated by Bay Area leaders, will explore new innovations and collaborations between partners to address a stronger future, even in the face of current challenges. What can each of us do to effectuate the needed changes?

The needs are real and the environment potentially daunting. Together, we can find answers. We are pleased you are here and that we have an opportunity to strengthen our resolve, knowledge, and advocacy skills.

Sincerely yours,

Robert Edmondson, CEO
On Lok Lifeways

Peter Szutu, President and CEO
Center for Elders' Independence

**TO INSPIRE, EDUCATE AND ENGAGE ADVOCATES, PROVIDERS, POLICYMAKERS AND OTHER
STAKEHOLDERS IN OUR EFFORT TO STRENGTHEN THE SAFETY NET FOR BAY AREA SENIORS**

CONFERENCE SCHEDULE

8:00am **REGISTRATION | LIGHT BREAKFAST AND NETWORKING**

9:00am **WELCOME & MORNING PLENARY**

BELVA DAVIS | Emcee, Author, Award-Winning TV Reporter

ROBERT EDMONDSON | CEO, On Lok Lifeways

PETER SZUTU | CEO, Center for Elders' Independence

9:15am **STATE PERSPECTIVES**

ASSEMBLYMEMBER NANCY SKINNER

California State Assembly

SECRETARY DIANA DOOLEY

California Health and Human Services Agency

JOANNE HANDY

CEO, Aging Services of California

10:15am **MORNING BREAK**

10:30am **COUNTY PERSPECTIVES**

JEAN FRASER

Chief, San Mateo County Health System

ANNE HINTON

Director, San Francisco Department of Aging and Adult Services

WRIGHT LASSITER

CEO, Alameda County Medical Center

LEE PULLEN

Director, Santa Clara County Department of Aging and Adult Services

11:30am **FEDERAL PERSPECTIVES**

MELANIE BELLA

Director, Medicare-Medicaid Coordination Office, CMS

DAVID ISHIDA

Regional Administrator, Administration on Aging

12:30pm **LUNCH AND ENTERTAINMENT**

WILL DURST | Political Satirist

1:30pm **AFTERNOON WORKSHOPS**

■ Engaging our Stakeholders in Policy Change *Room A*

■ Federal and State Strategies to Reform Healthcare Financing and Delivery *St. Francis Room*

■ New Approaches to Senior Housing with Services *Patrons Hall (Main Room)*

■ Connecting Your Community through Social Media *Room B*

■ Innovative Partnerships – Local Responses to the Changing Environment *Room C*

3:00pm **AFTERNOON BREAK**

3:10pm **CONCLUDING PRESENTATION**

4:00pm **WINE AND CHEESE NETWORKING RECEPTION**

MORNING PLENARY PANEL



MELANIE BELLA is the Director of the Medicare-Medicaid Coordination Office at the Centers for Medicare and Medicaid Services (CMS). This office, officially the Federal Coordinated Health Care Office, was established by the Affordable Care Act (Section 2602). As Director, Ms. Bella leads the work of this office charged with more effectively integrating benefits for individuals eligible for both Medicare and Medicaid and improving coordination between the federal government and states for such beneficiaries. Prior to joining CMS, Ms. Bella was the senior vice president for policy and operations at the Center for Health Care Strategies (CHCS). She led the organization's efforts to integrate care for complex populations, including people with multiple chronic conditions, disabilities, serious mental illness, and dual eligibles. In addition, she directed a unique leadership training institute to help Medicaid directors enhance the skills they need to transform their state programs into national models for high-quality, cost effective care. Prior to CHCS, Ms. Bella served as Medicaid director for the state of Indiana from 2001 through 2005. During her tenure, one of Ms. Bella's most notable accomplishments was spearheading the creation of the Indiana Chronic Disease Management Program. She earned a master's in business administration from Harvard University and a bachelor's degree from DePauw University.



BELVA DAVIS is an award-winning journalist who has covered Bay Area politics for four decades. Her recently published memoir, *Never In My Wildest Dreams: A Black Woman's Life in Journalism*, recount her near half century in media. She was the first African American woman hired to work on television in the western United States and is one of 500 journalists nationally to be profiled in the NEWSEUM, the world's first interactive museum of news. She is the host of KQED Television's Friday night current affairs program "This Week in Northern California." Davis has earned eight local Emmys for her reporting and three honorary Doctorates, including one from Sonoma State University, for her television work and community service. She is the recipient of numerous community service awards for her volunteer work on behalf of a wide variety of causes. As the National Equal Employment Opportunities chair of AFTRA, the television union, she spent countless hours advocating for women, minorities, and the disabled. Belva Davis is a trustee of the Fine Arts Museums of San Francisco, the Museum of the African Diaspora, the War Memorial Center for the Performing Arts, and the Institute on Aging. She is also a member of the San Francisco Chapter of Links Inc and an honorary member of Alpha Kappa Sorority.



SECRETARY DIANA DOOLEY was appointed to lead the California Health and Human Services Agency by Governor Jerry Brown. As CHHS Secretary, Dooley oversees twelve departments and one board, while also serving on many boards and commissions such as the newly created California Health Benefit Exchange Board. Prior to leading CHHS, Ms. Dooley was President and Chief Executive Officer of the California Children's Hospital Association, which advocates for children's health on behalf of the eight, nonprofit regional children's hospitals in California. Ms. Dooley is active in civic and community affairs, having served on the Boards of Directors of the UC Merced Foundation, Blood Source of Northern California and The Maddy Institute at California State University, Fresno. She is also a past president of Planned Parenthood, the Visalia Chamber of Commerce and the Central California Futures Institute.

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MORNING PLENARY PANEL (CONTINUED)



JEAN S. FRASER is the Chief of the San Mateo County Health System. The System encompasses all health-related functions for the County, including the county hospital (San Mateo Medical Center), eleven clinics, Behavioral Health and Recovery Services, Environmental Health, and all traditional public health functions, as well as Aging & Adult Services. Ms. Fraser has been the Chief since January 2009. Prior to joining San Mateo County, Ms. Fraser was the Chief Executive Officer of San Francisco Health Plan (SFHP), a county-created health plan providing affordable health coverage to 53,000 low and moderate income families. Prior to joining SFHP, Ms. Fraser was with the San Francisco City Attorney's Office, where she was the managing attorney of the team advising the San Francisco Departments of Public Health and Human Services. Ms. Fraser holds a law degree from Yale Law School, and a bachelor's degree from Yale University.



JOANNE HANDY is the President and CEO of Aging Services of California, which represents the nonprofit senior living field of CCRCs, assisted living, senior housing and community-based services. Aging Services is the founding sponsor of AgeTech California, a partnership of the senior living and home care fields advancing the use of technologies by providers. Until 2009, she was the President of the Visiting Nurse Association of Boston, the nation's oldest and one of the largest VNAs on the east coast. She is recognized as a national policy leader in the aging and home care fields, having served until 2010 on the national Board of Directors of AARP, representing 36 million Americans 50 years and older. She is the former Chair of the American Society on Aging, the largest gerontological professional association in the country. She was appointed as a delegate to the White House Conference on Aging. She was a Kellogg International Leadership Fellow and is the author of several publications spanning the areas of geriatrics, home care, management, and marketing.



ANNE HINTON is Executive Director of the San Francisco Department of Aging and Adult Services. In this capacity she has responsibility for In-Home Supportive Services, Adult Protective Services, Public Guardian, Public Conservator, Public Administrator, Representative Payee, Veterans Services, Information and Referral, and the Partnership for Community Based Care and Support and the Community Living Fund. In addition the Department funds 45 community service providers for programs such as congregate meals, senior centers, home delivered meals, case management, family caregiving, etc. The Department of Aging and Adult Services serves older adults as well as younger disabled adults. Her career spans more than 30 years including positions as the Director of Home Care, Care Management and Fiduciary Services Department for the Institute on Aging, the Director of Aging Services for San Francisco Catholic Charities and Director of the South San Francisco Senior Services. Ms. Hinton has experience as a lecturer/teacher in the field of Gerontology. She is a member of the Board of the National Association of Area Agency on Aging and has served on other boards, professional associations and committees whose focus is long term care.



DAVID A. ISHIDA has worked in the field of aging since 1972. Mr. Ishida is the Regional Administrator for the Administration on Aging, United States Department of Health and Human Services, Regions IX & X where he has jurisdiction for Arizona, California, Hawaii, Nevada and the flag territories of the Outer Pacific – American Samoa, Guam and the Commonwealth of the Mariana Islands and the states of Alaska, Idaho, Oregon and Washington. Mr. Ishida's professional career has focused on working with the elderly population, particularly low income and minority seniors, and the providers who serve them. Mr. Ishida worked

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MORNING PLENARY PANEL (CONTINUED)

DAVID A. ISHIDA (continued)

for the City & County of San Francisco Commission on the Aging (Area Agency on Aging) where he was the Executive Director. He was instrumental in the development of the Case Management Plan for Senior Services and Community-Based Long-Term Care and the Senior Services Plan 1994-2000. Prior to his employment with the AAA, Mr. Ishida worked in San Francisco's Japantown for Kimochi, Inc. Japanese American Senior Services. Mr. Ishida has been involved in a number of national, state and local aging organizations and foundations in various capacities. Mr. Ishida received his Bachelor of Arts degree in Interdisciplinary Social Sciences and a Master of Arts degree in Gerontology from San Francisco State University.



WRIGHT LASSITER, III serves as the Chief Executive Officer of Alameda County Medical Center. Mr. Lassiter joined Alameda County Medical Center in September 2005, and has worked with the Board of Trustees to define and fulfill the Medical Center's vision of superior clinical results, strong patient loyalty, positive financial performance, and being a leading Bay Area employer of health care professionals. He serves as an Interim Chancellor at Dallas County Community College District since May 2006. Mr. Lassiter served as Senior Vice-President for Operations at JPS Health Network in Fort Worth, Texas, where he managed 25 ambulatory health centers and many specialty, ancillary and support services; oversaw construction and facility management; and led planning of a 108-bed hospital expansion. Earlier, he served as Vice President, Operations at Methodist Health System in Dallas. Mr. Lassiter is a Member of the American College of Health Care Executives and the National Association of Health Service Executives. He holds a Bachelor of Science in Chemistry, with honors, from LeMoyne College; and a Master of Healthcare Administration from Indiana University, graduating at the top of his class.



LEE PULLEN the Director of the County of Santa Clara's Department of Aging and Adult Services. Lee holds a Master of Science degree in Clinical Psychology at San Francisco State University and began his work in the field of aging as a mental health counselor with San Francisco's Institute on Aging. He then transitioned into the public social services sector, serving in Marin County before joining Santa Clara in 2009. Lee has been an advocate for state legislation that provides protections for dependent adults and is currently overseeing a county-community wide strategic planning endeavor to prioritize services for seniors and develop a comprehensive system of support.



ASSEMBLYMEMBER NANCY SKINNER Elected to the State Assembly in 2008 and re-elected in 2010, Assemblymember Nancy Skinner has been involved throughout her career in efforts to promote energy conservation. During the oil crisis of the late 1970s, Ms. Skinner and others successfully lobbied the City of Berkeley to establish an Energy Office and a citizen's Energy Commission. In 1984 Ms. Skinner was elected to the Berkeley City Council and became responsible for many of Berkeley's groundbreaking environmental policies. An early champion of integrating economic development with environmental protection, Ms. Skinner authored the legislation to establish Berkeley's Community Energy Services Corporation, which continues to provide energy efficiency services to small businesses and homeowners throughout the East Bay. During her time in the Assembly, Ms. Skinner has carried major legislation governing energy storage, net energy metering, renewable energy, and energy upgrade financing. A nationally renowned leader in the fight against global warming, Ms. Skinner founded ICLEI-Local Governments for Sustainability. As Executive Director of ICLEI's US office, Ms. Skinner launched the Cities for Climate Protection program — the US movement of mayors and cities working to reduce greenhouse gas emissions.

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AFTERNOON WORKSHOPS

WORKSHOP #1

ENGAGING OUR STAKEHOLDERS IN POLICY CHANGE

A hands-on, interactive workshop on practical strategies to help nonprofits leverage the energy of their stakeholder communities — from grassroots to grass tops. We will explore proven models that nonprofits can use to help staff and stakeholders begin the process of civic engagement, tap into the power of the senior voting block, and partner to form unified messages and enable effective advocacy.

PRESENTERS:

- **Jodi Reid** *California Alliance for Retired Americans, CARA*
- **Wendy Peterson** *Senior Services Coalition of Alameda County*
- **Kim Klein** *Klein & Roth Consulting*

FACILITATOR: Wendy Peterson

WORKSHOP #2

FEDERAL AND STATE STRATEGIES TO REFORM HEALTHCARE FINANCING AND DELIVERY

Presenters will lead an in-depth discussion on Federal and State initiatives stemming from the Affordable Care Act, California's 1115 Medi-Cal Waiver, and State Budget cuts, and how these changes affect the long-term care industry and consumers. Attendees will learn where local organizations fit within the changing environment.

PRESENTERS:

- **David Sayen** *Centers for Medicare & Medicaid Services*
- **Joanne Handy** *Aging Services of California*
- **Shawn Bloom** *National PACE Association*
- **Kathy Kelly** *Family Caregiver Alliance/National Center on Caregiving*

FACILITATOR: Greg Garrett

WORKSHOP #3

NEW APPROACHES TO SENIOR HOUSING WITH SERVICES

Over ninety percent (90%) of older adults wish to stay in their homes and communities as they age. To do this successfully, a variety of services and supports must be available to ensure their well-being as they experience transitions in health status, mobility, relationships, and connections to their communities. This workshop will look at four innovations that cost-effectively address the concept of housing with services: The Well Elder Program of Northern California Presbyterian Homes and Services, the Institute on Aging's collaboration with Bridge Housing, Bethany Housing's Ruth's Table program, and the Village model.

PRESENTERS:

- **Ramona Davies** *Northern California Presbyterian Homes and Services*
- **Cindy Kauffman** *Institute on Aging*
- **Susan Poor** *NCB Capital Impact and Village to Village Network*
- **Jerry Brown** *Bethany Center Senior Housing, Inc.*

FACILITATORS: Susan Poor & Jerry Brown

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AFTERNOON WORKSHOPS (CONTINUED)

WORKSHOP #4

CONNECTING WITH YOUR COMMUNITY THROUGH SOCIAL MEDIA

Social media has experienced a meteoric rise over the past few years. Many companies and organizations are now using social media as an effective way of communicating with new stakeholders and maintaining relationships with existing ones. This workshop will explore the latest strategies, tools and trends in social media as well as some of the compliance risks.

PRESENTERS:

- **Jim Hill** *Hill & Co. PR*
- **Anne Ahola Ward** *CircleClick.com*
- **Ali Aalaei** *DoctorBase.com and ARI Law*
- **John Sung Kim** *DoctorBase.com*

FACILITATOR: Jim Hill

WORKSHOP #5

INNOVATIVE PARTNERSHIPS- LOCAL RESPONSES TO THE CHANGING ENVIRONMENT

This workshop will examine how local organizations are responding to changes in federal and state policy environments. Panelists will describe initiatives related to improving care transitions, implementing enhanced medical homes, enrolling seniors and people with disabilities in managed care, and better coordinating care for Medicare and Medi-Cal beneficiaries.

PRESENTERS:

- **Bob Trevorrow** *San Francisco Senior Center*
- **Marty Lynch** *Lifelong Medical Care*
- **Ingrid Lamirault** *Alameda Alliance for Health*
- **Nina Maruyama** *San Francisco Health Plan*

FACILITATOR: Eileen Kunz

THANK YOU TO OUR PLANNING COMMITTEE:

LORI ANDERSEN The Health Trust	JERRY BROWN Bethany Center
GREG GARRETT Center for Elders' Independence	JOANNE HANDY Aging Services of California
ANNE HINTON San Francisco Department of Aging and Adult Services	
MARIE JOBLING Community Living Campaign	EILEEN KUNZ On Lok Lifeways
WENDY PETERSON Senior Services Coalition of Alameda County	
SUSAN POOR NCB Capital Impact and Village to Village Network	



And key staff from the following organizations:

ON LOK LIFEWAYS | CENTER FOR ELDERS' INDEPENDENCE
30TH STREET SENIOR CENTER | EARP EVENTS AND FUNDRAISING



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