



# TEAM-BASED CARE TRAINING CAMP

An On-Site Intensive with Bellin Health and AMA

## APRIL 20-22, 2020

Lambeau Field, Green Bay, WI

JOIN US!

Learn how Bellin and other leading organizations design, implement, and sustain a team-based approach to achieving population health that is being recognized nationally as a winning game plan.

**Primary Care • Specialty Care • Acute Care • Conditions** *(Congestive Heart Failure, Depression/Anxiety)*

**bellin**health

**AMA**  
AMERICAN MEDICAL  
ASSOCIATION

# AGENDA

## You will learn how to:

- Manage the cultural transformation to build a true team atmosphere
- Build the infrastructure to support your players, coaches, and front office
- Keep the right stats to analyze success and guide decisions
- Sustain championship-level performance year after year

## Monday, April 20, 2020

### PREGAME

**3-5 pm** | Optional Pre-Conference Session

Overview of Achieving Population Health with Team-Based Care:

- Description of office visit from perspective of CTC, RN, provider, ECT member, community resource member, and patient
- How to Begin; the Basics of Transformation

### KICKOFF RECEPTION

**6-8 pm** | Systems Introductions and Interactions

Cocktails and hors d'oeuvres will be served

Please wear your local (or favorite) NFL jersey so we can see where your team is from; we'll form our very own league of pros to continue networking long after Training Camp has ended

Lambeau Field, Bellin Gate, 1265 Lombardi Avenue, Green Bay

## Tuesday, April 21, 2020

### 1ST QUARTER

**Building the Basics for Advanced Team-Based Care**

**7 am** | Breakfast

**8 am** | Welcome/Overview of the Intensive

**8:15 am** | Introduction to Team-Based Care: The Model in Action

**9:15 am** | Keynote Address: Creating a Manageable Cockpit for Clinicians: A Shared Responsibility, Christine Sinsky, MD

**10:15 am** | Timeout

**10:45 am** | 9 Steps to Achieving Population Health Through Team-Based Care

**11:30 am** | Panel Discussion: Hear From the Team

**12 noon** | Lunch

### 2ND QUARTER

**1-1:50 pm** | Breakout Sessions

**HUDDLE 1 Social Determinants of Health:**  
Focus on the Whole Patient

**HUDDLE 2 Working the In Basket:** Leveraging Team-Based Principles for More Efficiency

**HUDDLE 3 Driving a Population Health Mindset Throughout Your Organization:** The Impact of Team-Based Care

**HUDDLE 4 The Evolving Role of Ambulatory RNs:** The Value of RNs

**HUDDLE 5 The Emerging World of Digital Care:**  
Improve the Patient Experience Digitally

Come away from Training Camp with a personalized game plan for achieving **3 WINS** for any type of health care practice:

**WIN for the patient** The patient gets more comprehensive and coordinated care from a wider variety of providers and support professionals.

**WIN for the care team** Everyone on the care team enjoy working at the highest level of their licensure.

**WIN for your health care system** Benefiting from a more efficient use of resources, your health care system can lower costs and provide faster access to the right level of care.

## 2-2:50 pm | Breakout Sessions

**HUDDLE 1 Social Determinants of Health:**  
Focus on the Whole Patient

**HUDDLE 2 Working the In Basket:** Leveraging Team-Based Principles for More Efficiency

**HUDDLE 3 Driving a Population Health Mindset Throughout Your Organization:** The Impact of Team-Based Care

**HUDDLE 4 The Evolving Role of Ambulatory RNs:** The Value of RNs

**HUDDLE 5 The Evolution of Post-Acute Care:** Taking a System-Wide Approach to Optimizing Transitions

**3 pm** | Timeout

**3:30-4:30 pm** | Spring Into Action: Interactive Tabletop Exercise: Discussing Key Elements of Team-Based Care Transformation

**4:30 pm** | Discussion - Let's Hear From You: Reaction to the Day

**HALFTIME 5-7 pm** | Reception and Hall of Fame Tours

## Wednesday, April 22, 2020

### 3RD QUARTER

**Advanced Team-Based Care: The Big Picture**

**7 am** | Breakfast

**7 am** | Optional Session - Epic Users Only:  
Optimizing Epic to Optimize Your Practice: The Power of the EHR

**8-9 am** | Interactive Panel Discussion: Team-Based Care Transformation in Other Systems: Lessons Learned, Cleveland Clinic, ThedaCare, CentraCare

**9-10 am** | Advanced Team-Based Care: Training/Implementing/Sustaining

**10 am** | Timeout

**10:30-11:30 am** | The Impact of Team-Based Care of Each Stakeholder: Lessons Learned

**11:30 am-12 noon** | Resources for Transformation, AMA/Bellin Health

**12 noon** | Lunch

### 4TH QUARTER

**1 pm** | Open Discussions with the Coaches and Teams

- Administrative Track: A Deeper Dive Into Administrative and Financial Aspects of Achieving Population Health Through Team-Based Care –or–
- Clinical Track: A Deeper Dive Into Clinical Aspects of Achieving Population Health Through Team-Based Care

**3 pm** | Program Concludes

# Register at [bellin.org/trainingcamp](http://bellin.org/trainingcamp)

Registration is limited to 200 people.

## Training Camp Pricing

### Early Signing Bonus Before March 1, 2020

\$950 first team member/\$850 all other team members

### Regular Signing Period Beginning March 2, 2020

\$1,100 first team member/\$1,000 all other team members

Please note: To receive the discount on the second or additional team members - register the first team member, then enter this coupon code: **CAMP100** with any additional team member's registration.

**AMA members receive a \$200 discount per member.**

### SUIT UP!

Training Camp dress code is business casual. Of course, in Green Bay that includes your favorite (appropriate) NFL team apparel. Come dressed to impress!

## For more information, contact:

Tricia Hendricks at 920.445.7283 or [tricia.hendricks@bellin.org](mailto:tricia.hendricks@bellin.org).

## Meet Your Coaching Staff



### CHRISTINE SINISKY, MD

Dr. Sinsky is the Vice President of Professional Satisfaction at the American Medical Association. A board certified internist, she also practices at Medical Associates Clinic and Health Plans in Dubuque, Iowa.

Dr. Sinsky has worked to elevate national awareness of health professional well-being as an important driver of health system performance. From 2011 to 2012, she led "In Search of Joy in Practice: A Report of 23 High-Functioning Primary Care Practices," a project of the ABIM Foundation. She also co-authored the 2013 paper "From Triple to Quadruple Aim: Care of the Patient Requires Care of the Provider." At the AMA she leads the development of initiatives to improve clinician well-being and reduce burnout.

Dr. Sinsky is a fellow of the American College of Physicians (ACP) and is the recipient of the Iowa ACP 2013 Laureate Award.

A frequent invited lecturer on practice innovation, redesign, and physician satisfaction, Dr. Sinsky has presented widely, both nationally and internationally.



### KATHY KERSCHER, MBA

Vice President, Primary Care,  
Team-Based Care Administrative Lead

Kathy has been with Bellin Health for 20 years. In that time, Kathy has served in several operational leadership rolls in ambulatory care. Currently, Kathy is the Vice President of Primary Care and Administrative Leader of Team-Based Care Redesign. As the Administrative Leader of Team-Based Care Redesign, she is responsible for leading the redesign across Bellin's organization to achieve population health goals which includes three win's – win for the patient, win for the care team, and win for the system. Kathy is a co-facilitator for Bellin Health's Team-Based Care Training Camp annual conference. As the Vice President of Primary Care, Kathy is responsible for the strategies and success of 29 primary care clinics, 3 FastCare clinics, 5 Urgent Care clinics, and 170 Employer Clinics with on-site services.

Kathy received her MBA from Lakeland College.



### JAMES JERZAK, MD

Team-Based Care Physician Lead,  
Family Medicine

Dr. Jerzak is a practicing board certified family physician at Bellin Health in Green Bay. He has a wealth of practical experience gained from his 30 years of providing the full spectrum of care for patients of all ages.

His medical training was at the University of Wisconsin-Madison, followed by Family Medicine Residency at St. Michael Hospital, Milwaukee, WI.

Dr. Jerzak has been involved in a number of leadership roles at Bellin and has been on the leadership team for Bellin's Patient Care Re-Design Program since its inception in 2014. He led the prototype for this project, and currently is the physician lead for Bellin's transformation to Advanced Team-Based Care. This role involves developing innovative approaches to patient care processes, practical implementation strategies, and work to ensure sustainability.



### Kevin Hopkins, MD

Medical Director,  
Department of Family Medicine, Cleveland Clinic  
Dr. Hopkins is the Medical Director and a staff physician

in the Department of Family Medicine at the Cleveland Clinic Strongsville Family Health and Ambulatory Surgery Center in Strongsville, Ohio. Over the past several years he has become a recognized leader and national speaker in the field of ambulatory practice redesign and transformation. Dr. Hopkins has led the transition of his primary care group to a model of value-based care and is continuing to leverage an advanced team-based care practice model, as a vehicle to achieve population management.

Dr. Hopkins has been a staff physician at Cleveland Clinic since 2005. He completed his residency at Miami Valley Hospital in Dayton, Ohio, after graduating from medical school at Wright State University.



The focus of an American Medical Association (AMA) education series, Bellin's innovative model for team-based patient care is providing breakthrough results. Exceeding expectations for both quality and financial metrics, Bellin's unique approach has proven to be a win for our patients, our providers, and ultimately our system.

### AMA AND BELLIN: WORKING TOGETHER

The AMA's physician education experts have teamed up with Bellin and its nine-step framework for team-based patient care to create an unbeatable game plan for a robust and scalable model of care. Their combined expertise provides a researched-based playbook and elite-level coaching in a fun, interactive, and practical training camp format.

### Who should attend?

It only makes sense to bring a team to learn about team-based patient care. Of course, a "team of one" sent to scout feasibility is always welcome. Content is relevant whether you're still a rookie or a pro ready to finetune an existing patient care redesign.

- Skill Players (clinical providers at all levels)
- Coaches (health care strategists and medical directors)
- Front Office Staff (financial and administrative leaders, clinic managers)
- Scouts (operations and innovation leaders looking for new ideas)

### Location

Lambeau Field  
1265 Lombardi Ave., Green Bay, WI 54304

### Registration

#### Early Signing Bonus Before March 1, 2020

\$950 first team member/\$850 all other team members

#### Regular Signing Period Beginning March 2, 2020

\$1,100 first team member/\$1,000 all other team members

Please note: To receive the discount on the second or additional team members - register the first team member, then enter this coupon code: CAMP100 with any additional team member's registration.

### AMA members receive a \$200 discount per member.

*Advance registration is required and limited. Payment must be received prior to the day of the event. No refunds will be given after the conference. Visit [bellin.org/trainingcamp](http://bellin.org/trainingcamp) for more information.*

### Lodging

Lodge Kohler | 844.607.5803

1950 S. Ridge Road, Green Bay, WI 54304  
Reservations held under the Bellin Health Team-Based Care Training Camp block (Reservation #1048EH).

### Cancellations

Cancellations must be submitted in writing by February 28, 2020, in order to receive a refund less a \$100 process fee. After February 28, 2020, cancellations will receive a refund, less a \$500 processing fee.

**"We have visited many primary care practices and have shadowed many care teams. This was the most impressive team-based care model we have seen."**

Thomas Bodenheimer, MD, MPH, Professor Emeritus of Family and Community Medicine, University of California, San Francisco Founding Director, Center for Excellence in Primary Care

**"Everyone in the nation should look into and adapt Bellin's team-based care model. Best yet!"**

Kelly Smith, Scientific Director Quality and Safety Research, MedStar Research Institute

### Accreditation Statement

Bellin Health Systems, Inc. is accredited by the Wisconsin Medical Society to provide continuing medical education for physicians.

Bellin Health is an approved provider of nursing continuing professional development by the Wisconsin Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission (ANCC) on Accreditation.

### CME Credit Designation

Bellin Health Systems, Inc. designates this live educational activity for a maximum of 11.75 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### CNE Credit Designation

A maximum of 11.75 contact hours will be provided for attendance of the presentation in its entirety. Nurses should only claim the credit commensurate with the extent of their participation in the activity.

### Disclosure

As a provider accredited by the Wisconsin Medical Society, Bellin Health Systems, Inc. must ensure balance, independence, objectivity, and scientific rigor in all educational activities. All individuals who are in a position to control the content of the educational activity are required to disclose all financial relationships he/she has with any commercial interest(s) that is relevant to the topic of the presentation. The intent of this disclosure is not to prevent speakers with significant financial or other relationships from making presentations. Rather, disclosure allows listeners to determine if content is evidencebased and free of commercial bias, and it demonstrates how speakers will resolve conflict when it exists. A complete disclosure statement will be included in the course handouts provided at the activity.

### Financial Support

This course is supported in part by exhibit fees from various companies in accordance with the ACCME Standards for Commercial Support. At the time of this printing, a complete listing of commercial supporters was not available. Appropriate acknowledgment will be given to all supporters at the time of the meeting.

### ADA Compliance

Bellin Health Systems, Inc. subscribes to the articles of Title III of the Americans with Disabilities Act of 1990. Should you or anyone accompanying you require special assistance, please notify us when you register.

### Intended Audience

This continuing medical education program is intended for all members of the care team including primary care physicians, specialty physicians, physician assistants, nurse practitioners, medical assistants, and other health care providers.

### Course Objectives

1. Examine a practical framework for implementing an advanced team-based care model of patient care that produces three wins – patient, care team, and system.
2. Identify a plan to build the necessary infrastructure for a sustainable model of team-based care across the organization.
3. Create the cultural change necessary to transform your system and to support radical system redesign to team-based care.