

## **Update: Publications, Media and Other Public Events Spring, 2015**

### **PEER-REVIEWED PUBLICATIONS**

Cebul RD, Love TE, Jain AK, Hebert CJ. Electronic health records and quality of diabetes care. *N Engl J Med.* 2011; 365:825-33.

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Cebul RD, Dade SE, Letourneau LM, Glaseroff A. Regional health improvement collaboratives needed now more than ever: program directors' perspectives. *Am J Managed Care* 2012; 18(6) Suppl. S112-S114.

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Kaelber DC, Waheed R, Einstadter D, Love TE, Cebul RD. Use and perceived value of health information exchange: one public healthcare system's experience. *Am J Managed Care.* 2013; 19: SP337-343.

### **MEDIA COVERAGE**

Starr, Patty and Kowalski, Tim F. "Improving Health Care Outcomes at an Affordable Cost—A Case for Transparency," Opinion, Guest Columnist/cleveland.com, February, 26, 2015.

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Tribble, Sarah Jane. "A Hospital Reboots Medicaid to give Better Care for Less Money," WCPN, Morning Edition story, August 5, 2014.

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Japsen, Bruce. "From Competition to Collaboration: A Cleveland Success Story." Robert Wood Johnson Foundation, Aligning Forces for Quality, Journalists on Quality article, March, 2014, 1-5.

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Wells, Susan J. "Holding Health Care Accountable." *HR Magazine*, September, 2013, 25-28.

Bronson, David L. "Internists Should Pursue Innovative Practice Models." *ACP Internist*, March, 2013. <http://www.acpinternist.org/archives/2013/03/presidents.htm>

"PCP's Drive Reduction in Cleveland Hospitalizations." *Ohio PCMH Weekly*, March 15, 2013. [http://publicapps.odh.ohio.gov/publicmassmailer/uploads/Mar\\_15\\_2013\\_Ohio\\_PCMH\\_Weekly.pdf](http://publicapps.odh.ohio.gov/publicmassmailer/uploads/Mar_15_2013_Ohio_PCMH_Weekly.pdf).

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## **AWARDS AND RECOGNITION**

Cebul, Randall D. 2015 Crain's Health Care Hero Award as an "Innovation All-Star." Cleveland, OH.

Cebul, Randall D. 2012 Community Champion Award. North Coast Health Ministry. Cleveland, OH.

Cebul, Randall D. American Red Cross Hero. American Red Cross, Cleveland, OH. November 2010.

Cebul, Randall D. 2009 Maurice Saltzman Award. Mt. Sinai Health Care Foundation, Cleveland, OH.  
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Cebul, Randall D. Population Health Workgroup, National Priorities Partnership. October, 2009.

## **REGIONAL AND NATIONAL PRESENTATIONS**

Thomas E. Love. "Better Health *Greater* Cleveland and Health Policy Research". Case Western Reserve University, Cleveland, OH, November 20, 2014.

ALIGN: A Summit on Increasing Value in Health Care. Washington, DC, November 13, 2014:

SG Bolen and F Afram-Gyening, Panelists. "The End Game: How to Use Data to Improve Quality."

R Adams, TE Love. Panelists. "Driving Quality Improvement"

JB Silvers. Spotlight. "Overcoming History."

Randall D. Cebul. Panelist, "PCMH Collaboration across the State: The Ohio Story." National meeting of the Patient-Centered Primary Care Collaborative, Washington DC, November 13, 2014.

Randall D. Cebul. Panel Moderator. "Integrating Behavioral Health into Primary Care." Annual meeting of Ohio Patient-Centered Primary Care Collaborative. COSI, Columbus, OH. November 7, 2014.

Randall D. Cebul. Panel Reactor. "Social Networks and Population Health." America's Essential Hospitals and Academy Health Innovation Summit, Washington, DC, October 29, 2014.

Rita Horwitz. Panelist, "Moving Together or Going it Alone? Does Payment Reform Need to be Multi-Payor and Multi-Stakeholder to Succeed?" Robert Wood Johnson Foundation and Academy Health Conference on Payment Reform: Honing the Models and Pushing the Boundaries. Chicago, IL, October 23-24, 2014.

Randall D. Cebul. "Red Carpet Care for Patients in Greatest Need: Greater Cleveland's 'Super-Utilizer' Project." Presentation, Medical Mutual of Ohio, Cleveland, OH, August 11, 2014.



Randall D. Cebul. "Choosing Tests Wisely: Improving our Intuition -- Opportunities for Research." CRSP 401 course lecture, Case Western Reserve University, Cleveland, OH, July 14, 2014.

Randall D. Cebul. "Scholarship in Medicine Using Data Driven Collaboration for Value-Based Care." NEOMED Scholarship Day, Department of Family and Community Medicine. Rootstown, OH, May 21, 2014.

Aleece Caron. "Engaging Physicians and Patients in Conversations about Overuse of Medical Tests and Procedures: Application of the Choosing Wisely® Campaign." Webinar, Oregon State Medical Association, May, 21, 2014.

Thomas E. Love. "Transparency in Performance Measurement and Public Reporting: Creating Better Health in Greater Cleveland." Dartmouth College, May 19, 2014.

Aleece Caron. Engaging Physicians and Patients in Conversations about Overuse of Medical Tests and Procedures: Application of the Choosing Wisely® Campaign." The Choosing Wisely Medical Education Summit, Washington, DC, April 30, 2014.

Randall D. Cebul. "Shortening the Path to Patient-Centered Care: Roles of Different Stakeholders." Presentation, Ohio State Medical Association, 12<sup>th</sup> Annual Education Symposium, Columbus, OH, April 4, 2014.

Aleece Caron, Rehan Waheed, James Campbell, Brook Watts, Bode Adebambo, Steven Ricanati. "Engaging Physicians and Patients in Conversations about Overuse of Medical Tests and Procedures: Application of the Choosing Wisely® Campaign." Case Western Reserve University Medical School Education Retreat, Cleveland, OH, March 6, 2014.

Randall D. Cebul. "Regional Health Improvement Collaboratives: Opportunities to Improve Population Health." Panel, Innovations in Population Health. 2014 iHealth Conference. Orlando, FL, February 1, 2014.

Thomas E. Love. "Better Health *Greater Cleveland*: Data and Insights to Drive Better Health Care for Everyone." 2013 Ohio Practice-Based Research Festival 2.0. Independence, OH, December 7, 2013.

Aleece Caron, Bode Adebambo, James Misak, and Wayne Forde. "Engaging Physicians and Patients in Conversations about Overuse of Medical Tests and Procedures: Application of the Choosing Wisely® Campaign." Family Medicine Educational Consortium, Philadelphia, PA, November 3, 2013.

Randall D. Cebul. Panelist, "Place-based Interventions to Address Obesity – a Role for EHRs; The Local Obesity Experiment: A Northeast Ohio Case Study." 2013 Medical Innovations Summit, Cleveland, OH, October 15, 2013.

Randall D. Cebul. Panelist, "When Less is More at the Doctor's Office." 90.3 WCPN Sound of Ideas, Ideastream. Cleveland, OH, October 3, 2013.

Jeffrey Gold and Randall Cebul. "Integrating High-Value, Cost-Conscious Care with Medical Education." Professional Development Seminar, 2013 Ohio Chapter Scientific meeting, Internal Medicine 2013: Putting into Practice High-Value Care. Columbus, OH, October 10, 2013.

Randall D. Cebul. "Association of a Regional Health Improvement Collaborative with Hospitalizations for Ambulatory Care Sensitive Conditions." Presentation, Center for Health Care Research and Policy Health Services Research Seminar. Cleveland, OH, September 27, 2013.

Randall D. Cebul. "Better Health *Greater Cleveland*." Presentation, Ohio Senate Medicaid Finance Subcommittee hearing on MetroHealth Care Plus for potential Medicaid expansion program. MetroHealth Medical Center, Cleveland, OH, August 20, 2013.

Rehan Waheed. "Better Health *Greater Cleveland*." Presentation, 164 first year medical students. Case Western Reserve University, Cleveland, OH, August 6, 2013.

Alice Petrusis. "Red Carpet Care Presentation." Presentation, Super-Utilizer Project Year 2 Summit, Chicago, IL, July 30, 2013.

Randall D. Cebul. Panelist, "Health Information Exchange in an Urban Setting." 2<sup>nd</sup> Annual Ohio Health Data Symposium sponsored by Ohio Department of Health and Case Western Reserve University Office of Strategic Initiatives, Case Western Reserve University, Cleveland, OH, June 5, 2013.

Randall D. Cebul. "Building a Plane in the Air: Hospitals, Primary Care, and the Other HIE." Presentation, State Health Law Implementation: Race to the Starting Line, sponsored by Alliance for Health Reform and the Association of Health Care Journalists, Cleveland State University Levine College of Urban Affairs, Cleveland, OH, May 16, 2013.

Randall D. Cebul. "Improving Health in Northeast Ohio: The Value of Vision, Actionable Measurement, and Aligned Forces." Presentation, Saint Luke's Foundation Board of Directors meeting, Cleveland, OH, March 26, 2013.

Randall D. Cebul. "Better Health *Great Cleveland*: Targeting the Triple Aim." Presentation, Clinical and Translational Science Collaborative External Advisory Review Board, Cleveland, OH, January 29, 2013.

Randall D. Cebul. "Shortening the Path to Better Care, Better Health, and Lower Costs." Presentation, Ohio Patient-Centered Primary Care Collaborative Fall Conference, Columbus, OH, November 30, 2012.

Randall D. Cebul, "Shortening the Path." Presentation at the National Academies of Practice Interprofessional Conference, September 15, 2012, Cleveland, OH.

Randall D. Cebul, "Shortening the Path to Patient-Centered Care: The Role of HIT in a Regional Health Improvement Collaborative." Presentation, Ohio Hospital Association Annual Meeting, Columbus, OH, June 12, 2012.

Randall D. Cebul. "The Potential of Electronic Health Records, and Aligned Forces to Improve the Value of Health Care." Speaker and Panelist, Bioenterprise Conference on Big Data's Impact on the Future of Healthcare, Warrensville Heights, OH, June 5, 2012.

Randall D. Cebul. "Aligning Forces for Quality in Northeast Ohio." Case Western Reserve University IHI Open School Conference, Cleveland, OH, May 12, 2012.

Randall D. Cebul. "What's Working and Why?" Panel moderator, Public Forum on Economic Development: What's Health Got to Do With It? Sponsored by the Free Medical Clinic of Greater Cleveland, Cleveland, OH, April 24, 2012.

Horwitz, Rita. "Data Transparency: Local Metrics that Matter." Seminar sponsored by Health Action Council Ohio and Worldwide Employer Benefits Network (WEB), Cleveland, OH. April 19, 2012.

Randal D. Cebul. "Using EHRs to Improve Quality and Reduce Costs." Medical Informatics Grand Rounds, Cleveland Clinic, Cleveland, OH, January 27, 2011.

Randall D. Cebul and Kurt Stange. Workshop, "Better Health *Greater Cleveland*: Research Opportunities." 2011 Northeast Ohio Practice-Based Research Network (PBRN) Research Festival Sponsored by Case Western Reserve University PBRN Shared Resource Facility of the Cleveland CTSA and Case Comprehensive Cancer Center, Independence, OH, December 3, 2011.

Randall D. Cebul. "Meaningful Use" panelist with U.S. Secretary of Health and Human Services Kathleen Sebelius, Cuyahoga Community College Metro Campus, Cleveland, OH. November 30, 2011.

Randall D. Cebul. "Better Health *Greater Cleveland*: "Lessons We're Learning about Population Health." Presentation to 2<sup>nd</sup> year medical students at Cleveland Clinic Lerner College of Medicine, Cleveland, OH, November 22, 2011.

Randall D. Cebul. "Helping Greater Cleveland Become a Healthier Place to Live and a Better Place to do Business." Northeast Ohio Academy of Family Physicians, Cleveland, OH, November 15, 2011.

Neal V. Dawson. "Using Electronic Medical Records to Improve Care: Evidence of Progress." Weekend Scientific Program, University of Missouri, Columbia, MO, October 2011.

Randall D. Cebul. "Engaging People as Patients and Employees in Better Care: Lessons We're Learning in 'Better Health *Greater Cleveland*.'" SMART Center Conference sponsored by the Frances Payne Bolton School of Nursing, Cleveland, OH, October 17, 2011.

Randall D. Cebul. "Helping Greater Cleveland Become a Healthier Place to Live and a Better Place to do Business. What we can do together." Leadership Conference, Ritz Carlton Hotel, Cleveland, OH, October 11, 2011.

Randall D. Cebul. "Better Health *Greater Cleveland*: Helping Greater Cleveland to be a Healthier Place to Live and a Better Pace to do Business" Case Western Reserve University, Dialogue on Discover event, Cleveland, OH, September 22, 2011.

James Misak. "Helping Greater Cleveland Become a Healthier Place to Live and a Better Place to Do Business." Presentation, Visiting International Delegation, MetroHealth Medical Center, Cleveland, OH, August 1, 2011.

Randall D. Cebul. "Using Health IT for Chronic Disease Management – A Cluster Trial followed by Region-wide Applications." AHRQ Webinar on Using Health IT Chronic Disease Management, June 21, 2011.

Randall D. Cebul. "Quality of Care and Electronic Medical Records: Implications of Increased Adoption and Meaningful Use." Presentation, Academy Health Annual Meeting, Seattle, WA, June 13, 2011.

Randall D. Cebul. "Better Health *Greater Cleveland*." Greater Cleveland Physician Connection Dialogues, Cleveland, OH, June 7, 2011.

Randall D. Cebul. "Measuring and Addressing Disparities in a P4P World." Presentation, Sixth National Pay-for-Performance Summit, San Francisco, CA, March 23, 2011.

Randall D. Cebul. "Better Health Greater Cleveland / Aligning Forces for Quality Heart Failure Readmission Regional Strategy." Presentation, Heart Failure Hospital Quality Network, Center for Health Affairs, Cleveland, OH, March 15, 2011.

Randall D. Cebul. "Trends in Care and Outcomes: EMR vs. Paper — *Better Health, 2007-2010*." Presentation, Ohio Department of Jobs and Family Services/Medicaid, January 28, 2011, Columbus, OH, January 28, 2011.

Randall D. Cebul. "Better Health *Greater Cleveland*." Presentation, Commission for Advancement of Academic Medicine, Cleveland, OH, November 11, 2010.

Randall D. Cebul. "Better Health *Greater Cleveland*." Presentation, CEO, Cleveland Clinic Health System Regional Hospitals, Cleveland, OH, November 8, 2010.

Randall D. Cebul. "Better Health *Greater Cleveland*: Quality Improvement Lessons, We're Learning from Our Data." Presentation, MetroHealth Quality Improvement Boot Camp Session No. 5, Cleveland, OH, September 14, 2010.

Randall D. Cebul, "Better Health *Greater Cleveland*. Report #5 to the Community, June 29, 2010." Update presented at Medical Mutual of Ohio Network Meeting, Cleveland, OH, July 29, 2010.

Randall D. Cebul. "All Health Care is Local: Better Health *Greater Cleveland*." Presentation, Aligning Forces for Quality (AF4Q) National Advisory Committee Meeting, Washington, DC, June 7, 2010.

Randall D. Cebul. "Ohio's Health Care Safety Net: Challenges and Opportunities." Panelist, Health Policy Institute of Ohio; Northeast Ohio University College of Medicine, Rootstown, OH, June 4, 2010.

Randall D. Cebul. "Measurement Matters: Public Reporting to Shine a Light on Regional Disparities." Panelist, Brookings Conference on Data-driven Strategies for Eliminating Health Disparities, Washington, DC, March 25, 2010.

Randall D. Cebul. "Measurement Matters: EMR-catalyzed Public Reporting to Reduce Regional Disparities." Panelist, National Priorities Partnership Work Group Conference, Washington, DC, February 17, 2010.

Randall D. Cebul. Panelist, "Ohio Health Care Coverage and Quality Council Primary Care Home Learning Session," Reynoldsburg, OH, February 10, 2010.

John Hickner. "Improving the Health of the Community through Measurement: The Better Health *Greater Cleveland* Project." Presentation, Family Medicine Residency Program, Fairview Hospital/Cleveland Clinic. Cleveland, OH, January 20, 2010.

Diane Solov. "Public Reporting: Showcasing Improvement," Panelist, Aligning Forces for Quality National Meeting, Phoenix, AZ, November 20, 2009.

Randall D. Cebul. "Introduction to Better Health *Greater Cleveland*." University Hospitals Geauga Medical Center Primary Care Institute, Chardon, OH, November 11, 2009.

Randall D. Cebul. "Better Health *Greater Cleveland*: An Epicenter for Improved Health." MetroHealth Medical Center, Cleveland, OH, November 5, 2009.

Christopher J. Hebert. "Better Health *Greater Cleveland*." Case School of Medicine Symposium on Connecting the Dots in Quality and Patient Safety, Cleveland, OH, October 30, 2009.

Randall D. Cebul. "Improving Care and Outcomes in Uninsured Populations: The Invisible Disparity." AHRQ 2009 Annual Conference, Washington, DC,

Randall D. Cebul. "Diabetes in Greater Cleveland: Measurement Matters and Root Causes." Cleveland Association of Business Economics, Cleveland, OH, April 13, 2009.

Randall D. Cebul. "Reducing Overuse in Communities: Measurement Matters." Presentation, Lakewood Hospital Diabetes and Endocrine Center and ADA's Cleveland Leadership Board, Lakewood, OH, April 2, 2009.

Randall D. Cebul. "Reducing Overuse in Communities." Panel presentation, Annual Spring Implementation Conference, National Quality Forum, Cleveland, OH, March 27, 2009.

Randall D. Cebul. "Improving Chronic Care: An Integrated and Collaborative Approach to Better Health." Presentation, Center for Community Solutions 67th Annual Human Services Institute. Cleveland, OH, March 13, 2009.

Randall D. Cebul. "Better Health *Greater Cleveland*: Good News and Challenges." Presentation, MetroHealth Foundation Board of Directors, Cleveland, OH, February 24, 2009.

Randall D. Cebul. "Measuring and Improving Care and Outcomes in Diabetes: Greater Cleveland under the National Quality Microscope." Medical Grand Rounds, Lakewood Hospital, Cleveland, OH, January 28, 2009.

Randall D. Cebul. "Better Health, *Greater Cleveland* Update." Presentation, Academy of Medicine of Northern Ohio Board of Directors, Independence, OH, January 20, 2009.

Randall D. Cebul. "Data-driven Strategies to Motivate and Sustain Regional Quality Improvement." Presentation, Aligning Forces for Quality National Meeting, Washington, DC, December 4, 2008.

Randall D. Cebul. "Better Health Greater Cleveland: Using Electronic Medical Records to Catalyze Improvements in Care for People with Chronic Conditions." Presentation, Ohio Quality Improvement Institute, Columbus, OH, November 18, 2008.

Randall D. Cebul. "Using Health IT to Measure and Improve Health Care Quality for all Patients: Better Health, Greater Cleveland." Presentation at Health Policy Institute of Ohio, Annual Ohio Health IT Summit, Columbus, OH, October 27, 2008.

Randall D. Cebul. "Using EMRs to Measure and Improve Outcomes for All Patients: The Insurance Effect on Poor Glycemic Control." Presentation, Epic Corporation's Research Advisory Council meeting, Verona, WI, June 12, 2008.

Diane Solov. "Better Health *Greater Cleveland* Journey Book." Presentation, AF4Q Consumer Engagement Learning Community, Amelia Island, FL, May 16, 2008.

Randall D. Cebul. "Linking Public Reporting to Quality Improvement and Patient Activation: The Greater Cleveland Collaborative." Presentation, AF4Q National Meeting, Amelia Island, FL, May 14, 2008.

Randall D. Cebul. "Aligning Forces for Quality – The Northeast Ohio Collaborative." Presentation, Executive Committee of the American Board of Internal Medicine, Philadelphia, PA, January 17, 2008.

Randall D. Cebul. "Aligning Forces for Quality – The Northeast Ohio Collaborative." Presentation, Academy of Medicine of Cleveland and Northern Ohio, Independence, OH, November 13, 2007.

Barbara Belovich. "Aligning Forces in Northeast Ohio." Presentation, National Business Coalition on Health annual meeting, Scottsdale, AZ, November 11, 2007.

Randall D. Cebul. "Using Electronic Medical Records for Measuring and Improving Performance: Opportunities and Lessons We're Learning." Presentation, American Clinical and Climatological Association annual meeting, Tucson, AZ, October 18, 2007.

Randall D. Cebul. "An Introduction to Aligning Forces Initiative." Presentation, Center for Health Affairs, Cleveland, OH, September 6, 2007.

## **LEARNING COLLABORATIVE SUMMITS**

Summit XVI. "A New Era: Providers and Employers Transforming Health Care Together. April 17, 2015. **Keynote Speaker Elizabeth Mitchell, President and CEO, Network for Regional Healthcare Improvement.** One-day learning session attended by 180. stakeholders in health and health care, Warrensville Heights, OH.

Summit XV. "Finding Solutions to Health Equity." September 26, 2014. **Keynote Speaker David Baker, MD, MPH, Northwest University.** One-day learning session attended by 190 stakeholders in health and health care, Warrensville Heights, OH.

Summit XIV. "Accelerating the Pace of Accountable Care." April 11, 2014. **Keynote Speaker Alan Glaseroff, MD, Co-Director, Stanford Coordinated Care, Stanford University.** One-day learning session attended by 176 stakeholders in health and health care, Warrensville Heights, OH.

Summit XIII. "Can We Talk? Having Conversations that Help Patients Make Wise Choices." October 4, 2013. **Keynote Speaker John Santa, MD, MPH Medical Director, Consumer Reports Health.** One-day learning session attended by 185 stakeholders in health and health care, Warrensville Heights, OH.

Summit XII. "Bridging Care and Community: Patient Centered Medical Home + Community Partnerships to Achieve Population Health." March 8, 2013. **Keynote Speakers Theodore E. Wymyslo, MD, Director, Ohio Department of Health and Terry Allan, Health Commissioner, Cuyahoga County Board of Health.** One-day learning session attended by 202 stakeholders in health and health care, Warrensville Heights, OH.

Summit XI. "Hiking through the Healthcare System: Shortening the Path to Value, Quality and Cost." September 14, 2012. **Keynote Speaker Ron Copeland, MD, FACS, President and Executive Medical Director, Ohio Permanente Medical Group.** One-day learning session attended by 155 stakeholders in health and health care, Warrensville Heights, OH.

Summit X. "New Routes to Better Health: Where Will You Go?" March 23, 2012. **Keynote Speaker Thomas H. Lee, MD, Network President for Partners Health System.** One-day learning session attended by 185 stakeholders in health and health care, Lyndhurst, OH.

Summit IX. "Our Patients, Our Partners: Strategies for Improved Patient Engagement." September 23, 2011. **Keynote Speaker Jack Cochran, MD, FACS, Executive Director, The Permanente Federation, LLC.** One-day learning session attended by 175 stakeholders in health and health care, Lyndhurst, OH.

Summit VIII. "Building an Accountable Care Community." March 11, 2011. **Keynote Speaker Ronald A. Paulus, MD, MBA, President and CEO, Mission Health System, Asheville, NC.** One-day learning session attended by 160 stakeholders in health and health care, Lyndhurst, OH.

Summit VII. "Meaningful Use of the Electronic Medical Record: Best Practices for Improving Hypertension Care." October 1, 2010. **Keynote Speaker R. James Dudl, MD, Diabetes Lead, Care Management Institute, Kaiser Permanente, Oakland, CA.** One-day learning session attended by 160 stakeholders in health and health care, Lyndhurst, OH.

Summit VI. "Topics in Replicable Best Practices." March 5, 2010. **Keynote Speaker Eric B. Larson, MD, MPH, MACP, General Internist, Professor of Medicine at the University of Washington and Executive Director of the Group Health Research Institute.** One-day learning session attended by 185 stakeholders in health and health care, Lyndhurst, OH.

Summit V. "Topics in Patient-Centered Care." September 18, 2009. **Keynote Speaker Dr. Richard J. Baron, MD, FACP.** One-day learning session attended by 78 stakeholders in health and health care, Lyndhurst, OH.

Summit IV. "Hypertension, Heart Failure and Coronary Artery Disease." March 13, 2009. All-day learning session attended by 70 stakeholders in health and health care, The Learning Xchange, Louis Stokes Cleveland VA Medical Center, Cleveland, OH.

Summit III. "Heart Failure." September 11, 2008. All-day learning session attended by 100 stakeholders in health and health care, The Learning Xchange, Louis Stokes Cleveland VA Medical Center, Cleveland, OH.

Summit II. "Diabetes and Cardiovascular Disease." March 14, 2008. All-day learning session attended by 100 stakeholders in health and health care, The Learning Xchange, Louis Stokes Cleveland VA Medical Center, Cleveland, OH.

Summit I. "Quality Improvement Learning Collaborative." September 28, 2007. All-day learning session attended by 100 stakeholders in health and health care. The Learning Xchange, Louis Stokes Cleveland VA Medical Center. Cleveland, OH.

## **COMMUNITY HEALTH CHECKUPS**

14<sup>th</sup> Community Health Checkup. "Transforming Payment for a Healthier Ohio." January 27, 2015. **Keynote Speaker Greg Moody, Director, Governor's Office of Health Transformation,** Executive Summary, Winter, 2015.  
[http://www.chrp.org/bhreports/ExecSummary/Winter\\_2015/es\\_winter\\_2015\\_web\\_v1.html](http://www.chrp.org/bhreports/ExecSummary/Winter_2015/es_winter_2015_web_v1.html)

13<sup>th</sup> Community Health Checkup. "Providing Care for Patients with the Highest Needs." July 17, 2014. **Keynote Speaker Jeffrey Brenner, MD, 2013 MacArthur Fellow, Founder and Executive Director Camden Coalition of Healthcare Providers.** Executive Summary, Summer 2014. [http://www.chrp.org/bhreports/ExecSummary/Summer\\_2014/index.html](http://www.chrp.org/bhreports/ExecSummary/Summer_2014/index.html)

12<sup>th</sup> Community Health Checkup. "ObamaCare after 37 Days: Will it Work?" February 7, 2014. **Keynote Speaker T.R. Reid, reporter, author, commentator, documentary-maker.** Executive Summary, Winter 2014.  
[http://www.chrp.org/bhreports/ExecSummary/Winter\\_2014/index.html](http://www.chrp.org/bhreports/ExecSummary/Winter_2014/index.html)

11<sup>th</sup> Community Health Checkup. "Readying the Workforce for Health Care Transformation: An Educational Framework for Patient Centered Care Supported by Health IT." A collaborative event with Cuyahoga Community College, June 20, 2013. Executive Summary, Summer 2013. "The Power of Partnership." [http://chrp.org//bhreports/ExecSummary/es\\_summer2013.html](http://chrp.org//bhreports/ExecSummary/es_summer2013.html)

10<sup>th</sup> Community Health Checkup. "Better Care, Better Health, Lower Cost: It Takes a Community." January 30, 2013. **Keynote Speaker Anne F. Weiss, Senior Program Officer, Robert Wood Johnson Foundation and Director, Aligning Forces for Quality.** Executive Summary, Winter, 2013.  
<http://www.betterhealthcleveland.org/BetterHealth/files/81/8143a2d9-ab59-462b-a194-8e7c83c2dedd.pdf>



9<sup>th</sup> Community Health Checkup. “Shortening the Path to High-Quality, High-Value Health Care.” June 28, 2012. **Keynote Speaker Robert Galvin, MD, Chief Executive Officer, Equity Healthcare Executive Director, Corporate Private Equity, The Blackstone Group.** Executive Summary, Summer 2012. <http://betterhealthcleveland.org/BetterHealth/files/4f/4f9f31d3-bd91-49cf-bb1a-4a101c1ba19b.pdf>

8<sup>th</sup> Community Health Checkup. “The Power of Partnership.” February 2, 2012. **Keynote Speaker Carolyn M. Clancy, MD, Director, Agency for Healthcare Research and Quality U.S. Department of Health and Human Services.** Executive Summary Winter 2012. <http://betterhealthcleveland.org/BetterHealth/files/5d/5dac2828-c8eb-4128-bed4-b4ba6ffd434d.pdf>

7<sup>th</sup> Community Health Checkup. “Aligning Incentives for the Health Care We Want.” **Keynote Speaker Harold D. Miller, Center for Healthcare Quality and Payment Reform, June 30, 2011.** Executive Summary Summer 2011. <http://www.betterhealthcleveland.org/getdoc/39e15754-6899-4f12-9b83-c9a3326c4c97/BHGC-Summer-2011.aspx>

6<sup>th</sup> Community Health Checkup. “Keeping the Promise of Electronic Health Records & Information Exchange.” January 31, 2011. **Keynote Speaker Marshall Chin, MD, University of Chicago.** Executive Summary, Winter 2011. <http://betterhealthcleveland.org/BetterHealth/files/52/52e14144-867b-4de2-a744-95f97c3191bc.pdf>

5<sup>th</sup> Community Health Checkup. “We’re Getting Better.” June 29, 2010. **Keynote Speaker Wayne J. Riley, MD, MBA, President and Chief Executive Officer, Meharry Medical College.** Executive Summary Summer 2010 [http://www.betterhealthcleveland.org/getdoc/05d3058a-8e2a-4011-b867-14e04b13b4c9/ExecSummary\\_Summer\\_2010.aspx](http://www.betterhealthcleveland.org/getdoc/05d3058a-8e2a-4011-b867-14e04b13b4c9/ExecSummary_Summer_2010.aspx)

4<sup>th</sup> Community Health Checkup. “Measurement Matters.” Winter 2010. <http://betterhealthcleveland.org/Misc--Documents/BHGC-Executive-Summary-Winter-2010.aspx>

3<sup>rd</sup> Community Health Checkup. “Focus on: Health Reform and Better Health.” June 25, 2009. **Keynote Speaker David Cutler, Ph.D., Otto Eckstein Professor of Applied Economics at Harvard University Top health advisor to the Obama presidential campaign.** Executive Summary Summer 2009 <http://betterhealthcleveland.org/getdoc/6ad04049-5c85-4202-87c2-f5b51d3451b6/Executive-Summary-BHGC-8-5x11.aspx>

2<sup>nd</sup> Community Health Checkup. “Diabetes Care and Outcomes: Focus on Disadvantaged Populations.” January 27, 2009. **Keynote Speaker Carolyn M. Clancy, MD, Director, Agency for Healthcare Research and Quality.** Executive Summary Winter 2009. [http://betterhealthcleveland.org/getdoc/8f1a75c9-8aae-43be-bb54-dc15197ec881/0708\\_Executive\\_Summary.aspx](http://betterhealthcleveland.org/getdoc/8f1a75c9-8aae-43be-bb54-dc15197ec881/0708_Executive_Summary.aspx)

1<sup>st</sup> Community Health Checkup. **Aligning Forces for Quality National Kick-Off Media Event, Idea Center.** June 5, 2008. <http://www.betterhealthcleveland.org/Community-Health-Checkup/Download-Report.aspx>

## BETTER HEALTH WEBINARS

Thomas E. Love, Alice Stollenwerk Petrulis MD, FACP. "Using Electronic Health Records to Target Care." Webinar hosted by Maine Quality Counts, September 18 2014.

Thomas E. Love. "Improving Health Equity." Webinar hosted by the Robert Wood Johnson Foundation, 223 participants, July 28, 2014.

Aleece Caron. "Engaging Physicians and Patients in Conversations about Overuse of Medical Tests and Procedures: The Application of the Choosing Wisely® Campaign." Webinar hosted by Oregon State Medical Association, May, 21, 2014

Randall D. Cebul. "Shortening the Path: Using Data to Find and Disseminate Best Practices, Insights from *Aligning Forces for Quality*." Webinar hosted by the Robert Wood Johnson Foundation, September 24, 2012

Diane Solov. "Sustaining the Work: The Continuing Quest to Win the Hearts, Minds, and Financial Support of all Stakeholders." Webinar for Aligning Forces for Quality Affinity Group Meeting, July 17, 2012.

Randall D. Cebul, Thomas E. Love, Douglas Einstadter. "Combining Census and Clinical Data, Part 3." Webinar hosted by Aligning Forces for Quality, May 9, 2012.

Randall D. Cebul, Thomas E. Love, Douglas Einstadter. "Combining Census and Clinical Data, Part 2." Webinar hosted by Aligning Forces for Quality, April 11, 2012.

Randall D. Cebul, Thomas E. Love, Douglas Einstadter. "Combining Census and Clinical Data, Part 1." Webinar hosted by Aligning Forces for Quality, March 14, 2012.

"The Good, the Bad and the Ugly: A Panel Discussion with Five New EHR Adopters." Webinar, partnered with St. Vincent Charity Medical Center, February 24, 2011.

C. Martin Harris, MD, Chief Information Officer and Chairman of the Information Technology Division of the Cleveland Clinic. "Understanding Meaningful Use: A National Perspective," January 10, 2011.

## OTHER CONVENING EVENTS

"We Get What We Pay For: Ohio's Plan to Transform Payments to Improve Health." **Keynote Speaker Greg Moody, Director, Governor's Office of Health Transformation. The City Club Friday Forum in collaboration with The City Club of Cleveland**, January 27, 2015.

"Red Carpet Care Graduation Ceremony." MetroHealth Medical Center Atrium to celebrate the graduation of the Red Carpet Care patients. July 9, 2014.

"Better Health in a New Era." **Keynote Speaker T.R. Reid, The City Club Friday Forum in collaboration with The City Club of Cleveland**, February 7, 2014.

"When Less is More at the Doctor's Office." 90.3 WCPN Sound of Ideas broadcast, featuring the Choosing Wisely® initiative. **Dr. John Santa, Director of Consumer Reports Health Rating**

**Center; Randall D. Cebul, MD, Director of Better Health Greater Cleveland; and J.B. Silver, PhD, Professor of Finance, CWRU.** Moderated by Plain Dealer reporter Mike McIntyre, October 3, 2013.

“Improving Care Transitions across Settings: Reducing 30-Day Readmissions.” Case Western Reserve University Wolstein Center, June 13, 2012.

“Redesigning the Future of Healthcare Leadership Summit.” **Keynote Speaker A. Mark Fendrick, MD, Director Center for Value-Based Insurance Design, University of Michigan.** The Ritz Carlton Hotel, Cleveland, OH, May 1, 2012.

“Transitions of Care Follow-Up Event.” Keynote Mary D. Naylor, PhD, RN, FAAN, Corporate College East, Warrensville Heights, OH, December 7, 2011.

“Improving Quality and Reducing Cost of Chronic Disease Care in Cleveland, A Leadership Summit.” **Keynote Speaker and Facilitator Harold D. Miller.** The Ritz Carlton Hotel, Cleveland, OH, October 11, 2011.

“Care About Your Care.” Cleveland, OH, Corporate College East September 15, 2011.

“The Good, the Bad and the Ugly: A Panel Discussion with Five New EHR Adopters.” Webinar, in collaboration with St. Vincent Charity Medical Center. February 24, 2011.

Community Event. Dave’s Mercado Supermarket, Cleveland, OH. *Better Health*, the Diabetes Association of Greater Cleveland, Neighborhood Family Practice and Dave’s Supermarket partnered to produce two afternoon events on health eating at Dave’s Mercado location, Cleveland, OH, January 20 & January 27, 2011.

“EHR: Bringing Joy Back to Primary Care.” **Keynote Speaker Richard J. Baron, MD, FACP,** Corporate College East, November 10, 2010.

Corporate Executives Breakfast Meeting on Value-based Purchasing, featuring **Martín J. Sepúlveda, MD, IBM Corp.,** Cleveland Clinic Campus, November 1, 2010.

## **BROCHURES**

Red Carpet Care 2014-2015 Calendar. July, 2014

Red Carpet Care 2013-2014 Calendar. June, 2013.

Red Carpet Care Enrollment Brochure. January, 2013.

The Power of Partnership, action-oriented brochure-SPANISH. January, 2011

Recipe Cards. Heart & Diabetic Healthy Spanish & English. January, 2011

The Power of Partnership, action-oriented brochure. November, 2009.

The Power of ... (Partnership, Knowledge, Me, Courage), series of 6 posters. December, 2008.

How Well are You and Your Doctor Managing Your Health? informational pamphlet. May, 2008.

**WEB SITE**

[betterhealthcleveland.org](http://betterhealthcleveland.org). Web site launched June 5, 2008.

[within3.com](http://within3.com). Web site launched January/February 2008 for internal communications with the AF4Q physician community.