



PA HEALTH ACCESS NETWORK

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2nd Annual PHAN Conference

Where Do We Go from Here? A Conference on Health Care Reform

April 25-26, 2010

Crowne Plaza Hotel, Harrisburg



CONFERENCE PROGRAM

SUNDAY, APRIL 25 • 7:00 - 9:00 P.M.

Pre-conference Reception - Grand Ballroom

Join us as we remember and celebrate the historic health care campaign in Pennsylvania. We will be recognizing Georgeanne Koehler as Health Care Activist of the Year and presenting awards to key activists who have been on the front lines fighting for reform across the state this past year.

Eileen Connelly, Executive Director of SEIU Pennsylvania State Council, will be our host for the evening's events.

Conference Panels and Workshops

MONDAY, APRIL 26 • 9:00 A.M. - 4:00 P.M.

8:30 - 10:00 a.m.

Registration

9:00 a.m.

Breakfast - Grand Ballroom

Breakfast Roundtables:

An assortment of open discussions to help sort out what health care reform means to specific groups of people in Pennsylvania. Look for signs on the tables. Topics include:

1. Mental Health Issues
2. Small Business and Health Care Reform
3. Disparity and Equity in Health Care Reform
4. Rural Health Care Issues
5. Grassroots Networking for Health Care Reform
6. Health Care Reform and the Faith Community

10:00 a.m. - Grand Ballroom

Welcome

Keynote Address: *Valerie Arkoosh, President, National Physicians Alliance*

11:00 a.m.

Morning Workshops

1. The Devil is in the Details: The Exchange, Subsidies, and Benefits Packages - Ballroom A

A central feature of health reform is the "Exchange"—a new marketplace where individuals and employers will be able to buy quality, affordable coverage. This workshop presents the details of how the exchange should work, who gets subsidies for coverage, and which benefits plans in the Exchange must cover. (*Katherine Howitt, Community Catalyst; Cheryl Fish-Parcham, Families USA. Oqf gtcvqt <VDC+*

2. Vulnerable Pennsylvanians at Risk — The Fate of the adultBasic Program - Pennsylvania ABC

Despite the passage of health reform, 40,000 Pennsylvanians could lose health insurance coverage (adultBasic) at year's end. AdultBasic is bare-bones coverage for people who cannot afford health insurance but who have too much income to qualify for Medicaid. Unlike many private health-insurance plans, it does not exclude participants with preexisting conditions, which makes it the only insurance program available to many low-income Pennsylvanians. There is so much demand for the program that it has a waiting list of more than 390,000. Continued funding for the adultBasic program is in jeopardy because a significant source of revenue, Community Reinvestment Fund payments from the state's four Blue Cross health insurers, is expiring in December 2010. Learn what must be done to preserve adultBasic for thousands of Pennsylvania families. (*Todd Eachus, Majority Leader, Pennsylvania House of Representatives; Kristen Dama, Community Legal Services. Moderator: Sharon Ward, Pennsylvania Budget and Policy Center*)

3. Women and Health Reform: Where We Landed and Where We Go From Here - Pennsylvania D

Health reform addresses many of the challenges women face in our broken health care system, yet enacting reform that meets women's needs has seen both highs and lows. This workshop will examine what women gain in health reform, what they have lost, and how to move forward despite implementation issues at the state and federal levels. Attendees will have the opportunity to hear from and interact with dynamic panelists who have been working vigorously to protect women's health throughout the health care reform fight. (*Letty Thall, Maternity Care Coalition; Sari Stevens, Planned Parenthood Pennsylvania Advocates; Kate Michelman, NARAL Pro-Choice America and Special Advisor to the Women's Law Project. Moderator: Audrey Ross, Planned Parenthood, Southeastern Pennsylvania*)

4. Health Care Quality - Ballroom D

The Patient Protection and Affordable Care Act contains many provisions intended to promote quality care and ensure that consumers receive the recommended, safe, and coordinated care they deserve. Quality guidelines may prove to be among the most important provisions in the new law in changing our health care system and determining how health systems, physicians, and staff interact with patients and their families and are paid for their services. We will discuss specific

programs and trials designed to come up with better payment incentives that reward the highest performers based on outcomes. We will also discuss how legislation may affect health care in rural Pennsylvania and allow for greater transparency. (*Eileen Connelly, SEIU; Renée Markus Hoden, Community Catalyst; Greg Howe, Governor's Office of Health Care Reform. Moderator: Ted Zimmer, Consumer Health Coalition*)

5. Grassroots Organizing and Messaging Post-Health Care Reform - Ballroom B

Join an experienced panel of organizers in a discussion about what we accomplished and what comes next in health care reform in Pennsylvania. What did it take to build a movement of grassroots activists in communities across the state? What were the biggest challenges, the biggest successes? How do we keep building the movement by educating the public on the benefits of the health care legislation? What should our messaging be moving forward? Listen, participate and get inspired to continue this important work. (*Kati Sipp, SEIU; Athena Ford, PUP; Marc Stier, Health Care for America Now; Michael Morrill, Keystone Progress; Chris Lilienthal, PBPC. Moderator: Antoinette Kraus.*)

12 noon

Buffet Lunch and Plenary Session:

Opportunities and Challenges for Pennsylvania Post-Reform - Grand Ballroom

The passage of federal health care reform leaves both opportunities and challenges in the years ahead. What does health care reform mean to Pennsylvania? What are the opportunities? What are the challenges? Join us for an interactive lunch session that will provide us an opportunity to hear from those who helped shaped the federal Patient Protection and Affordable Care Act, as well as leaders who will be working on implementation at the state level. (*Kelly Hall, Senior Advisor for Health Care Policy for Congresswoman Allyson Schwartz; Ann Torregrossa, Director of Governor's Office of Health Care Reform; Uj gng{ 'Dclp, 'Pennsylvania' Insur/ cpeg 'Fgrctv gv0' Moderator: 'Amy Reumann, Nwheran Advocacy Ministry in PA*)

1:45 p.m.

Afternoon Workshops

6. Hitting the Ground Running: The Basics of Private Insurance and New Market Reforms - Ballroom A

Many health reform provisions that will take effect the earliest are new protections for private

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insurance consumers. This workshop presents an overview of these changes and reforms that will come later. It also discusses the role of state governments, insurance departments, and advocates in implementing private market reforms. (*Cheryl Fish-Parcham, Families USA; Shelley Bain, Bureau of Health, Pennsylvania Department of Insurance; Moderator: Sharon Ward, PBPC*)

7. Medicaid after Health Reform - Pennsylvania DE

Health reform includes a significant expansion of Medicaid to millions of uninsured low-income people. It also contains a "Maintenance of Effort" requirement that states maintain their eligibility levels for Medicaid (and CHIP). This workshop will delve deeper into what Pennsylvania can (and must) do to cover these individuals, including the timeline for the expansion, new federal matching rates, and coordination with the new health insurance tax credit program. The workshop will also explore the challenges of making sure that health insurance is a true gateway to health care services for low-income people. (*Michael Nardone, Pennsylvania Department of Public Welfare; Katherine Howitt, Community Catalyst; Jay Feldstein, D.O., Keystone Mercy Health Plan. Moderator: Laval Miller-Wilson, PHLP.*)

8. Impact of Health Reform on Children: Implications for CHIP & Medicaid - Ballroom B

A year after President Obama signed the CHIP Reauthorization Act (CHIPRA) into law, states have made significant progress in increasing health coverage for children. Health reform will have an even greater impact on children's coverage. Hear from experts about what health reform means for low-income children. Panelists will discuss the impact of the maintenance of effort requirements for Medicaid and CHIP, ways to reach, enroll and retain eligible children now through new options under the CHIP reauthorization, efforts currently underway, and the state's plans. (*David Callahan, Pennsylvania Partnerships for Children; Ann Bacharach, PHLP; Kathy Yorkievtz, Governor's Office of Health Care Reform. Moderator: Katy Weeks, PUP.*)

9. What Changes Are in Store for Older Pennsylvanians? - Pennsylvania ABC

The rhetoric aimed at seniors during the health reform debate has been intense—and often wildly inaccurate. This panel will sort out what's true and what's false and explain the provisions of the legislation that cover Medicare and Medicare Advantage, the Part D "donut hole," long-term care, and help for Alzheimer's patients and caregivers. (*Ray Landis, AARP-PA; Bob LeRoy, Alzheimer's Association-Greater Pennsylvania Chapter; Adam Swope, Alliance of Retired Americans. Moderator: Alison Hirsch, PHAN.*)

10. Health Reform and Expanding Home- and Community-Based Services - Ballroom D

Health reform includes incentives for states to expand home- and community-based services (HCBS) in Medicaid. This workshop takes a closer look at those provisions and what they mean for Pennsylvania, for people who need HCBS, and for advocates seeking to expand HCBS access. (*Raymond Prushnok, Pennsylvania Department of Aging; David Gates, PHLP; Lisa Frank, SEIU; Moderator: TBA*)

3:00 p.m.

Closing Session: What Have We Learned, and What's Next? - Grand Ballroom

As we move forward on health care reform implementation in Pennsylvania, local advocates will play a critical role. What can we do to make sure that health care reform is implemented correctly? How can we build on existing laws to continue to expand quality, affordable, health care to all Pennsylvanians? Find out what we can learn from the implementation process in Massachusetts and hear about ongoing discussions in other states. This session will provide an opportunity to ask questions and share ideas about what's next. (*Reena Singh, Community Catalyst; Jessica Larochelle, Families USA; Antoinette Kraus, PHAN. Moderator: Laval Miller/Wilson, PHLP*)

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The Pennsylvania Health Access Network (PHAN) is a statewide coalition of organizations working to protect high quality health insurance coverage for individuals and businesses and to expand coverage to the uninsured.

PHAN is working with local organizations and communities across the Commonwealth to turn public anxiety about declining health care coverage into a sustained public voice for reform. PHAN works to promote change at the state and national level by mobilizing affected constituencies, including consumers, health care providers, business, labor, the faith community, and the general public to press for a more accessible and affordable health care system.

The coalition participates in the Consumer Voices for Coverage initiative of the Robert Wood Johnson Foundation, which supports state advocacy efforts by fostering strong and robust advocacy infrastructures. The vision of Consumer Voices for Coverage is to enhance the critical role that advocates play in shaping and promoting comprehensive health reform. This \$15 million initiative strengthens existing advocacy networks in 12 states, including Pennsylvania. Community Catalyst, a national non-profit consumer

health advocacy organization headquartered in Boston, coordinates the effort nationwide.

PHAN Objectives:

1. To expand access for the uninsured in Pennsylvania;
2. To make comprehensive quality, affordable health care reform a major policy issue and;
3. To reform the private insurance system so that people have greater access to care.

The PHAN Leadership Team:

Philadelphia Unemployment Project
Consumer Health Coalition
Lutheran Advocacy Ministry in PA
SEIU State Council
United Food and Commercial Workers 1776
Pennsylvania Health Law Project
Mayor's Office of Consumer Affairs, City of Philadelphia
Pennsylvania Budget and Policy Center



Georgeanne Koehler

PHAN Activist of the Year

Last December, Georgeanne Koehler, a Pittsburgh hospital worker and SEIU member, faced an empty chair at the Christmas table, a chair that should have been filled by her brother Billy. Bill died of a heart attack in March 2009. Bill's death might have been prevented – had he not been lost through the cracks of our broken health care system.

When Billy got laid off from his job as an electronics technician in 2003, he found himself facing a situation that's confronting 27.4 million U.S. workers right now: he lost his job--and with it, his health insurance. He got work delivering pizzas, a position that offered no benefits. Despite the meager pay, he made too much to qualify for Medicaid. "They said he would probably qualify if he quit his job," said his sister, Ann Stanton, who lives in Beaver County.

On December 17, 2007, Bill collapsed at work and was rushed to the emergency room. Doctors said that he would need a new defibrillator battery for his heart to function properly. Because Billy did not have insurance, he could not get the new battery he needed. The surgical procedure would have cost \$10,000, far beyond his or his families' financial reach. Billy was never able to afford the care he needed, and when his defibrillator battery died, so did he—slumped over the steering wheel of his car on his way home from work on March 7, 2009.

Georgeanne knows that nothing can bring Billy back, but she has been determined to fight this health care injustice. Since Billy's death, she's been working tirelessly—on her own, through her union, and with PHAN and other organizations to fight for healthcare reform. She attended a town hall forum with Senator Casey, did numerous interviews with Pittsburgh media, and spoke at a press conference on Capitol Hill at the invitation of Senator Harry Reid's office.

Georgeanne created a campaign to collect postcards addressed to Pennsylvania's senators and representatives, as well as President Obama, urging swift passage of health care reform. On December 17, 2009, she went with a delegation from PHAN, SEIU, and other organizations to deliver the nearly 1,000 postcards she had collected from across Pennsylvania to the White House. The message was simple: millions of Americans just like Billy can't wait another year for healthcare reform.

At every opportunity, Georgeanne has shared the story of losing her brother to our broken health insurance system and the stories of people she's met since she became a health reform activist.

"It's tragic that in this country, if you don't have money, you're not going to have health."

"Without health insurance, my brother couldn't get the necessary cardiac care to keep him alive. This is the face of uninsured Americans whom we loved most dearly. Without meaningful reform, there will be many more. We just don't know their names yet."

Thanks to the work of volunteers like Georgeanne Koehler, and many more outraged and engaged citizens like her, President Obama signed the Patient Protection and Affordable Care Act into law on March 23, 2010. More work remains

for activists to do, but we are well on our way to making sure that no more families will suffer unnecessarily simply because their loved ones lacked health insurance.

For this reason, the Pennsylvania Health Access Network is establishing an annual award, the Georgeanne Koehler Award, to honor one activist a year who has dedicated himself or herself to the cause of health care reform. The first annual award, of course, goes to Georgeanne herself.

SPEAKERS

Keynote Speaker:

Valerie A. Arkoosh, M.D., M.PH.



Dr. Valerie Arkoosh is the President of the National Physicians Alliance, a multispecialty physician organization founded as a professional home for civically engaged physicians who focus on the core values of service, integrity and advocacy with a patient-centered lens. She is currently a member of the Board's Executive Committee and chairs the organization's *Secure Health Care For All* Campaign, which seeks to guarantee high quality, affordable health care for all.

Dr. Arkoosh holds the Master of Public Health degree, with a concentration in Health Policy, from the Johns Hopkins Bloomberg School of Public Health. Her policy study has focused on ways to provide access to health care for uninsured Americans with a particular emphasis on the impact of comprehensive state-based health care reform efforts. Dr. Arkoosh received the Doctor of Medicine from the University of Nebraska College of Medicine and a B.A. in economics from Northwestern University.

Dr. Arkoosh is Professor of Clinical Anesthesiology and Clinical Obstetrics and Gynecology at the University of Pennsylvania School of Medicine. Dr. Arkoosh's medical practice has centered on the care of the high-risk obstetric patient during labor and delivery. Her research has focused on drugs and devices using the spinal route of administration to produce labor analgesia. Dr. Arkoosh is an examiner for the American Board of Anesthesiology and an elected member of the Association of University Anesthesiologists.

She has won several resident teaching awards. Dr. Arkoosh has served as President of the Society for Obstetric Anesthesia and Perinatology (SOAP), an organization focused on the provision of optimal care to women during labor and delivery. Prior to joining the University of Pennsylvania, she was Chairman of the Department of Anesthesiology at Drexel University College of Medicine.

Dr. Arkoosh also has an avid interest in improving maternal and infant health in developing countries. She has participated in three medical missions to Kenya with Operation Smile and facilitated the development of SOAP's International Outreach Program.

Speakers, Luncheon Plenary Session

Ann S. Torregrossa

On January 1, 2009, Governor Rendell appointed Ann S. Torregrossa as Director of the Governor's Office of Health Care Reform. As Director, she oversees and coordinates the administration's continued commitment to being a national leader in health care reform.

For the four years before becoming Director, she served as Deputy Director of the Governor's Office of Health Care Reform. Her work was focused on developing the Prescription for Pennsylvania, the Administration's plan to provide affordable, accessible, quality health care coverage and long-term living services to all Pennsylvania.

Torregrossa is an attorney with 38 years experience in Medicaid law and health policy. Before joining GOHCR, she was the director of the Pennsylvania Health Law Project, a statewide public interest law firm that provides free assistance to consumers facing difficulties obtaining needed publicly funded health care. Her background makes her very familiar with the barriers facing consumers needing access to health care.

Torregrossa has taught an interdisciplinary course at the University of Pennsylvania for medical, law, masters of social work and graduate nurses on publicly funded health care. She has also taught courses at Villanova University School of Law, her alma mater.

Torregrossa and her husband, Joe, are longtime residents of Swarthmore. Their family includes two children, four grandchildren, and two golden retrievers.

Shelley Bain

Shelley Bain became the Director of the Bureau of Accident and Health Insurance for the Pennsylvania Insurance Department in November 2007. Shelley also serves as the Senior Health Policy Advisor to the Insurance Commissioner. Shelley is active on several health insurance committees for the National Association of Insurance Commissioners including the Health Insurance and Managed Care Committee, State Innovations in Health-care and Health Insurance taskforce, Senior Issues taskforce, and Medigap workgroup. Prior to her appointment as Bureau Director, she served as Senior Health Policy Advisor for the Oregon Insurance Division in the State of Oregon. Before that, she spent 18 years in health-care as a medical technologist and hospital laboratory manager. She also served as chair of the hospital's infection control and quality improvement committee. Shelley also serves on

the Board of Directors for the Autism Medical Treatment Foundation. She received an undergraduate degree from The Evergreen State College in Olympia, Washington, and a Doctor of Jurisprudence, cum laude, from Texas Tech University School of Law in Lubbock, Texas.

Kelly Hall

Kelly Hall is Senior Advisor for Health Care Policy in the office of Congresswoman Allyson Schwartz. Representing northeast Philadelphia and the surrounding suburbs, Congresswoman Schwartz advocates on behalf of all of Southeastern Pennsylvania's many health care stakeholders, including first and foremost consumers and patients. And as a member of the powerful Committee on Ways and Means, she was in the heart of health care reform negotiations. Since joining Congresswoman Schwartz's team in February 2009, Kelly has handled all of the many health issues the Congresswoman is passionate about — including promoting primary care, incentivizing the use of health information technology, common sense reforms to the private insurance market, delivery system reforms that promote high quality care, and many others.

Before working for Congresswoman Schwartz, Kelly spent two years working on health and education issues for Senator Sheldon Whitehouse of Rhode Island, and before that worked on Senator Whitehouse's successful 2006 senate campaign. She is a graduate of Brown University, in Providence, RI.

CONFERENCE CO-SPONSORS

Founded in 1958, **AARP** is a nonprofit, nonpartisan membership organization that helps people 50 and over to improve the quality of their lives. As the nation's largest membership organization for people 50+, AARP is leading a revolution in the way people view and live life after 50. AARP's mission is to enhance the quality of life for all as we age, leading positive social change, and delivering value to members through information, advocacy and service. AARP works tirelessly to fulfill its vision: a society in which everyone ages with dignity and purpose, and in which AARP helps people fulfill their goals and dreams.

Community Catalyst is a national nonprofit advocacy organization dedicated to making quality, affordable health care accessible to everyone. Since 1997, Community Catalyst has worked to build consumer and community leadership to transform the American health system. With the belief that this transformation will happen when consumers are fully engaged and have an organized voice, Community Catalyst works in partnership with national, state, and local consumer organizations, policy-makers, and foundations, providing leadership and support to change the health care system so it serves everyone--especially vulnerable members of society.

Consumer Health Coalition (CHC) is dedicated to inspiring a consumer movement to advance health and enhance access to quality, affordable health care. We further our mission by targeting populations that are at-risk for experiencing barriers to good health and health care. This includes people with low incomes, the uninsured and underinsured, people from racial and ethnic minority backgrounds, and people with all types of disabilities.

Families USA is a national nonprofit, non-partisan organization dedicated to the achievement of high-quality, affordable health care for all Americans. Working at the national, state, and community levels, we have earned a national reputation as an effective voice for health care consumers for 25 years.

The mission of **Lutheran Advocacy Ministry in Pennsylvania** is to advocate in both public and private sectors of society on behalf of, and in partnership with, those persons who are denied justice, dignity, reconciliation, peace, and access to basic human rights, and who lack adequate representation and voice in the arenas of public policy.

The **Mayor's Office of Consumer Affairs, City of Philadelphia**, was created in 2003 to put the City's resources to work on behalf of consumers. Whether it's fighting for lower insurance rates, against predatory lending, or for the rights of consumers, Philadelphia's residents have an advocate in the Office of Consumer Affairs. The office works every day against unfair, unscrupulous, and discriminatory practices in the marketplace.

The **National Physicians Alliance Foundation** creates research and education programs that promote active engagement of health care providers with their communities to achieve high quality, affordable health care for all.

Founded in 2005, the **Pennsylvania Budget and Policy Center (PBPC)** is a nonpartisan, statewide policy research project that provides independent, credible analysis on state tax, budget, and related policy matters, with attention to the impact of current or proposed policies on working families. The Budget and Policy Center analyzes and disseminates information on short-term budget, policy, and revenue proposals as well as long-term trends and challenges.

Pennsylvania Health Law Project (PHLP), a non-profit law firm founded in 1988, advances access to quality health care for low-income, vulnerable and disenfranchised people and communities. We have a deep understanding, experience, and commitment to overcoming the many barriers to health care. PHLP provides quality legal representation; advocates for systemic change to eliminate health injustices; and works to shape a society that promotes healthy lives and a health care system that is safe and coordinated, as well as accessible, efficient, and equitable.

Since 1975, the **Philadelphia Unemployment Project** has organized the poor and unemployed to fight for economic justice, bringing diverse groups together to bring about major changes that benefit millions of unemployed and impoverished; these victories prove that, once organized, working people and the unemployed can be a powerful voice in the city, state & nation.

The **Service Employees International Union** is an organization of more than 2.2 million members united by the belief in the dignity and worth of workers and the services they provide. We are dedicated to improving the lives of workers and their

families and creating a more just and humane society. In Pennsylvania, the SEIU PA State Council represents nearly 100,000 workers in the areas of health care, public services, property services and school employees. We work to coordinate and unify the collective political, administrative and communications structure of all SEIU locals and districts throughout the state.

UFCW Local 1776 represents 23,000 members who work in southeast, northeast and central Pennsylvania, northeast Maryland and southern New York in supermarkets, drug stores, food processing plants, government services, manufacturing facilities, nursing homes, professional offices, and Pennsylvania's Wine and Spirits Shops.

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