



THE RISE SUMMIT ON SOCIAL DETERMINANTS OF HEALTH

APRIL 7-9TH, 2025

LOUISVILLE, KY

2025 Agenda

What’s New for the 2025 Schedule!

1. **Workshops Now Included:** Gain even more value—your registration now covers the full 3 days of content, including workshops!
2. **Earlier General Session Kickoff:** This year, we’re starting the General Session on Day 1 in the afternoon, bringing you key insights and inspiration from the outset.
3. **Early Wrap-Up on Day 3:** We’ve adjusted the schedule to end earlier on Day 3, making travel home more convenient.

MONDAY

TUESDAY

WEDNESDAY

TIME ZONE: EST

FILTER

MONDAY - APRIL 7TH, 2025

8:30 AM

Registration Desk Hours

4:00 PM

8:30 AM

Networking Breakfast

9:30 AM

8:30 AM

Exhibit Hall Open

6:30 PM

Concurrent Workshops 9:30 AM - 12:30 PM

11:00AM - 11:20AM

Networking Break for Workshop Attendees

Track Chairs:

9:30 AM

Workshop A

Introduction to Managed Care

In this interactive workshop, get foundational knowledge and/or a refresher on the current managed care landscape as it relates to addressing SDoH and Health Equity.

Walk away with a clear understanding on navigating Medicare, Medicaid, and demystifying Value-Based Care to be able to build better partnerships between healthcare and non-healthcare entities.

Part I - Big Picture & Connecting the Dots

- Get a clear, easy-to-follow introduction to the overall healthcare system, including key terms, concepts, and partnership opportunities specifically for community-based organizations
- Delve into specifics around how MCO’s operate, the linkage to states, and how partnerships with CBO’s are operationalized
- Discover the fundamentals of value-based care and how community-based organizations, including nonprofits and public health entities, can contribute to and benefit from this evolving model

Part II - Engaging MCO’s

- Understand Medicaid’s funding streams and how CBOs can secure funding and reimbursement for services
- Learn how Medicaid waivers, including 1115 waivers, create opportunities for CBOs to provide flexible, non-traditional services that address social determinants of health
- Understand how in lieu of services—a Medicaid provision that allows for alternative services to meet Medicaid requirements—can support CBOs in offering more holistic care

Blair Harrison
Policy Director, Community & Social Health
UnitedHealthcare Community & State

Dr. Shannon I. Decker, PhD., MBA, MBA, M.Ed., M.Ed.
Principal
VBC One

Rebecca Yanniello
Vice President, Population Health
Regal Medical Group

12:30 PM

9:30 AM

Workshop B

SDoH Policy Principles & Current Landscape

In this interactive workshop, you'll get a primer on health care policy, including the terminology, interaction between federal, state and local levels, funding streams and Legislative efforts in the SDOH and health equity space.

Learn from experts, benchmark best practices with fellow attendees and get your most pressing questions answered.

Participants will:

- Unpack the federal policy landscape as it pertains to addressing SDOH
- Examine the impact of the 2024 election on SDOH policy
- Understand key terms and government sectors, with focus on overview of how they interact with each other and how they impact health equity initiatives
- Examine how Federal policies impact State-level policies with focus on the challenges and opportunities, including use of 1115 waivers and Medicaid contracting, and discuss the trickle down effects on local-level programs
- Discuss potential funding streams and allocations for SDOH and health equity programs
- Understand how you can stay up-to-date and get involved in advocacy efforts

Rene Hurtado, MBA
Chief of Staff
Emergence Health Network

Kim Prendergast, RDN, MPP
Vice President, Policy
Community Care Cooperative

12:30 PM

Michael McKnight
Senior Vice President of National Programs
Green & Healthy Homes Initiative

9:30 AM

Workshop C
Advocating for SDoH: Building Buy-In and Showing Impact

In this engaging workshop, insurers, healthcare professionals, and nonprofit leaders will learn essential skills for advocating for Social Determinants of Health (SDOH) programs and securing stakeholder support. Walk away with practical tools and strategies to successfully pitch SDOH programs, emphasizing how to demonstrate return on investment (ROI), build trust with key stakeholders, and craft compelling stories that resonate across sectors.

Through interactive activities, real-world case studies, and expert insights, attendees:

- Learn how to effectively present the financial and non-financial benefits of investing in SDOH initiatives, including improved health outcomes, cost savings, and long-term sustainability
- Explore tools for calculating ROI and strategies for presenting data in a clear, convincing way that resonates with both financial and healthcare stakeholders

- Build affinity and trust Across Stakeholder Groups
- Discover powerful storytelling techniques to humanize the conversation around SDOH
- Shift from data-heavy presentations to compelling narratives that drive engagement and action.
- Gain strategies for addressing and overcoming common challenges and objections stakeholders may have regarding the adoption of SDOH programs, including addressing concerns related to costs, complexity, and perceived risks.

Leave the workshop with a customized plan that participants can implement to engage key stakeholders, build momentum, and move forward with SDOH initiatives, including steps for ongoing engagement, tracking success, and communicating impact.

Maria Welch
Director of Community Health and Social Needs
Geisinger

Stacy Biddinger Wathen
Director, Community Health
Children’s Hospital Association

12:30 PM

9:30 AM

Workshop D

Weaving the Threads of Community Engagement into the Tapestry of Your SDoH Programming

Many health care organizations often face challenges in operationalizing and sustaining effective community engagement (CE), with many efforts falling short in diversity, feeling tokenistic, or lacking meaningful outcomes.

INSPIRE (Initiating National Strategies for Partnership, Inclusion, and Real Engagement) is a national initiative uniting key organizations and experts with lived experience. Since May 2023, INSPIRE has led research and strategic planning, engaging over 300 individuals nationwide to assess CE in healthcare, identify best practices, and create a roadmap to advance its impact.

In this interactive session, the INSPIRE team will:

- Define CE, clarify key terms, and explore opportunities to strengthen shared language
- Present findings and recommendations from INSPIRE’s research and strategic roadmap
- INSPIRE's "nine dimensions of authentic CE" framework, offering actionable steps for healthcare and individuals with lived experience
- Discuss impact measurement and introduce a framework to build a "business case" for CE
- Share emerging concepts from INSPIRE’s CE practice profile development project.
- Facilitate discussion on CE successes and challenges to encourage shared learning

Melinda Karp
President and CEO
The Center to Advance Consumer Partnership

Stephen Hoy
Chief Operating Officer
PFCCpartners

12:30 PM

Stephanie Burdick
Lived Experience Expert

12:30 PM
2:00 PM

Networking Lunch for Workshop Attendees

12:30 PM

Women’s Leadership Luncheon: Leadership Lessons from Real Women – Stories of Impact

(*free to attend but additional registration required- Lunch to be provided for registered attendees)

Join RISE for a special convening of women that have risen the ranks against the odds, overcome personal and professional obstacles and found a way to make an impact on the communities they serve.

- 12:30PM - 1:00PM Pre-session networking and lunch served
- 1:00PM Panel Discussion
- 1:45PM Audience Q&A / Tactical Takeaways

Moderator:
Sandra Elizabeth Ford, M.D., M.B.A., F.A.A.P.
Public Health Expert
CEO
BFT Consulting, LLC
Former Special Assistant to the President for Public Health and Science
White House Domestic Policy Council

Panelists:

Tashique Thomas, MBA
Health Equity Leader with Experience in Public and Private Settings

Celina M. Sullivan, JD, BSHCM
Regional Director, Medicaid
Kaiser Permanente

Shelly Weizman, JD
Associate Director, Center on Addiction and Public Policy
O'Neill Institute for National and Global Health Law
Georgetown University Law Center

Marilyn A. Fraser, MD
Chief Executive Officer
Arthur Ashe Institute for Urban Health

2:00 PM

2:00 PM
3:00 PM

Food Packing Event in Partnership with U.S. Hunger*

(*free to attend but additional registration required)

3:00 PM
3:15 PM

Networking Break for All Attendees

3:15 PM

General Session Opens

5:15 PM

3:15 PM

Opening Remarks & Health Care Hero Award Presentation

RISE is pleased to present the Health Care Hero Award to an esteemed nominee who has made a significant impact on the lives of underserved populations through health care and/or social services interventions, and through superior example of the RISE mission to promote health equity among all patients.

Dr. Ellen Fink-Samnicks DBH, MSW, LCSW, ACSW, CCM, CCTP, CRP, FCM
Wholistic Health Equity Strategist, Content Developer, Educator
EFS Supervision Strategies, LLC

Rick Whitted, MBA
CEO
U.S. Hunger

3:15 PM

3:30 PM

Be a Changemaker: Choreographing a Culture of Infinite Inclusion

Join RISE for a special presentation by Marisa Hamamoto, a stroke survivor, late-diagnosed autistic, and 4th generation Japanese American, turned changemaker, passionate about designing unforgettable experiences that cultivate inclusion and belonging, with a specialty in disability inclusion.

In this inspiring keynote:

- Hear about Marisa’s personal experience as a patient as well as her lessons from advocacy for systemic change and fostering inclusive environments that recognize the diverse needs of all individuals
- Learn from her unique approach where each person, regardless of role, seniority, or identity, can become a changemaker for positive change through small actions
- Walk away with a better understanding of the heart of diversity, equity, inclusion, and accessibility (DEIA) in addressing the healthcare needs of patients, regardless of background, identity, or circumstance

Marisa Hamamoto
Founder
Infinite Flow Dance
Speaker, Performing Artist, Changemaker

4:20 PM

4:20 PM

Voices from the Frontline: A Focus Group Discussion on Experiences with the Social Determinants of Health

This session aims to give voice to those whose lived experiences are often overlooked in policy and healthcare discussions, providing valuable feedback for healthcare providers, nonprofits, insurers, and policymakers seeking to improve the care and services available to vulnerable populations.

Through a facilitated focus group, individuals from diverse backgrounds will share their personal stories and insights on how factors such as income, education, housing, employment, social support, and access to healthcare have shaped their health outcomes.

5:10 PM	<p>Facilitated by: Kathleen Ellmore <i>Managing Director</i></p> <p>Engagys</p> <p>Tiffany Robinson <i>Director of Stars Improvement</i></p> <p>Humana</p>
5:10 PM	<p>Closing Remarks</p> <p>Dr. Ellen Fink-Samnick DBH, MSW, LCSW, ACSW, CCM, CCTP, CRP, FCM <i>Wholistic Health Equity Strategist, Content Developer, Educator</i></p> <p>EFS Supervision Strategies, LLC</p> <p>Rick Whitted, MBA <i>CEO</i></p> <p>U.S. Hunger</p>
4:00 PM	<p>Registration Desk Closes</p>

5:15 PM	<p>Networking Cocktail Reception</p>
6:30 PM	<p>Join us for drinks, hors d'oeuvres, and face-to-face networking with peers in the Exhibit Hall.</p>

TUESDAY - APRIL 8TH, 2025

7:00 AM	<p>Registration Desk Opens</p>
4:00 PM	

7:45 AM	<p>Networking Breakfast</p>
8:45 AM	

7:45 AM	<p>Exhibit Hall Open</p>
6:00 PM	

8:45 AM	<p>Opening Remarks</p> <p>Dr. Ellen Fink-Samnick DBH, MSW, LCSW, ACSW, CCM, CCTP, CRP, FCM <i>Wholistic Health Equity Strategist, Content Developer, Educator</i></p> <p>EFS Supervision Strategies, LLC</p>
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9:00 AM

Rick Whitted, MBA
CEO
U.S. Hunger

8:55 AM

Panel: Examining Health Care Policy Under the New Administration

Examine the impact of the new administration’s health care policies, including key policy changes, emerging priorities, and how these shifts will affect healthcare access, delivery, and equity.

Attendees will gain a clearer understanding of how the changing political landscape will shape healthcare policy and how to engage with these changes to better serve their communities.

Moderator:
Abner Mason
Chief Strategy and Transformation Officer
GroundGame.Health

Panelists:
Sandra Elizabeth Ford, M.D., M.B.A., F.A.A.P.
Public Health Expert
CEO
BFT Consulting, LLC
Former Special Assistant to the President for Public Health and Science
White House Domestic Policy Council

Andrey Ostrovsky, MD
Former Chief Medical Officer
U.S. Medicaid Program
Managing Partner
Social Innovation Ventures

9:45 AM

9:45 AM

Panel: Community-Based Approaches to Community-Driven SDOH Initiatives

- Get insights into successful and scalable cross-sector partnership examples
- Discuss partnering with network lead entities, community support networks, and community action agencies for improved outcomes for people with SDoH needs
- Hear from local leaders on how to navigate the complexities of financial support and reimbursement
- Learn how to leverage state waivers, partner with payers, and tap into funding for community-driven health initiatives

Moderator:
Mikal L. Sutton
VP, Medicaid Innovations
AHIP

Panelists:
Rick Whitted, MBA
CEO
U.S. Hunger

Beck L. Moore
CEO
Community Action Association of Pennsylvania

10:30 AM

10:30 AM

11:00 AM

Networking Break

Concurrent Session 11:00 AM - 11:45 AM

Track A: Managed Care Perspectives
Dr. Ellen Fink-Samnick DBH, MSW, LCSW, ACSW, CCM, CCTP, CRP, FCM
Wholistic Health Equity Strategist, Content Developer, Educator
EFS Supervision Strategies, LLC

1. Designed for attendees from MCO's / Health Plans (Commercial, Medicaid, Medicare Advantage)
1. About: Real-world examples of programs that have successfully addressed health disparities, highlighting key achievements, best practices, and lessons learned

Track B: Driving Change at the Local Level: Community-Based Approaches
Beck L. Moore
CEO
Community Action Association of Pennsylvania

1. Designed for attendees from CBO's, non-profits, local government stakeholders and public health
1. About: Sessions illustrating how local organizations have navigated the current landscape to secure funding, internal support, and cultivated partnerships for their initiatives, ensuring long-term sustainability

Track C: Addressing SDoH Within Health Care Delivery
Ryan Dodson
COO
New Vision Healthcare Solutions

1. Designed for attendees from health care providers, including hospital systems, ACO's, FQHCs, etc.
1. About: Examining the role of health care providers in addressing social drivers of health through interventions that move beyond the individua

Track Chairs:

11:00 AM

Track A: Managed Care Perspectives

Panel: Insights into Authentic Community Engagement – Integrating Frontline Voices into SDoH Program Design and Execution

- Understand the benefits of including frontline voices, such as building trust, driving cost savings, enhancing organizational efficiencies, and fostering healthier, more resilient communities
- Explore successful approaches to creating advisory councils and the significant impact these councils have on program outcomes
- Learn the essential steps for evaluating, planning, and forming effective advisory councils

Moderator:

Palak Jalan
Chief Operating Officer

AccessHealth Community Health Center

Panelists:

Vivian Nava-Schellinger, MS, JD
Director of Community Impact & California Partnerships
The SCAN Foundation

Laura Carroll
Rural Storyteller, Social Drivers of Health Champion, Patient Advisor

Shaune Lancit
Director, Community Engagement

WellCare of North Carolina

11:45 AM

11:00 AM

Track B: Driving Change at the Local Level: Community-Based Approaches

Panel: Securing Funding and Long-Term Cross-Sector Partnerships for Sustainable Housing Solutions

- Join an interactive discussion on creative sustainable housing solutions through various funding avenues including keys to navigating Federal and State Funding, Philanthropic Funding and blending & braiding
- Hear best practices for ensuring long-term impact and financial sustainability, including how to build partnerships that extend beyond short-term funding cycles
- Gain key strategies for identifying and pursuing funding opportunities

Jo Ellen McNamara
Vice President of Housing+Health
National Equity Fund

Lisa Dischinger
Chief of Resident Experience
LDG Development

Anitra Durand Allen, *Executive Director*
Best Life Louisville

Julie Terzewski, *Executive Director*
Cedar Lakes Foundation
Developmental Disabilities Services

11:45 AM

11:00 AM

Track C: Addressing SDoH Within Health Care Delivery

Panel: Serving Rural Communities

- Discuss best practices in creating and sustaining cross-sector partnerships to create more accessible and sustainable care in rural communities
- Hear how organizations are leveraging technology to engage patients and enhance outcomes in these communities
- Hear case examples of successes that are translatable in your community

Moderator:

Lauran Larson
Senior Manager of Food and Health

Hunger Free Oklahoma

Panelists:

Darren Levitz
Sr. Director, Member Experience and Health Equity

Wellcare of Kentucky

Laura Taylor, MPH
Director of Community Impact

Arkansas Children's

Megan Bair
Chief Executive Officer
Central Susquehanna Opportunities, Inc.

Todd Hickey, MHA, FACHE
Chief Strategy Officer

ECU Health

11:45 AM

11:45 AM	5-minute transition
11:50 AM	

Concurrent Session 11:50 AM - 12:35 PM

Track Chairs:

11:50 AM

Track A: Managed Care Perspectives

Building Sustainable Health Solutions Through Cross-Sector Partnerships: A Look into How Managed Care, Public Housing and Other Partners Are Working Hand-In-Hand

- Gain insights about a collaboration of healthcare and community partners that co-creates multi-year, data-driven interventions in housing and health
- Learn how national organizations can support local partnerships by connecting community-level partners, strengthening capacities, and providing models for planning, evaluation, and sustainability
- Dive into the model which aligns the capability and capacity of community partners, leverages data to address health-related disparities at the community level to focus efforts with measurable goals and clear responsibilities, and improve health and social outcomes

Abra Lyons-Warren

Director

Housing IS (part of Council of Large Public Housing Authorities (CLPHA))

Monique Knight

National Community Engagement Leader, SDOH + Community Impact Team

UnitedHealthcare

12:35 PM

11:50 AM

Track B: Driving Change at the Local Level: Community-Based Approaches

Rethinking Operations Through Community Care Hubs

- Learn what community care hubs are as well as their benefits including long-term relational, operational and financial sustainability
- Discuss the long-term sustainability of this type of model
- Walk away with tactical information, including relevant outcomes data, and considerations to advance network models centered in your community

Moderator:

Mark Humowiecki, JD

General Counsel & Senior Director, National Center for Complex Health and Social Needs

Camden Coalition

Panelists:

Annie Pham

Director of Social Health

Community Care Cooperative

Sarah Stacy

Director & Population Health Consultant

Uncommon Solutions, Inc.

12:35 PM

11:50 AM

Track C: Addressing SDoH Within Health Care Delivery

Panel: Data-Driven Solutions for Tackling SDOH

- Uncover how health care organizations are leveraging health data, social risk factors, and community-level insights to pinpoint the key social challenges affecting their populations
- Discuss how organizations are currently designing data-driven, personalized interventions that address specific SDOH challenges
- Dive into operationalizing SDoH programs, with focus on navigating data sharing challenges
- Benchmark how technologies, such as predictive analytics, are helping health care organizations anticipate and address social risks before they result in poor health outcomes, allowing for more proactive care management and better resource allocation

Moderator:
Andrew Tomlinson
Senior Director of Regulatory and International Affairs
AHIMA

Panelists:

Maria Welch
Director of Community Health and Social Needs
Geisinger

Jace Meier
Childrens Health Community Consultant
Intermountain Health

Katherine Kasabuske
VP Health Equity
MHS Health

12:35 PM

12:35 PM	Networking Lunch
1:35 PM	

Concurrent Session 1:35 PM - 2:20 PM

Track Chairs:

1:35 PM

Track A: Managed Care Perspectives

Panel: Evaluating SDoH Efforts for MA Members

- Benchmark best practices in measuring and evaluating SDoH programs
- Discuss use of the HEI index including challenges, data collection and effective internal and external education on the impacts of 2027 Star Ratings
- Hear how plans are reviewing utilization management policies to ensure they are not disproportionately impacting vulnerable populations

Moderator:

Rachel Landauer
Clinical Instructor
Harvard Health Law and Policy Clinic

Panelists:

Amy Blackledge, MBA-HC, MSN, RN, CSSBB
Director of Clinical Quality
Blue Cross of Idaho

Rebecca (Becca) Yanniello
Vice President, Population Health
Regal Medical Group

Alla Zilbering, MD
National Medical Director, Health Equity
Cigna Medicare Advantage

2:20 PM

1:35 PM

Track B: Driving Change at the Local Level: Community-Based Approaches

Panel: Operationalizing Cross-Sector Collaboration

Over the last few years at RISE, we’ve discussed how cross-industry partnerships are the key to building trust and providing care to communities in need.

However, that’s easier said than done.

Overcoming challenges requires careful planning, open communication, and a shared commitment to addressing the social factors that influence health.

Join a panel of health care leaders as they share learnings in operationalizing partnerships to address social drivers of health, with focus on tactical takeaways on:

- How successful partnerships were formulated
- Insights into contracting, incentives and reimbursement
- Which stakeholders needed to be at the table
- Keys to operationalizing on the ground
- Areas of learnings and suggestions for other plans managed care organization to not recreate the wheel
- Their vision for sustainability

Moderator:

Josh Lee
Principal, Health Care Strategy Leader
Deloitte Consulting LLP

2:20 PM

Panelists:
Angela M. Morris, MPH
Senior Director of Community Relations
Parkland Health

Jodina Hicks
President
Volunteers of America of PA

Keith R. Cromwell, M.Ed.
Senior Director
HIE Senior Program Director
Corporate Information Services
Penn Medicine

1:35 PM

Track C: Addressing SDoH Within Health Care Delivery
Addressing Food Insecurity: A Successful Collaboration between a CBO and a Health System

- Explore how strategic partnerships between healthcare and community organizations, like Geisinger Health System and Central Susquehanna Opportunities, Inc. (CSO), address food disparities and improve access to nutritious food
- Learn about the development and implementation of a mobile food pantry, including challenges, successes, and its impact across three counties
- Gain insights into lessons learned, practical guidance for similar projects, and how unconventional partnerships enhance community health and food access

Megan Bair
Chief Executive Officer
Central Susquehanna Opportunities, Inc.

Maria Welch
Director of Community Health and Social Needs
Geisinger

2:20 PM

2:20 PM

5-minute transition

2:25 PM

Concurrent Session 2:25 PM - 3:20 PM

Track Chairs:

2:25 PM

Track A : Managed Care Perspectives
Case Study: Addressing Inequities with People, Process and Technology Enabled Solutions - Insights into WellSpan Health’s Journey

- Learn about the operationalization of one of the world’s first Generative AI Healthcare Agents, with results in addressing colorectal cancer screening and prevention
- Get insights into measuring and evaluating the impact of WellSpan Health’s SDoH programs
- Dive into keys to success, including tips for data collection, data-driven population health mapping and overcoming language barriers

- Explore WellSpan’s health equity framework which includes the design of co-leadership from quality, community health and Diversity, Equity and Inclusion to develop and advance the Health Equity work plan

Ann Kunkel RN, BSN
Vice President Community Health and Engagement and Home Care and Hospice
WellSpan Health

Kimberly Brister MBA
Vice President, Talent & Culture
WellSpan Health

3:20 PM

2:25 PM

Track B: Driving Change at the Local Level: Community-Based Approaches

Case Study: Learnings from CTHE – A CBO-led Consortia Uniting to Build a More Equitable NYC

- Learn about the Communities Together for Heath Equity (CTHE), an urban CBO-led consortia representative of over 70 community-based organizations and stakeholders working to ensure comprehensive services that address the spectrum of social determinants of health (SDOH) for over 350,000 community members in New York City
- Hear from two key leaders, who will discuss the structure, evolution, and shared mission of CTHE, revealing the strategies that drive success
- Gain insight into innovative projects and how the current public health landscape will shape their efforts moving forward

Marilyn A. Fraser, MD
Chief Executive Officer
Arthur Ashe Institute for Urban Health

Nathaly Rubio -Torio, LMSW
CEO/Founder
Voces Latinas

3:20 PM

2:25 PM

Track C: Addressing SDoH Within Health Care Delivery

Case Study: Impacting Care Delivery for Women and Children via Cross-Sector Collaboration

- Explore the ways in which collaboration between health providers, community based organizations, and social impact innovators can impact care delivery and health outcomes for women and children
- Get insights into building the infrastructure that supports improving health outcomes for South Floridians with low incomes and who are racial and ethnic minorities
- Highlight innovative programs designed to fill gaps and increase access to care for mothers and children

Loreen Chant
President and CEO
Health Foundation of South Florida

Catherine Toms
President
Green Cars for Kids

Monica Figueroa King
CEO
Broward Healthy Start Coalition

Amy Pont, MHA, BSN, RN
Senior Director of Community Health
Community Care Plan

3:20 PM

3:20 PM

Networking Break

3:45 PM

Concurrent Session 3:45 PM - 4:30 PM

Track Chairs:

3:45 PM

Track A: Managed Care Perspectives

Case Study: An Accountable Care Organization’s Evolution to Serve as a Community Care Hub

- Hear from Hub staff and a community partner about a successful example of a Community Care Hub supporting federally qualified health centers and community-based organizations to provide nutrition and housing services through a claims-based Medicaid program
- Highlight best practices for collaboration that assures patient engagement and improved outcomes, as well as supporting program sustainability for the community-based providers
- Explore the technology infrastructure and integration that has been foundational to the success of the Hub

Kim Prendergast, RDN, MPP
Vice President, Policy
Community Care Cooperative

Annie Pham
Director of Social Health
Community Care Cooperative

Jennifer Obadia
Senior Director of Health Care Partnerships
Project Bread

4:30 PM

3:45 PM

Track B: Driving Change at the Local Level: Community-Based Approaches

State of the Industry on Substance Use Disorder (SUD) – Policy Trends & Opportunities

- Dive into the current state of the industry on SUD, including what’s happening on the Hill, state funding opportunities and best practices for helping people and families to access harm reduction, treatment, and recovery support

- Get a better sense of innovation happening at the state level, including distribution of Opioid Settlement dollars, and how non-profits can get involved
- Discuss funding opportunities and Medicaid-focused trends

Shelly Weizman
Associate Director, Center on Addiction and Public Policy
O'Neill Institute for National and Global Health Law
Georgetown University Law Center

4:30 PM

Marianne Gibson
Program Director, Health
National Governors Association, Center for Best Practices

3:45 PM

Track C: Addressing SDoH Within Health Care Delivery

Panel: Navigating Successful Reentry - Real Stories, Real Solutions

- Discover proven strategies and real-world examples that reduce recidivism and support long-term success for the formerly incarcerated, set against the backdrop of significant policy changes in recent years
- Explore emerging opportunities like FQHCs, data sharing, and new partnerships that are reshaping reentry efforts and driving transformative change
- Learn how panelists measure program effectiveness through outcomes like reduced reoffending, stable housing, and employment, with an eye on future breakthroughs
- Gain actionable advice and insights from those at the forefront of reentry work, and hear how the best success stories may still be ahead

Moderator:

Blair Harrison
Policy Director, Community & Social Health
UnitedHealthcare Community & State

Panelists:

Dan Mistak, MA, MS, JD
Acting President and Director of Health Care Initiatives for Justice-Involved Populations
Community Oriented Correctional Health Services

Palak Jalan
Chief Operating Officer
AccessHealth Community Health Center

4:30 PM

4:30 PM

Closing Remarks by Track Chairs & Transition into Networking Reception

4:35 PM

Networking Cocktail Reception & Roundtable Discussions

Join us for drinks, hors d'oeuvres, and face-to-face networking with peers.

Grab a drink and join us for interactive roundtables on pertinent industry topics. These idea-exchange sessions are 20 minutes long, allowing you to make your way to two different roundtables.

Participate in a facilitated roundtable discussion and deep dive with peers on timely topics.

Round 1: 4:45 - 5:05PM

Round 2: 5:05PM - 5:25PM

Roundtable topics:

- 4:35 PM
- 6:00 PM
1. Insights for CBO’s Operating Within Value-Based Care - Aviva Woog, *Director of Drivers of Health and Health Equity*, **Centene Corporation**

2. Cross-Sector Data Sharing - Amy Blackledge MBA-HC, MSN, RN, CSSBB, *Director of Clinical Quality*, **Blue Cross Blue Shield of Idaho**

3. Patient Engagement - Charlotte Safrit, **Patient Advocate**

4. Rural Health - Laura Taylor, MPH, *Director of Community Impact*, **Arkansas Children's**

5. Operating in Food Deserts - Katherine Kasabuske, *VP Health Equity*, **MHS Health**

6. Creating Inroads with Local Community Leaders - Angela M. Morris, MPH, *Senior Director of Community Relations*, **Parkland Health**

7. Create Buy-in for Advancing Health Equity Among Key Stakeholders - Nico Thom, *Health Equity Advisor, Medicare Advantage*, **Cigna Medicare Advantage**

8. Best Practices in Screening for SDoH - Rachel Harris, *Director of Business Development*, **FindHelp**

9. Sustainable Strategies to Incorporate Health Equity into Your Programs -Christian Bagge, *VP, Payer Strategy*, **Get Well**

10. Closing HEDIS® Gaps - Bill Friedman, *VP Payer Engagement*, **Wider Circle**

11. State-Funded SDoH Programs - Mark Taylor, *Vice President of Market Strategy*, **Ready Computing**

WEDNESDAY - APRIL 9TH, 2025

8:00 AM

11:00 AM

Registration Desk Open

8:00 AM

8:45 AM

Networking Breakfast

7:45 AM

12:00 PM

Exhibit Hall Open

8:45 AM

8:50 AM

Opening Remarks

Dr. Ellen Fink-Samnick DBH, MSW, LCSW, ACSW, CCM, CCTP, CRP, FCM
Wholistic Health Equity Strategist, Content Developer, Educator
EFS Supervision Strategies, LLC

Rick Whitted, MBA
CEO
U.S. Hunger

8:50 AM

Special Presentation: Maximize Your Mental Performance

In today’s complex healthcare landscape, everyone—from frontline clinicians to Medicaid program directors, policy advisors, and CBO leaders—is being asked to perform under extraordinary pressure.

While technical skills and tactical frameworks are essential, they’re only part of the equation. What’s often overlooked is the human element: how do individuals and teams meet the enormous demands of the performance environment?

This session introduces performance psychology as a powerful, science-based discipline that enhances performance under pressure—benefiting not just individual professionals, but the systems and communities they serve.

Attendees will walk away with both a strategic understanding of how to embed performance psychology into programs, organizations, and systems and actionable strategies they can use personally to lead and perform with clarity and purpose in high-pressure environments.

Dr. Vanessa Shannon, PhD, CMPC
Mental Performance Consultant
Former Director

Mental Performance for the Cincinnati Reds

9:40 AM

Panel – Expert Insights: Securing Funding for SDoH Programs

- Hear insights from philanthropy, private organizations and social impact leaders on how to secure and leverage funding streams for Social Determinants of Health (SDoH) initiatives
- Explore innovative business models that attract investment, drive economic growth, and deliver sustainable health outcomes
- Discuss what programs or initiatives are most likely to be funded and how nonprofits can best align with donor missions and what funders are looking for in terms of measuring success

Moderator:
Brian Urban
Head of Commercial Strategy & Population Health
Best Buy Health

Panelists:
Erin Westphal, MSG
Director of Policy, Programs, and Operations
The SCAN Foundation

Erika Hanson
Clinical Instructor
Center for Health Law and Policy Innovation
Harvard Law School

Dana Thomas
Managing Director, Food
Rockefeller Foundation

10:30 AM

10:30 AM

Networking Break

10:55 AM

Concurrent Session 10:55 AM - 11:40 AM

Track Chairs:

10:55 AM

Track A: Managed Care Perspectives

Beyond the Stars: How Addressing SDOH Drives Star Ratings & MLTSS Success

- Explore how unmet Social Determinants of Health (SDOH) influence CAHPS scores, preventive care gaps, and increased utilization, affecting overall Star Ratings
- Learn how integrating SDOH support into Managed Long-Term Services and Supports (MLTSS) programs enhances care coordination, reduces hospitalizations, and improves member experiences
- Understand the economic advantages of addressing SDOH, including improved retention, reduced churn, lower medical loss ratios (MLR), and quality-based incentive payments

Jenn Kerfoot
Chief Strategy and Growth Officer
DUOS

Moriah Iverson, MS
National MLTSS Association

11:40 AM

10:55 AM

Track B: Driving Change at the Local Level: Community-Based Approaches

Learnings from the Ground – the Pulse on Today’s Medicaid and Medicare Members and How to Best Provide Whole-Person Care

Join an interactive fireside chat with Rod Kersch, an active researcher of Medicare and Medicaid Member activity, interests and needs for the past 4 years. Hear about Rod’s learnings from interviewing and analyzing patient stories from across the nation and walk away with takeaways on how to provide whole-person and equitable care in today’s healthcare landscape.

Moderator:
Beck L. Moore
CEO
Community Action Association of Pennsylvania

Roderick Kersch
VP, Health Plan Sales
WEX Benefits

11:40 AM

10:55 AM

Track C: Addressing SDoH Within Health Care Delivery

A Journey of Cross-Sector Collaboration in El Paso, TX - Taking a Step Back and Putting Behavioral Health at the Forefront

- Discover actionable insights for breaking down silos and leveraging local resources amongst CBO's, providers and local government officials
- Get practical takeaways from Emergence Health Network's food, transportation, and health information exchange (HIE) programs
- Hear about key "aha" moments and how to apply them in your own organization

Kristen Daugherty, LCSW-S, LISW-S, MBA
CEO
Emergence Health Network

11:40 AM

11:40 AM	5-minute transition
11:45 AM	
11:45 AM	<div><div>Keep Calm and Carry On: Navigating SDoH and Health Equity in a Changing Landscape</div><div><ul style="list-style-type: none">• Explore how recent policies impact MCOs addressing SDoH• Learn how the shifting landscape will affect state-level work, with successful examples• Discuss strategies for MCOs to stay focused on priorities during transitions and ways to pivot• Join an interactive discussion to hear how organizations nationwide are adapting</div><div>Tina Dueringer, BSN, RN, CCM, PCC CEO, Principal Advisor Dueringer Advisors, Inc.</div></div>
12:30 PM	
12:30 PM	<div><div>Closing Remarks</div><div><p>Dr. Ellen Fink-Samnick DBH, MSW, LCSW, ACSW, CCM, CCTP, CRP, FCM Wholistic Health Equity Strategist, Content Developer, Educator EFS Supervision Strategies, LLC</p><p>Rick Whitted, MBA CEO U.S. Hunger</p></div></div>
12:35 PM	
12:35 PM	Networking Lunch
1:30 PM	



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