Integrating Care to Improve Health Outcomes:

Behavioral Health

Primary Care

Public Health

90th Annual

Arizona Public Health Association
Fall Conference & Meeting

WEDNESDAY, OCTOBER 3, 2018
WELCOME!

We are pleased to welcome you today to our 90th Annual Fall Conference and Meeting: Integrating Care to Improve Public Health Outcomes: Primary Care | Behavioral Health | Public Health.

Since 1928, Arizona public health professionals like yourselves have worked day in and day out to recognize what is (assessment), help improve conditions (policy development) and evaluate what we are doing (assurance). We live the core public health functions. As we reflect today on those we are doing (assurance). We live the core public health functions. As we reflect today on those who went before us we know they set the stage for us, and for that we will always be grateful. We are standing on the shoulders of giants.

A few of us spent some time in the Archives in preparation for this anniversary. As we looked back at documents from the 30’s all the way to today we recognized some themes that continue: access to care, infectious disease, reproductive health, nutrition and environmental concerns. In all the newsletters we read of real life examples of assessment, policy development and assurance. We were sounding the alarms and mobilizing our troops. It was what we did back then and what we do today.

At today’s conference will explore how Arizona is embarking on a system of care for the Medicaid population which will more fully integrate behavioral and physical health services; how this is the best for health outcomes and frankly a better use of resources. In the afternoon we will explore key public health initiatives addressing tobacco use, housing and caring for those who are homeless.

We will end with a summary of the integrated care changes by leaders of provider organizations and a chance to ask questions.

At this conference we also hold our annual meeting during lunch. Again, something that has gone on almost every year since 1928 with the exception of a few years during WWII. You will hear how we have grown stronger as an association and have increased our visibility as a resource for public health policy.

This is a member organization, meaning you are the organization. When you bring your passion, your professionalism, and yes, your concerns we become a stronger organization. Let’s together continue to make this coming year a year filled with Advocacy, Professional Development and Networking.

Sincerely,

Will Humble
Executive Director, AzPHIA

Mary Ellen Cunningham
President, AzPHIA
AzPHA Executive Committee, Board Members, and Staff

AzPHA Staff

Executive Director
Will Humble

President
Mary Ellen Cunningham

Vice President
Pole Peacock Fisher

Elected Vice President
Aimee Sitzler

Secretary
Felicia Trembath

Treasurer
Kelli Donley

Past President
Marcus Johnson

AzPHA Executive Committee

AzPHA Board of Directors

ARCQ Representative
Rebecca Nevedale

Director of Marketing & Public Relations
Michael Murphy

Director of Professional Development & Academic Relations
Lauren Savaglio

Director of Public Health Policy
Eddie Sissons

Director at Large
Jeff Lee

Director at Large
Jason D. Gillette

Public Representative
Elza Cofl

Public Representative
Shelby Graves

Student Representative
Adrienne Lent

POSTER SESSION PARTICIPANTS

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Current President’s Letter

To: Friends, Members and Guests of AzPHA,

Over the past ninety years, the Arizona Public Health Association has served as the voice for public health throughout this great state. We’ve grown and evolved with the needs of the communities we serve, guided by science and informed by lived experience.

In our earlier years, fields such as public health nursing, sanitation and veterinary services predominated our work. Professionals from across the state would convene to discuss pressing issues of the time, including polio, tuberculosis, milk inspection and according to the annual meeting agenda of 1940, “Caudal Myotomy of Horses.” The cost of admission into AzPHA conferences broke the bank at $2.00 per attendee, and yearly dues gouged members for yet another whole dollar. Dancing and cards capped-off our annual meetings, and members looked forward to notorious parties hosted by a wild bunch of sanitarians, enjoying sixty-cent cocktails until 1 o’clock in the morning. Suffice it to say, some things have certainly changed.

Throughout the years, public health issues have emerged and faded, persisted and disappeared. Yet through it all, this Association has sustained as a core network in which professionals can learn from one another, share ideas, build new relationships and develop creative solutions. Together, we’ve addressed the gamut of public health topics: advocating for family planning before the existence of Title X; promoting the benefits of health coverage before the advent of Medicare; highlighting the connection between health and housing before Arizona had a housing department; and supporting integrated care long before the term ‘integrated care.’

While the issues of the day (and prices of the conferences) may have changed, AzPHA has etched its place as a permanent player in Arizona’s past, present and future. I’m humbled to have had the opportunity to chair this Association for one of these past ninety years, and I look forward to continuing to work with our staff, board, members and partners to build upon the work of trailblazers that came before us, improving the health of Arizona’s communities.

In good health,

Marcus Johnson
AzPHA President, 2017-2018

RECOGNITIONS

Thank you to our Sustaining Organizations & Sustaining Individual Members

$5,000 Level
Maricopa County Department of Public Health
Maricopa Integrated Health Systems

$3,000 Level
EMS Advisors
Salt River Project
Maricopa Community Colleges

$1,000 Level
Arizona Center for Rural Health
Arizona Complete Health
A.T. Still University
Cochise County Health and Social Services Empowerment Systems, Inc.
The Haven
La Paz County Health Department
Magellan Complete Care of Arizona
Mel & Enid Zuckerman College of Public Health, University of Arizona
Mercy Care
Mohave County Department of Public Health
Navajo County Public Health Department
North Country Healthcare
Northern Arizona University
Pima County Health Department
Pinal County Public Health Services District
Terros Health
Vitalyst Health Foundation
Yavapai County Community Health Services
Yuma County Health Services District

$750 Level
David Dube*
PV Health Solutions

$500 Level
Arizona Family Health Partnership
Arizona Rural Health Association
Gordon Jensen*
Southwest College of Naturopathic Medicine

$250 Level
Arizona Council of Human Providers
Arizona Medical Association
Arizona Rural Health Association
College of Medicine: Community & Family Medicine, University of Arizona
Esperanca, Inc.
Mariposa Community Health Center
Planned Parenthood Arizona

POLICYMAKER OF THE YEAR AWARD

The AzPHA typically recognizes a state legislator or other elected official with the AzPHA Policy Maker of the Year Award. This year is different. We are recognizing an entire state agency as our Policy Maker of the Year: the Arizona Department of Health Services.

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In good health,

Marcus Johnson
AzPHA President, 2017-2018

ARIZONA DEPARTMENT OF HEALTH SERVICES

This year’s award recognizes ADHS’ year-long efforts to propose and implement solid evidence-based policy interventions to address Arizona’s opioid epidemic. The ADHS issued an Opioid Action Plan in September 2017 which included a set of legislative recommendations which became the core of the Arizona Opioid Epidemic Act, which Legislature passed (in bipartisan fashion) and the Governor signed. The Act is among the most substantial evidence-based policy interventions implemented in the US to address the opioid epidemic.

While the full impacts of these interventions will take time to take effect there is already signs of progress. Between June 2017 and June 2018 there has been a:

- 43% reduction in the number of opioid pills dispensed, and number of opioid prescriptions declined by 40%;
- 54% decline in the number of high dose prescriptions (over 90 MME);
- 42% increase in the number of people referred to behavioral health treatment from hospitals after their overdose;
- 62% reduction in the number of patients potentially drug-seeking (going to 4 pharmacies and 4 prescribers in past month); and
- 300% increase in the amount of naloxone dispensed from pharmacies.

Congratulations to Team ADHS for this well-deserved award, and thank you for your efforts toward Health and Wellness for All Arizonans.

AzPHA Recognizes the Following Award Winners and Nominees

Cele Cohen Nursing Award
This award honors a nurse who has made an outstanding contribution in community/public health.
WINNER
Patricia Johnson, DNP, MPH, RN, NNP

Elsie Eyer Commitment to Underserved People (CUP) Award
The Elsie Eyer CUP Award creates an opportunity to recognize persons or entities that have demonstrated a sustained effort in assuring the delivery of health services to underserved populations in Arizona.
WINNER
Michal Goforth
NOMINEES
Tama Reily
Marisee Garganta
Phoenix Allies for Community Health

Harold B. Woodward Award
The award is given for work done for the advancement or betterment of the Arizona Public Health Association.
WINNERS
Siman Qaasim

Senator Andy Nichols Honor Award
The award honors those who have made outstanding contributions to public health policy.
WINNERS
Susan Gerard
Jill de Zapien

Health Education Media Making Yearly (HEMMY) Awards
This award honors an individual or a company who developed a groundbreaking piece of educational material related to public health.
WINNERS
The Arizona Partnership for Immunization
“Take the Next Steps in HPV Cancer Prevention”
AT Still University-School of Osteopathic Medicine
“Doctors That DO – Wellness Pop-Up Exhibits”
7:30 – 8:30 AM  
Registration/Breakfast/Networking Opportunity

8:30 – 9:00 AM  
Welcome and Introductions  
Speaker:  
Representative Pamela Powers-Hannley, MPH

9:00 – 9:45 AM  
AHCCCS Complete Care and Targeted Investments  
Speakers:  
Dana Hearn, AHCCCS Assistant Director  
George Jacobson, AHCCCS Payment Modernization & Targeted Investments Program Manager

Our kickoff speakers will discuss AHCCCS' Complete Care Model: a new integrated Medicaid system joining physical and behavioral health services under a single health plan, encouraging more coordination between providers within the same network. Our speakers will also discuss AHCCCS' Targeted Investment program which supports health care providers to move toward greater integration of primary care and behavioral health.

9:45 – 10:15 AM  
Evidence-based Tools for Integrating Behavioral Health and Primary Care and Measuring Success  
Speakers:  
Matthew Martin, Ph.D., M.S.  
CR Macchi, Ph.D.  
Arizona State University College of Health Solutions

Dr. 's Martin & Macchi will discuss the academic research that evaluate the outcomes of colocated and integrated models of behavioral care as part of primary care.

10:15 – 10:30 AM  
Networking and Coffee Break

10:30 – 12:15 PM  
MORNING BREAKOUT SESSIONS

Integrating Care via Targeted Investments in Arizona's Medicaid System  
AHCCCS’ “Targeted Investment” program provides financial support to eligible providers to develop systems for integrated care and meet benchmarks for integrating and coordinating physical and behavioral health care for Medicaid beneficiaries.

The program goals are to reduce system fragmentation, increase efficiency by increasing the integration of services at the provider level, and improving health outcomes for members with physical and behavioral healthcare needs.

This series of breakout sessions will explore Targeted Investment success stories for Children, Adults and the Justice System.

There will be 2 sessions for the Morning Breakout. Participants can attend a total of 2 out of 4 for the Morning Session.

10:30 – 11:15 AM  
Breakout Room #1  
Morning Breakout Session 1  
The Children's System: Innovations to Integrate Primary and Behavioral Healthcare  
Speakers:  
Megan Lipman, Director of Quality Management, Jewish Family & Children's Services  
Jennifer Vehonsky, Targeted Investment Team Lead, Jewish Family & Children's Services  
Mario Lippy, Psy.D., Clinical Director at the Michael R Zent Center

Joseph Telfair, DRPH, MSW, MPH  
President, American Public Health Association

Dr. Telfair is a Professor and Associate Dean of Public Health Practice and Research and is Karl E Peace Distinguished Chair Public Health at the Jiann-Ping Hsu College of Public Health In Statesboro, GA. Dr. Telfair holds both an MSW and MPH from the University of California at Berkeley and a DrPH from Johns Hopkins University.

Dr. Telfair brings over 32 years of experience as a clinician, community-advocate, academic, evaluator project director, researcher, Academic Center director, and academic administrator – nationally and globally. He has served as a member and in leadership roles on numerous Public Health, Education and Scientific working committees and advisory committees – working many sub-committees of each at the state and national levels. He is known for his research, teaching, and evidence-based practice in the areas of public health social work, social epidemiology, cultural and linguistic competency, public health genetics, elimination of health inequities, disparities and systemic poverty, community-based and rural public health practice, program evaluation, and policy issues concerning women, adolescents and persons in under resourced/underserved areas – at the local, state, nation and global levels. He also focuses on health care issues for the poor, rural, and multi-cultural/multi-ethnic populations and advocacy for persons with chronic health conditions.

He has been a public health faculty member and leader in three schools of public for nearly 26 years – focusing on practiced-based, evidence-driven public health. He has been a faculty member, PI, Co-PI, co-director or director of a number of HRSA, NIH, SAMHSA, foundation and CDC funded training, evaluation and research programs and applied research and coordinating Centers.

As President of the American Public Health Association, Dr. Telfair takes a leader-as-servant approach, believing leadership is a unique and privileged opportunity to serve.
Key Public Health Innovations to Improve Outcomes

Tobacco use, housing and homelessness and other social determinants of health have long been large drivers of poor health outcomes and contribute to the high cost of healthcare in the US. Our afternoon breakout sessions will explore innovative initiatives underway that support our collective goals of improving health outcomes and reducing costs.

Participants choose to attend 1 of the 2 Afternoon Breakout Sessions.

Breakout Room #1
Strategies to build tobacco control into Arizona's managed care and justice system

Speakers:
- Wayne Tormala, Arizona Department of Health Services
- Joe Hinsburg, Arizona Department of Corrections Reentry Coordinator
- Michal Aimee Rudnick, AHCCCS, Office of the Director
- Charlton Wilson, MD, Chief Medical Officer, Mercy Care Plan

Breakout Room #2
Innovative Strategies to Related to Homelessness

Speakers:
- Brandon Clark, MBA, Circle the City
- Rodrigo Olivares, National Clinical Care Director, United Health Group

3:30 – 4:45 PM
Afternoon Panel Discussion

AHCCCS' Complete Care or integrated system of care contract will began on October 1, 2018. The new integrated contracts join physical and behavioral health services together to treat all aspects of members' health care needs, encouraging more coordination between providers within the same network which can mean better health outcomes for members.

Our panel of leaders among Arizona's Managed Care Organizations and Provider Organizations will be taking part in our afternoon panel discussion highlighting novel strategies for integrating care and improving outcomes. Our session will include questions from our moderator and from participants.

Panelists:
- Charlton Wilson, MD, Chief Medical Officer, Mercy Care Plan
- Joe Gaudio, CEO, United Healthcare Community Plan of Arizona
- Tom Ball, MD, MPH, Chief Medical Director, Banner University Health Plans
- Hugh Lytle, CEO, Equality Health
- Monica Coury, Vice President Legislative & Government Affairs, Arizona Complete Health

4:45 – 6:00 PM
Closing and Reception

Join us after the Panel discussion for a hosted reception with light snacks and drinks as we celebrate AzPHA's colorful 90 year history!
Although Pam has lived in Tucson since 1981, and for most of that time, she has lived in Legislative District 9. Pam holds a bachelor’s degree in Journalism from The Ohio State University. Pam started her own home-based business as a freelance writer, photographer, and graphic designer. Working for clients like the Arizona Cancer Center, University Medical Center, and the Sarver Heart Center prompted her to shift her career to focus on health/medical communications. In 1996, she earned a master’s in public health from The University of Arizona. After having earned her MPH, Pam became program director for the Arizona Tobacco Information Network and the Arizona Smokers’ Helpline at The University of Arizona. She also taught health at the UA and at Pima Community College and was a consultant for the Centers for Disease Control and Prevention. In 2004, Pam left the University of Arizona to become managing editor for the American Journal of Medicine, a position she held for 12 years, until deciding to run for the Arizona House. She currently works part-time for the Journal as a social media editor and an occasional author.

Will Humble is a long-time public health enthusiast, and is currently the Executive Director for the Arizona Public Health Association. His 30 years in public health include more than 2 decades at the ADHS, where he served in various roles including as the Director from 2009 to 2015. Prior to being appointed Director, he worked in various capacities in the public health preparedness service line. He continues to be involved in health policy in his roles with AzPHA and as Adjunct Faculty with the UA College of Public Health. Will is a believer in using evidence-based health policy as a means to improving health outcomes and in leading and managing with emotional intelligence.

Dana Hearn is the Assistant Director for the Division of Health Care Advocacy and Advancement within AHCCCS. Prior to her current role she worked as the Bureau Chief for the Office of Human Rights - the unit within the Arizona Department of Health Services/Division of Behavioral Health that provides advocacy to adults with Serious Mental Illness in the state’s public behavioral health system.

In the Assistant Director position Dana oversees the Office of Individual and Family Affairs, Office of Human Rights, the Human Rights Committees and several other committees and councils. Dana has been in the behavioral health field for over 14 years, serving a wide variety of populations. The last 7 years Dana has worked for the state through DBHS or AHCCCS. During that time she has assisted in development of the Peer Advancement Career Academy, launched several advocacy trainings and assisted in policy development impacting members.

George has worked at AHCCCS since 2013 in the Office of the Director, coordinating the Agency’s value based care delivery and payment reform activities with senior management, and the provider and payer communities. He now serves as the Targeted Investments Program project manager, a five year $300 million project that provides financial incentives to eligible AHCCCS providers who meet certain benchmarks for integrating and coordinating physical and behavioral health care.

Prior to joining AHCCCS, he served in hospital and post-acute executive positions in Arizona. He is a proud University of Arizona graduate, and holds MHA and MPA degrees from the University of Missouri.

Matt Martin, Ph.D., LMFT, is Clinical Assistant Professor and research faculty at the Doctor of Behavioral Health Program at Arizona State University where he teaches courses on health care research, quality improvement, and interprofessional consultation. Dr. Martin conducts research on integrated care measurement, medical workforce development, and population health strategies in primary care. He serves as the Director of the ASU Project ECHO hub for behavioral health didactic training and teleconsultation. He also is currently involved in the development of translational research teams at ASU and the creation of the new ASU Clinical and Translational Science Center. Prior to ASU, he served as Director of Behavioral Medicine at the Duke-SR-AHEC family medicine residency program in North Carolina. Dr. Martin received graduate degrees from East Carolina University and Brigham Young University. He completed pre-doctoral training at the Dartmouth Family Medicine Residency in Concord, NH and post-doctoral training at the University of Chicago.
Dr. Mario Lippy, Psy.D., is the Clinical Director at the Michael R Zent Family & Children’s Services. He is responsible for the clinical and administrative oversight of the integrated services delivered to clients and their families. Some of the specialty services Dr. Lippy oversees are in the areas of: Infant Toddler Mental Health, Trauma, Children’s Crisis, Behavior Coaching, Autism Spectrum disorders, Electronic Health Record/Health Information Exchange, and the Center of Excellence Family Center. In addition to these specialty services, Dr. Lippy has been the lead director over JFCS’s first integrated clinic and has been instrumental in creating a center where members can receive whole health.

Dr. Lippy has been working in the mental health field for over twenty years. Facilitating change in how medical and mental health providers interact with one another to improve member outcomes has been the specialty services Dr. Lippy oversees are in the areas of: Infant Toddler Mental Health, Trauma, Children’s Crisis, Behavior Coaching, Autism Spectrum disorders, Electronic Health Record/Health Information Exchange, and the Center of Excellence Family Center. In addition to these specialty services, Dr. Lippy has been the lead director over JFCS’s first integrated clinic and has been instrumental in creating a center where members can receive whole health.

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Jennifer Vehonsky
Team Lead, Jewish Family & Children’s Services

Jennifer Vehonsky has nearly 25 years’ experience in state government services related to Medicaid and other Federally Funded programs in various roles including financial eligibility specialist, policy development, drafting State Plan Amendments, 1115 Waiver correspondence, legislative liaison, and Division Chief of Contract Compliance and Policy. Ms. Vehonsky’s experience as a Consultant since 2012 includes project management and writing for approximately 45 Requests for Proposals (RFP) and Grant Applications for both national and local non-profit and for-profit health plans and providers. She has led complex projects, implementing redesign and implementation of Medicaid behavioral health systems/services. She follows best practices in project management of RFP responses to effectively engage the client’s Subject Matter Experts collaboratively with writers to develop the most compelling response. Ms. Vehonsky’s ability to prioritize and manage complex tasks, along with an understanding of technical Medicaid and managed care principles, results in effective proposal development. Additional consulting experience includes program implementations, program transitions, policy development, and audit programs.

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Mike Byrd earned his bachelor’s degree in Criminal Justice from Northern Arizona University in 2000 and began working for Yuma County Adult Probation in 2001 as a probation officer. As a probation officer, Mike has been assigned to caseloads of supervised probation, intensive probation, interstate compact probation, and Drug Court. In 2012, after six years as a Drug Court probation officer, Mike promoted to Probation Services Supervisor and took over as the Drug Court Coordinator. In 2016, Mike was promoted to Deputy Chief of Yuma County Adult Probation. Mike is a member of the National Association of Drug Court Professionals, American Probation and Parole Association, National Association of Probation Executives, a committee member for the Arizona Association of Drug Court Professionals and a graduate of the APPA Leadership Institute. Mike was born and raised in Yuma, and is married to Johnna Byrd, a juvenile probation officer, with whom he has three young boys.

Kara Ahearn
Community Health Associates in Yuma

Kara is a Licensed Clinical Social Worker in Florida and Arizona with over 16 years experience working with young children, adolescents, and adults. She received her bachelor’s degree in Social Work in 2002 and a master’s degree in Social Work in 2006 from Florida State University in Tallahassee, Fl. She has worked with a wide range of populations including substance abuse, mood disorders, relationship problems, trauma, abuse/neglect, adjustment, and behavioral concerns. For over 12 years she worked in the Florida Panhandle in child welfare and juvenile justice. She has been working at Community Health Associates in Yuma, AZ for over 3 years serving as the Clinical Director for Children’s Services until being promoted to Chief Clinical Administrator in 2016. She was married in 2012 and have two young daughters.

George Owens
Arizona Complete Health

George is a Specialty Court Liaison II with Cenpatico-IC/Arizona Complete Health. George is assigned the Targeted Investment Program, in which we are in the development of three unique sites in Southern Arizona. George has worked on a number of Justice/Treatment Leadership initiatives throughout the state both in Probation and with Cenpatico/Arizona Complete Health. Programs include Defense Tactics as a Lead, Evidence Based Practices, Kids at Hope and most recently Targeted Investment.

George retired from Yuma County Juvenile Court in 2015, after serving 21 years to the court system. George worked both adult and juvenile probation, from treatment services to officer safety. George has a diverse knowledge of probation and treatment and is committed to justice and treatment working hand in hand.
Dedicating his entire career to human service, Wayne Tormala has provided leadership as both a staff worker and board member in both the public and private sectors at the local, state, national and global levels, and currently serves as a global advisory board member of the Altruism in Medicine Institute. Wayne has developed successful programs across a wide range of issues, including poverty, world hunger, mental health, HIV/AIDS, environmental conservation, economic development, social justice, and public health.

In his current duties as Bureau Chief at the Arizona Department of Health Services, Wayne provides leadership across a range of population health arenas, including tobacco control, chronic disease (heart, cancer, lung, stroke, diabetes, HIV prevention), healthy aging (falls prevention, Alzheimer’s Disease), men’s health, workforce wellness, chronic pain, and health disparities. Wayne has developed several “best practices” in economic development and public health for high-risk, disparate populations, and has performed extensive public-speaking and media work throughout his career in local, state, and national venues.

Wayne finds balance with daily meditation, relaxing with family and friends, playing guitar, gardening, and enjoying the nearby deserts and mountains of Arizona.

Joe states that his main goal while working for Arizona Department of Corrections is reducing the recidivism rate with the released inmates. He graduated from Arizona State University in 1994 with a B.S. in Criminal Justice. Joe started working for ADC in 1995 in the Florence prison complex on death row as a Correctional Officer. From there he worked as a Corrections Officer II for two years, and then he transferred to Community Corrections (Parole). Joe worked in Community Corrections for 17 years in numerous roles from Community Corrections Officer to Supervisor throughout the Maricopa County area. While working in ADC, Joe has been involved with interagency programs to include the Weed/Seed program, the Legacy Program in South Phoenix and the SB1291/SB1053 Transition program. These different types of programs have helped inmates with a smoother transition back into the community. Joe’s current position with the Arizona Department of Corrections as a Re-Entry coordinator oversees the programs portion of each Second Chance Center.

Dr. Wilson is the Chief Medical Officer for Mercy Care. He has extensive leadership experience in medicine and public health with an emphasis on the populations served by Medicare, Medicaid and the Indian Health Service programs. As a commissioned officer in the U.S. Public Health Service, he had extensive clinical experience in both rural and urban locations. He serves as a Board Member for Native Health and Aunt Rita’s Foundation. He is a Clinical Assistant Professor in the Department of Internal Medicine at the University of Arizona College of Medicine-Phoenix.

Brandon Clark, MBA, FACHE is the Chief Executive Officer of Circle the City, a nonprofit community health organization dedicated to serving people experiencing homelessness in the greater Phoenix community. Under Mr. Clark’s leadership, Circle the City has grown from startup status in 2012 into one of the nation’s premiere homeless-specialty healthcare organizations serving more than 10,000 patients each year. Since leading the 2012 launch of one of the most dynamic medical respite programs in the U.S., Mr. Clark has provided technical assistance to dozens of other emerging recuperative care programs nationwide. He has been a featured presenter at events hosted by the National Healthcare for the Homeless Council and the Corporation for Supportive Housing, and is considered a thought leader in the social determinants of health field. Mr. Clark serves on several boards including the National Healthcare for the Homeless Council, the Arizona Alliance of Community Health Centers and Hushabye Nursery, an Arizona charity dedicated to caring for substance-exposed newborns in their first weeks of life. Mr. Clark possesses more than a decade of leadership experience in healthcare management, finance and strategy. He holds a Master’s of Business Administration from Arizona State University’s W.P. Carey School of Business and a Bachelor of Business Administration in Marketing from Abilene Christian University. He is also a Fellow of the American College of Healthcare Executives. Brandon currently lives in Phoenix with his wife, two daughters and dog and enjoys spending time outdoors hiking and cycling.

Rodrigo Olivares is the National Clinical Care Director of myConnections™ for the UnitedHealthcare Community Plans. myConnections™ is a UnitedHealthcare program that helps low-income individuals and families access essential social services that are the gateway to better health. UnitedHealthcare’s Community Plans proudly serve more than six million Medicaid members in 25 states, plus Washington D.C. UnitedHealthcare is a division of UnitedHealth Group (NYSE: UNH) which is a diversified health and well-being company with a mission to help people live healthier lives and help make the health system work better for everyone.

Prior to this role, Rodrigo served in a number of leadership positions, including National Clinical Director for myConnections™, Integrated Health & Social Services, and State Director of myConnections™ for Arizona and Nevada. Before joining UnitedHealth Group, Rodrigo served as Chief of Operations and Clinical Officer for the Crisis Response Network (CRN) in Tampa, FL. In this role, he was responsible for the oversight of the CRN network function including all clinical functions, quality management, business development, contract management, business intelligence, human resources, and information technology/telecom. Rodrigo also served in a number of leadership positions with La Frontera of New Mexico and Arizona. These positions included Director of Strategic Initiatives, Director of Southwestern New Mexico, and Director of Clinical & Crisis Services. Rodrigo previously served on several boards/commissions at the local, statewide, and national levels including, the National Suicide Prevention Lifeline for Substance Abuse and Mental Health Services Administration (SAMHSA), National Association of Crisis Organization Directors, and was a Brain Trust Member for the National Dialogue on Mental Health. Rodrigo currently serves on the Board of Directors for the Children’s Action Alliance.

Rodrigo holds a B.S. degree in Criminal Justice from the University of Houston Downtown in Houston, TX, and a M.S. in Social Work from the University of Texas Pan American in Edinburg, TX. Rodrigo is also a graduate of Valley Leadership, a leadership program designed to draw on the expertise of influential business, civic and community leaders throughout Arizona.
Executive Director’s Report

AzPHA made progress increasing our membership and better developing our advocacy reach in the last year. We increased our individual membership 23% in the last year (437 members in FY 2017 to 541 in FY 2018). We also provided our members with timely policy updates (50 updates since the October 2017 Conference), targeted Action Alerts, and multiple comments on state public health matters (e.g., agency actions and legislative debates), and federal rulemakings (e.g., Title X, methane rule). We also improved our website content especially our calendar of statewide public health events and blog content. These improvements are also increasing our visibility on search engines.

AzPHA also continued to diversify our revenue sources and improve our financial position (operating reserves), built new relationships with key partners, and enhanced our professional development and networking options.

Key areas of administrative and operational progress included:

- Increased our Active Individual Membership 23% AzPHA now has 541 individual members in good standing (up from 437 in 2017). New members are equally split between persons that presented via organizational and individual memberships. We continue to have 328 persons whose registration has lapsed (more than half of the lapsed members are current or former employees of the ADHS (ADHS is no longer an Organizational Member). Our membership committee continue will be focusing on bringing in new members through networking and working with our partners.
- AzPHA’s Organizational Membership structure was diversified, making our organization less dependent on large individual organizational members. We now have nearly twenty $1K/year Organizational Members. This more diversified membership portfolio makes less vulnerable from organizational member attrition. Maricopa County Public Health and the Maricopa Integrated Health System remain our core Organizational Members ($5K/year members). Our organizational membership is now close to $30K/year. We will continue to focus on building our organizational membership portfolio in the coming year.
- We strategically improved our partnerships by focusing significant effort on building collaborations with our county health departments, and these efforts are paying dividends. We have been included in AHLEDA meetings and now have more than 50% of our county health departments as Organizational Members.
- Our Fall 2017 (Opioid Epidemic) and Spring 2018 (Child Health and Safety) conferences were very well attended (each had 250+ attendees) and on average met our sponsorship goals. Our program evaluations for both conferences provided valuable feedback for future conferences. These successful conferences also produced new individual members and persons purchased registration fees with a new individual membership.
- We raised the profile of our communication advocacy efforts by publishing several op-ed articles in Arizona newspapers, answering media inquiries about several public health issues, providing input on public affairs programming. We continued to issue weekly Public Health Policy updates, bi-weekly Newsletters and targeted Action Alerts.
- We sponsored exhibits at the Arizona Rural Health Conference, Health Disparities Conference and the AzCHOW Annual Meeting. We have continued to build a new relationship with the Children’s Action Alliance. We are also leveraging our close quarters with the Arizona Alliance for Community Health Centers to build relationships with AACHC staff and coordinate some of our advocacy efforts.
- AzPHA’s membership database (Wild Apricot) continues to improve our business practices. We have cleaned up member data (more still needs to be done), and organized membership fields. Member tracking is now more organized which helps the Membership Committee to better manage and recruit members.
- Membership benefits were improved by implementing monthly webinars that are available to members for free, while encouraging interest in membership among non-members. The webinars also enhance our Professional Development Committee activities – adding a new benefit in addition to our mentoring program.
- AzPHA formed the foundation for future ad-hoc sections by implementing a tool in Base Camp to organize activities. The Public Policy Committee successfully piloted the Base camp tool this year, setting the stage for additional ad hoc section work in the coming year. The tool allows participants to organize meetings, post documents and share messages among members.
- Tiffany Luss, our longtime Director of Operations left AzPHA for a position with Esperanca, a nonprofit that does medical relief work. We will be recruiting for this position in the coming weeks.

In short, AzPHA is poised for another successful year. Our progress toward improving our administrative and operational infrastructure positions us well for the coming year.

Our enhanced individual and organizational membership and fiscal diversification leave us in a strong position financially as we look toward the future of AzPHA and our Vision of Healthy Communities for Arizona.
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