

The Community Benefit Pressure Cooker

Balancing emergency demands with the need to build healthier communities.

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February 25, 2009
12:00 am - 1:30 pm PDT

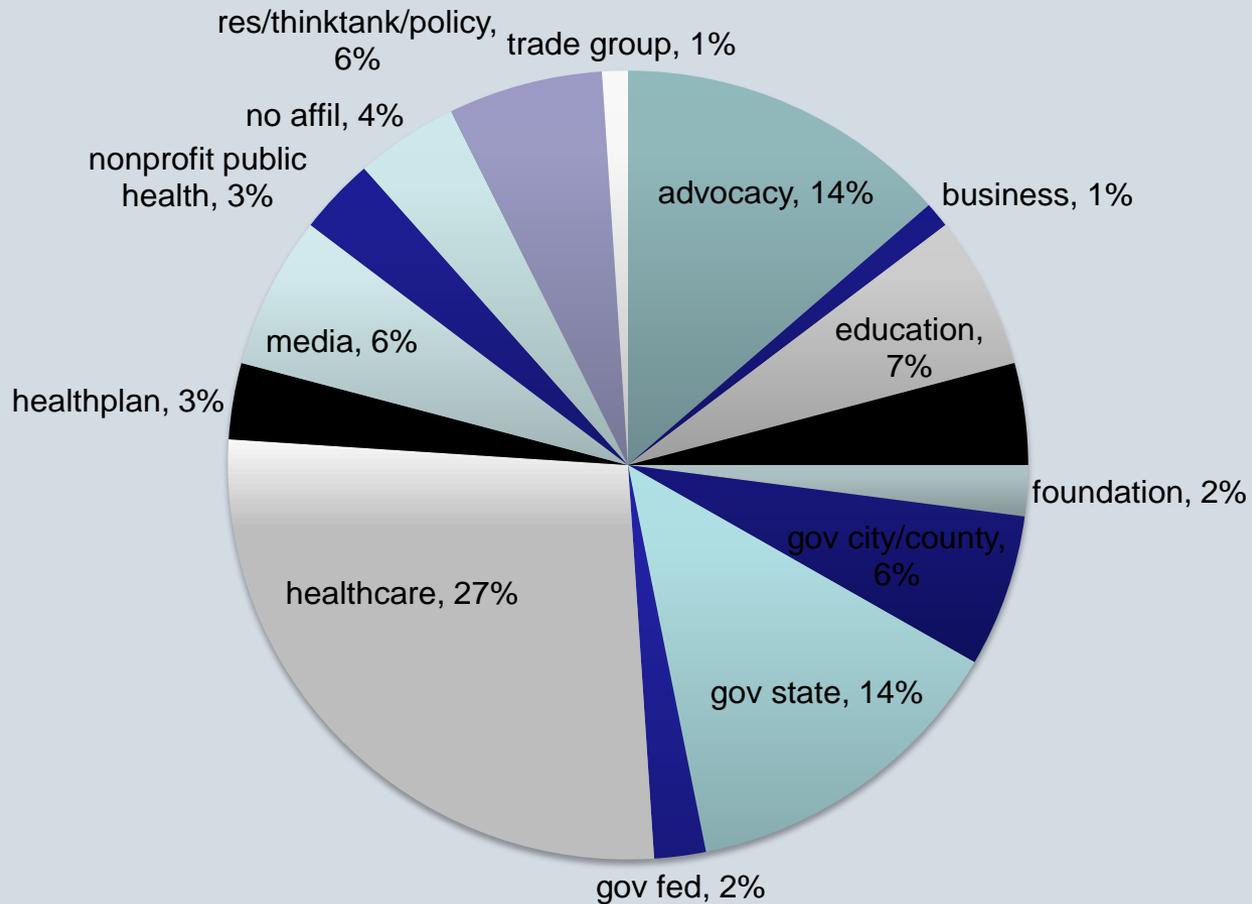
Web Forum Outline

The Community Benefit Pressure Cooker

Balancing emergency demands with the need to build healthier communities

1. Welcome and Overview of Web Forum #3
Matthew Marsom; Director of Public Policy, Public Health Institute
2. Hospitals, Public Health and the Prevention Agenda: If Not Now, When?
Kevin Barnett, DrPH, MCP; Senior Investigator, Public Health Institute
3. Bringing Community Hospitals and Public Health Together
Abbie Yant, RN, BA; Sr. Director Mission, Advocacy and Community Health Services, Catholic Healthcare West
4. A Win-Win Situation
Sylvia Prieto, MD, MPH; Area Health Officer, County of Los Angeles, Department of Public Health
5. Challenges, Vulnerabilities and Opportunities for Community Benefit
Mark Rukavina; Executive Director, The Access Project
6. Discussion and Questions
Attendees and Panelists
7. Announcements, Closing Remarks and Future Involvement Opportunities

Who is Listening?





Matthew Marsom

Director of Public Policy, PHI

As Director of Public Health Policy and Advocacy for the Public Health Institute (PHI) Matthew is responsible for designing and implementing PHI strategy for monitoring and influencing public policy, legislation and regulations affecting PHI projects and public health policy relevant to PHI interests.

Matthew was previously Chief of the Policy, Partnerships and Planning Unit within the Cancer Prevention and Nutrition Section of the California Department of Public Health. Within this role, Matthew provided support for policy development, legislative analysis and government relations, and oversaw the policy and partnership activities of the *Network for a Healthy California*.

Matthew is originally from London, England where he worked as an advocate for community based childcare organizations and as Adviser for Policy and Strategy within the Early Years and Childcare Unit of the Department of Education and Skills.



Kevin Barnett

Senior Investigator

Kevin Barnett, Dr.P.H., M.C.P. is a Senior Investigator at the Public Health Institute. His primary research is on the charitable obligations of nonprofit hospitals. A particular emphasis is on institutional alignment and the strategic investment of charitable resources in collaborative, evidence-based approaches to health improvement. In 2006, he completed a demonstration project involving over 70 hospitals entitled "Advancing the State of the Art in Community Benefit" (ASACB) to develop and implement uniform community benefit standards. With support from the W.K. Kellogg Foundation, he is engaged with leading edge health systems to facilitate the implementation of the ASACB uniform standards at the national level.

Another significant focus of work is on increasing diversity in the health professions. Kevin served on the Institute of Medicine committee that produced the 2004 report "In the Nation's Compelling Interest: Ensuring Diversity in the Health Care Workforce," and co-authored a commissioned paper on the role of teaching hospitals that was included in the 2004 report from the Sullivan Commission entitled "Missing Persons: Minorities in the Health Professions." He currently co-directs a statewide initiative funded by The California Endowment that focuses on strategies to increase health professions workforce diversity in California.

Abbie Yant, RN, BA

Senior Director;

Mission, Advocacy & Community Health Services

Catholic Healthcare West

Abbie Yant is a healthcare administrator with 30 years experience in government and private health care settings. She has extensive experience in government relations, media relations, community outreach and community benefit and program administration.

She currently is the Senior Director of Mission, Advocacy and Community Health at Saint Francis Memorial Hospital in San Francisco, which is part of Catholic Healthcare West. She has completed the demonstration project in advancing the State of the Art of Community Benefit v6 and has contributed to the formation of Catholic Healthcare West and San Francisco Department of Public Health Partnership Memorandum of Understanding. Ms. Yant has created partnership with over 100 community-based organizations on behalf of SFMH.

Silvia Prieto, MD, MPH

Area Health Officer,
County of Los Angeles,
Department of Public Health

Dr. Silvia Prieto is currently the Area Health Office for the East and the South Bat Service Planning Areas of Los Angeles County. She develops, administers and the directs the core public health functions to over 3 million residents. This includes assessing and assuring activities related to communicable and chronic diseases, health surveillance and emergency preparedness.

Dr. Prieto began her medical career working as a Pediatrician at Royal Comprehensive Health Center. In this capacity, she provided care in an underserved area of Los Angeles, to a primarily low-income, monolingual-Spanish speaking population. Building on her interest in public health, she went on to become a district health officer in LA County, the director of LA County's Child Health and Disability Prevention Program (CHDP) and later the Director of LA County' Bilingual Border Health Program.



Mark Rukavina

Executive Director,
The Access Project

Mark serves as director of The Access Project, a national research and advocacy organization. He is responsible for overall management and coordination of the group's efforts to provide local initiatives with research and policy assistance. This assistance is designed to enhance local groups' policy advocacy campaigns to expand or improve access to health care for uninsured and other vulnerable populations.

Mark was responsible for designing the group's initial research on medical debt, helping to expose a problem that had been largely invisible due to a lack of data. He also worked closely with several national foundations and federal agencies encouraging them to initiate research into the medical debt issue. Mark is a nationally recognized expert on issues related to health access and medical debt, especially as they pertain to low and moderate income Americans.

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