POPULATION HEALTH MANAGEMENT

A comprehensive, five-part program for hospital leaders
This program will provide strategic, business and clinical leaders within hospitals and health systems the skills, information and implementation tools they need to move forward with Population Health Management. Attendees will learn what has worked at other hospitals and organizations.

This is an opportunity to lead change at your organization. An Issue Brief accompanies each webinar and is appropriate for executives and professionals in a wide range of organizations. CHA partnered with management consultants and thought leaders from Kaufman, Hall & Associates to develop and present this program.

“Whether you are already immersed in PHM or just formulating your strategy, this program provides practical, boots-on-the-ground tools. I encourage all hospital leadership teams — from small, rural facilities to large urban hospitals — to learn from and use the information presented in this program.”

Anne McLeod, MPH
Senior Vice President, Health Policy & Innovation
California Hospital Association

“Very informative, insightful and visionary.”

“This series has started to connect the dots for me regarding population health and how to implement it in my facility.”

— Comments from program participants
Program Topics

- **Webinar 1: A Framework for Population Health Management**
  The series begins by defining PHM and describing its rationale and purpose. Participants learn the key components of PHM, the competencies needed for success and the different roles that organizations play within a PHM framework. Also included is an overview of the PHM activity in California and national markets, along with a roadmap that organizations can use to develop or strengthen their PHM strategy.

- **Webinar 2: Business Imperatives of Population Health Management**
  This module addresses the business challenges in developing PHM care models and delivery networks, including how to configure a network to achieve adequate coverage, desired market position, and high-quality care and positive outcomes. Build, buy or partner options for network development are explored, along with key business skills in operating a successful PHM delivery network, including contracting, cost management, consumer engagement, and marketing and communications.

- **Webinar 3: Clinical Imperatives of Population Health Management**
  Use of consistent clinical protocols within well-defined care models is critical to successfully managing the health of a population under value-based payment or an at-risk financial model. Learn about wellness models, chronic disease management protocols and evidence-based practices for effective health maintenance, with an emphasis on evolving roles among clinicians. Tools to analyze population health needs and coordinate clinical care in all settings and modalities, including virtually, are also covered.

- **Webinar 4: Technology for Population Health Management**
  The technology needs of PHM are significantly different than those of traditional models. This module covers the key technology capabilities for PHM, including care coordination monitoring and tracking; patient-centric disease registries; advanced health analytics, including predictive modeling; enterprise risk management; cost management; and virtual/mobile health. In addition, participants learn the importance of integrating clinical and administrative information, new areas of required technology expertise and how to assess capital requirements for technology investments.

- **Webinar 5: Leadership and Talent for Population Health Management**
  PHM makes new demands on leadership and talent. This session defines the leadership and governance mindset for PHM, including new perspectives on scale, volume and partnerships. The module describes the role of leadership in fostering key PHM capabilities and introduces new leadership positions that focus on important facets of the PHM model, such as chief transformation officer, chief population health officer, chief medical informatics officer, and a leader for product and benefit design. Finally, participants learn new metrics of leadership performance and accountability for a PHM environment.

“Program is very well done in all aspects. The content provides a significant amount of substantial information on the transformable state our industry is in and is done in a way that is helpful and easy to follow.” — Program participant
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MANUAL

Purchase the series and share this information-rich resource with colleagues within your organization.

The manual includes DVDs of the webinar recordings, Issue Briefs and presentation slides for all five webinars. Each webinar is approximately two hours.

ISSUE BRIEFS ENHANCE LEARNING

To enhance learning, CHA and Kaufman Hall have produced comprehensive 20–40 page Issue Briefs to accompany each webinar. The Issue Briefs include case examples of what has worked at other hospitals and organizations based on interviews conducted with hospital leaders, and address challenges entities may face when advancing population health strategies and initiatives.

PRICE

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Nonmembers: ......................................................... $1,500

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The Member Rate is for CHA member hospitals, CHA associate members and government agencies.

The Nonmember Rate is limited to non-hospital health care providers, clinics, post-acute facilities, and consultants, insurance companies, law firms and other entities that serve hospitals. Education programs are a membership benefit and are not available to eligible nonmember California hospitals.

Webinars Recorded Live April–October 2015.

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