

MAY 2021

## EXECUTIVE DIRECTOR'S MESSAGE



I am both humbled and excited to start my tenure as the Executive Director of the Population Health Alliance. For those that don't know me, I have been involved in Medicaid managed care issues since 2000, including leading the Medicaid Health Plans of America for nine years, serving as an executive in the compliance

and government affairs areas for DC Chartered Health Plan, and serving as a Senior Advisor to the Gorman Health Group. I also spent over three years serving and CEO of Family Matters of Greater Washington. I also have the pleasure of serving as Treasurer of the Sickle Cell Disease Association of America. Each newsletter, I will share some of my thoughts with you about the population health universe.

I recently came across an April 27 article in Managed Healthcare Executive titled "5 Population Healthcare Trends to Watch", written by Karen Appold.

### **1. Virtual care: Up, up and not going away**

The article opens by noting that "Telehealth, telemedicine and remote patient monitoring have transformed access to care and how care is delivered". Indeed, in a March 22nd USA article by Adriana Rodriguez, Telemedicine had the biggest impact on mental health visits with approximately 33% of appointments held virtually, according to athenahealth's dashboard data.

Consequences of the COVID-19 pandemic—such as job insecurity or the loss of a loved one – have had a significant impact on Americans' mental health with anxiety and depression becoming the most common issues, experts say. We noted those same trends at our behavioral health clinic at Family Matters.

### **2. Spotlight is trained on SDOH**

My good friend John Gorman, Chairman at Nightingale Partners, indicated that Social Determinants of Health are "Four fancy words for poverty and racism and should be right at the top...Attributable to 60-80% of health spending. Exacerbated badly by the pandemic. The only way to truly bend the curve on costs is to address poverty and racism directly. Disparities in care equals \$93B in medical costs and \$42B in lost productivity annually...."

### **3. The awakening to racism**

It's hard to ignore the activity around the country last year related to the protests concerning George Floyd, Breonna Taylor, and others. The awareness to disparities in care has been a historic focus of many stakeholders and has only been heightened in this environment.

### **4. Messaging is a cage match**

The article noted that "The pandemic has also underscored the importance of healthcare and science messages, particularly because whatever messages healthcare officials care to emphasize may be in information combat with conspiracy theories and other misinformation circulating through social media".

### **5. Population health itself is having a moment**

The article noted that "private equity and venture capital money is flowing into the population health space while acquisitions of various key components of population health functionality and networks continue at a rapid pace." There were more than 700 private equity deals in the healthcare industry in 2018, and the healthcare sector continues to draw private equity investors.

I look forward to working with each and every one of you during my tenure at PHA. Please feel free to drop me a line anytime at [Tjohnson@populationhealthalliance.org](mailto:Tjohnson@populationhealthalliance.org).

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## NEW ED ANNOUNCEMENT



The Population Health Alliance (PHA) announced on April 6th that it is investing in the Association's growth with newly appointed Executive Director Thomas L. Johnson. Thomas comes to us with highly relevant executive leadership experience including over eight years at the Medicaid Health Plans

of America where he led the organization to achieve 650% growth. He holds a BA, Political Science from Tufts University and a JD, Law from Howard University.

Population health management is at the center of the sweeping shift to value-based care, holistic consumer centric care and the march to health equity for all. Over the last two decades of advocacy, network building, quality, research, and education, PHA has led a network of Corporate members and partners in raising the profile of population health improvement models including health and wellness, chronic care management, social determinants of health and health equity as key components of health care transformation. "There is no better time in the history of PHA to bring on such an experienced and committed leader as Thomas Johnson. With our BOD commissioned strategic plan and newly appointed leadership, PHA is poised to reach new heights in both growth of our membership and impact from far reaching initiatives", said Rose Maljanian Board Chair Emeritus for the Population Health Alliance. Read full release [here](#).

## MESSAGE FROM ROSE MALJANIAN— OUR BOARD CHAIR EMERITUS



**Striving to Advance Your Organization's Market Leadership?** Population Health Management involves a complex set of strategies that cross managed care, healthcare delivery, informatics, financing and consumerism. In contrast to the one-track conferences that focus on a single dimension of population

health, the Population Health Alliance 2021 Innovation Summit and Capital Caucus "**Innovation in Resource Allocation—Population Health Management Strategies to Recover Losses and Accelerate Gains**" being held in Washington, DC October 26th & 27th is a multi-dimensional event that will bring new insights to your team from several vantage points including a keynote from Dr. Sandro Galea and copy of his book *Well*, panels on digital health, analytics, investment strategy, behavioral health, social determinants of health, and a luncheon keynote from CMMI regarding industry innovations and opportunities. In addition to a highly engaging agenda, your and your team will have opportunities to meet with other industry leaders and develop relationships with key decision makers that will yield dividends for years to come. We are planning a hybrid in person and online event in Washington DC, amongst the first events to gather industry leaders live this year. For our members and sponsors—watch for additional communications on our VIP events. Register for the Summit [here](#). I look forward to seeing you in DC!



CareSignal®

Deviceless Remote  
Patient Monitoring™

## WELCOME TO OUR NEW MEMBER!

**CareSignal is a Deviceless Remote Patient Monitoring™ platform that improves payer and provider performance in value-based care.**

The company leverages real-time, self-reported patient data and artificial intelligence to produce long-term patient engagement while identifying clinically actionable moments for proactive care. Its evidence-based platform has been proven in 10 peer-reviewed studies and over a dozen payer and provider implementations across the U.S. to sustainably scale care teams to help 10 times more patients, resulting in significant improvements in chronic and behavioral health outcomes and reduced ED utilization. With confidence in its outcomes, CareSignal offers partners at-risk pricing and consistently delivers 4.5 times to 10 times ROI within the first year of its partnerships. For more information, [visit our website](#) or try a self-guided demo.

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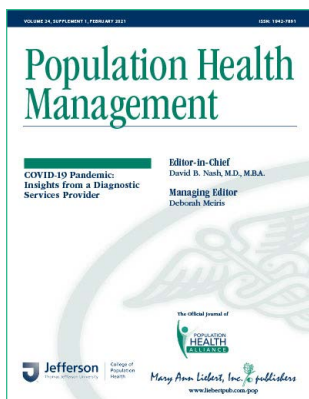
# Join The Industry's Only Multi-Stakeholder National Professional and Trade Association Focused Solely on Population Health Management!

## Join The Industry's Only Multi-Stakeholder National Professional and Trade Association Focused Solely on Population Health Management!

- Increase visibility with a press release and listing on our website and newsletter as a new member
- Add your latest #pophealth announcements to our monthly newsletter–The Voice of Population Health
- Stay current on the latest science with an online subscription to our official peer-reviewed journal: Population Health Management
- Utilize member discounts at PHA events, products or activities that include registration fees; plus a discount on academic offerings at the [Jefferson College of Population Health](#)
- Participate in member-only events
- Work alongside industry leaders on projects related to Quality & Research and Government Affairs through participation on PHA committee
- Share your population health success stories with peers across the country through our showcase webinars or thought leadership blog

## JOIN TODAY!

To sign up for a new membership, fill out the simple [membership application](#) that matches your organization type and pay dues online



In the latest article from the Official Journal of PHA **"Multi-Sector Partnerships and Networks to Support Social Health, Medical Education, and Return on Investment"** authors David B. Nash, Jess Dobbins, Tray Cockerell, and LeChauncy Woodard examine how "social context contributes to overall health and wellness". At a discussion between several Houston health and allied professionals, the group focused their discussion on the question of "Please tell us about a time that you successfully, or unsuccessfully, engaged in a nontraditional partnership or collaboration to address a significant health issue", and the three key themes that arose during the discussion are written about in this piece. [PHA Members](#) have access to the journal, contact your organization's representative or reach out to [staff@populationhealthalliance.org](mailto:staff@populationhealthalliance.org) for assistance.

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# 2021 Innovation Summit and Capitol Caucus

October 26-27, 2021 • Washington, DC  
Top of the Hill Banquet & Conference Center

[REGISTER HERE](#)

## AGENDA—Tuesday, October 26, 2021

### 2:00-3:00 pm – Panel sponsored by Welldoc

The focus of this panel would be the actualization of digital health solutions in the healthcare ecosystem, with real-world examples of success from a National payer and a large safety net hospital system serving a diverse population in the heart of NYC.

- Keith Reynolds, Welldoc's Chief Operations Officer
- Key opinion leader from a large National payer
- Key opinion leader from large NYC safety net hospital

## AGENDA—Wednesday, October 27, 2021

### 7:00 am – 7:30 am – Registration / Breakfast / Networking

### 7:30 am – 8:00 am – Welcome Address

- Jaan Sidorov, PHA President

### 8:00 am – 8:30 am – Morning Keynote: *Well*—The Population Health Improvement Imperative

- Dean Sandro Galea, MD, DrPH at Boston University School of Public Health

### 8:30 am – 9:00 am – Fireside Chat: Industry Challenges and Transformative Strategies

- Glen Tullman – Transcarent
- Rose Maljanian – Chairman and CEO, HealthCAWS and Business Advisor, WaveEdge Capital

### 9:00 am – 9:45 am – Digital Health: Optimized Engagement and Outcomes

- Laura Wamsley - VirginPulse
- John Whyte – WebMD
- Jeff Dobrow – Chief Innovation Officer Transcarent
- Anand Iyer – Welldoc

### 9:45 am – 10:30 am – Innovations in Investments & Capital

- Rose Maljanian (Host) – Chairman and CEO, HealthCAWS and Business Advisor, WaveEdge Capital
  - Chetan Bagga – CEO, Archetype Solution Group
  - Paul Wallace – Partner Heritage Group
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## AGENDA CONTINUED—Wednesday, October 27, 2021

**10:30 am – 10:55 am – Networking Break**

**11:00 am – 11:45 am – Data and Analytics: Fueling Population Health Improvements with Advanced Analytics**

- Sandeep Wadhwa, MD, MBA (Host) – Global Chief Medical Officer, 3M Health Information Systems
- Judy Zerzan-Thul, MD, MPH – Chief Medical Officer, Washington Health Authority
- Andrew Renda, MD, MPH – Vice President, Bold Goal and Population Health Strategy, Humana

**11:45 am – 12:30 pm – Behavioral Health: Addressing the Post COVID Escalation (Sponsored by Neuroflow)**

- Arthur Evans, PhD (Host) – CEO, American Psychological Association
- Matt Miclette, MPH, MS, RN – Director, Clinical Operations, NeuroFlow
- Pamela Greenberg, MPP – President and CEO, Association for Behavioral Health and Wellness
- Jonathan Weedman, LPC, CCTP – Vice President of Population Health, CareOregon

**12:30 pm – 01:45 pm – Luncheon w/ Keynote & Networking**

- Bill Winfrey, MPP SDOH Team Lead, Center for Medicare and Medicaid Innovation (CMMI)

**1:45 pm – 2:30 pm – Closing Panel: Social Determinants of Health**

- Laurie Myers, MBA – Director, Global Health Literacy and Oncology Health Equity, Merck
- Matt Salo – Executive Director, National Association of Medicaid Directors
- Seth Serxner, PhD, MPH – Chief Health Officer and Senior Vice President of Population Health, Optum
- Jamo Rubin – Operating Partner Virgo Investment Group and Founder TAV Health
- Taylor Justice – Co-Founder & President of Unite Us

**2:30 pm – 3:00 pm – CLOSING REMARKS**

- Thomas L. Johnson, PHA Executive Director

[FOR INFORMATION ON SPONSORSHIPS CLICK HERE!](#)



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## UPCOMING EVENTS



### Health Equities Training

*A Six Week Training and Call to Action for Population Health Management*

**CLICK HERE FOR MORE INFORMATION AND TO REGISTER**

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## Virtual Health Equity Summit

### JUNE 7 – 10, 2021

Virtual Online Video Event Live and Archived

**The Leading National Forum on  
Practical Case Studies and Solutions  
for Advancing Health Equity**



**REGISTRATION  
FREE**

Featuring over 100 sessions and a faculty of over 200 national experts.

Supported by grants from The Commonwealth Fund, Robert Wood Johnson Foundation, California Blue Shield Foundation, California Health Care Foundation, The John A. Hartford Foundation, The SCAN Foundation and Patient-Centered Outcomes Research Institute (PCORI).

ACHE and CME Credits Offered

**Information/Registration: [www.HealthEquitySummit.com](http://www.HealthEquitySummit.com)**

**Hear Population Health Alliance leaders in a session titled “Building Critical Health Equity Strategies into your Population Health Improvement Initiatives”**

**Wednesday June 9th 11:15 am**

**Speakers:**

**Thomas L Johnson, JD**, Executive Director, Population Health Alliance, Washington, DC  
**Rose Maljanian, MBA**, Chairman and Chief Executive Officer, HealthCAWS;  
Chairman Emeritus, Population Health Alliance, Farmington, CT

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*The premier  
association  
for improving  
population health*

MEMBER  
**NEWS**

May 2021

## NEWS AND ANNOUNCEMENTS FROM PHA MEMBERS

**CareOregon** CareOregon CEO elected to be Chair of the Portland Community Reinvestment Initiatives' Board of Directors ([Full post](#))

**Merck** Merck Announces Positive Topline Results from PNEU-DIRECTION (V114-027) and PNEU-PLAN (V114-024) Phase 3 Pediatric Studies for V114, Merck's Investigational 15-valent Pneumococcal Conjugate Vaccine ([Full post](#))

**Welldoc** Welldoc Granted 20th US Patent, Growing Company's Platform Solutions ([Full post](#))

**Bravo Wellness** Bravo Welcomes Anthony Vance, Chief Growth Officer, To Its Growing Team ([Full post](#))

**Tufts Health** Tufts Health Plan and Harvard Pilgrim Health Care Names Cain Hayes as New Chief Executive Officer ([Full post](#))

**DayTwo** DayTwo & Midwest Business Group on Health Partner on Employer Outcomes for Precision Nutrition ([Full post](#))

**3M** 3M's annual State of Science Index shows, no matter the challenge, people believe science will solve it ([Full post](#))

**HealthCheck360** HealthCheck360's upcoming webinar "Mental Health Matters" is out June 2nd ([Full post](#))

**Independent Health** Independent Health and its affiliate company, Nova, hiring 57 full-time customer service positions ([Full post](#))

**Medecision** Medecision's blog discusses "Using virtual care to address healthcare disparities" ([Full post](#))

**CareSignal** "CareSignal Recently Published a White Paper Titled ""Expand Your Virtual Care Potential With Deviceless Remote Patient Monitoring" ([Full post](#))

**Franciscan Health** Franciscan Health's Social Impact Program Partners With Nonprofits To Serve At-Risk Populations ([Full post](#))

**Turnkey Health** Turn-Key Health acquired by CareCentrix ([Full post](#))

**HMS** HMS Vice President, State and Federal Government Relations, Kristen Ballantine, published an article titled "Patient engagement in the digital age: Overcoming systemic barriers" ([Full post](#))



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MEMBER  
**NEWS**

May 2021

## NEWS AND ANNOUNCEMENTS FROM PHA MEMBERS

**eQ Health Solutions** eQHealth Posted a New Blog Post Titled “Social Determinants of Health: Present and Future Implications in a Post-COVID World” ([Full post](#))

**Digital Diagnostics** Digital Diagnostics’ leaders and users discuss how ethical, autonomous AI improves access to quality healthcare for all people, wherever they are, particularly for those in underserved communities. ([Full post](#))

**Geisinger** Geisinger Health Plan earns Service Quality Measurement’s First Call Resolution Improvement Award ([Full post](#))

**YMCA** YMCA of the USA Awarded CDC COVID-19 Vaccine Equitable Education and Access Funding ([Full post](#))

**Blue Cross Blue Shield Association** Blue Cross Blue Shield Association Study Reports Higher Childbirth Complication Rates for Black and Hispanic Women Regardless of Age ([Full post](#))

**Government Employees Health Association** Government Employees Health Association’s “Medicare + FEHB” webinar shares helpful information on how Medicare works with FEHB plans ([Full post](#))

**UPMC Health Plan** UPMC for Life Celebrates National Senior Health & Fitness Day® ([Full post](#))

**American College of Lifestyle Medicine** American College of Lifestyle Medicine Announces Addition of Patient Engagement Solutions Innovator GoMo Health® to its Corporate Roundtable ([Full post](#))

**NACDD** NACDD publishes 2021 member guide, elevating association’s calls for racial and health equity ([Full post](#))