Rebalancing Health Care
IN THE HEARTLAND
Enhancing Geriatric Care Across Iowa

Thursday, September 30, 2010
8:30 to 4:30
Embassy Suites on the River
Des Moines, Iowa

REGISTER ONLINE AT:
http://www.centeronaging.uiowa.edu/

Hosted by:
The University of Iowa
Health Sciences Policy Council &
University of Iowa Health Care
Greetings!

The University of Iowa is pleased to host the fourth “Rebalancing Health Care in the Heartland” forum as part of our continuing effort to advance a non-partisan, state-wide discussion about contemporary health policy issues.

This year’s conference focuses on enhancing the provision of geriatric care across our state. As you may know, Iowa is at the front of the nation’s aging population boom and how we address the challenges presented by the increasing number of older adults represents a critical undertaking. In a report prepared last fall Enhancing Geriatric Care across Iowa, the University of Iowa Center on Aging initially determined there is a large, growing gap between the need for geriatric health care services in Iowa and the supply of those services. However, after surveying activities currently pursued across the state and identifying the most viable alternatives in providing geriatric care, the Center on Aging resolved that there is a significant opportunity to enhance geriatric care across Iowa. The Center concluded that creating an adequate supply of high quality geriatric care is critical in helping older Iowans maintain their physical and mental health, and expanding geriatric care will increase the efficiency of service delivery and improve the value in health care purchasing.

The goal of this conference is to identify clear directions for where we should go in the next decade as the baby boomers reach and surpass their 65th birthdays. The University of Iowa is proud to host such timely discussions about clinical care, service reimbursement, service financing, workforce development, medication use, and the expectations baby boomers will bring as they become Medicare beneficiaries.

I want to thank our sponsors for supporting this effort. The variety of organizations that have contributed to this forum reflects how providing geriatric care really is a team effort.

Last, I would like to thank our planning committee for organizing this forum.

Christopher Atchison, M.P.A., Associate Dean, College of Public Health, and Professor, Department of Health Management and Policy; Director, State Hygienic Lab
Stacey Cyphert, Ph.D., M.H.A., Assistant Vice President for Health Policy and Senior Assistant Director, University of Iowa Health Care
Brian Kaskie, Ph.D., M.A., Associate Professor, Department of Health Management and Policy; Associate Director, University of Iowa Center on Aging

Sincerely,

Jean Robillard, M.D.
Vice President for Medical Affairs
University of Iowa
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
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<tr>
<td>8:30</td>
<td>OPENING REMARKS</td>
<td>Kathleen Buckwalter, PhD, RN, FAAN&lt;br&gt;Sally Mathis Hartwig Professor in Gerontological Nursing &amp; Director of the John A. Hartford Center of Geriatric Nursing&lt;br&gt;University of Iowa</td>
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<td>8:40</td>
<td>WHAT ARE WE GOING TO DO WITH DAD?</td>
<td>Jerald Winakur, MD, FACP, CMD&lt;br&gt;Professor of Medicine,&lt;br&gt;Health Sciences Center,&lt;br&gt;University of Texas, San Antonio</td>
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<td>9:20</td>
<td>NEW MODELS OF GERIATRIC CARE:</td>
<td>Steven R. Counsell, MD, FACP&lt;br&gt;2009-2010 Health and Aging Policy Fellow,&lt;br&gt;Mary Elizabeth Mitchell Professor,&lt;br&gt;Director, IU Geriatrics, School of Medicine&lt;br&gt;Indiana University</td>
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<td>Panelists:</td>
<td>Stacey Cyphert, Ph.D., M.H.A.&lt;br&gt;Assistant Vice President for Health Policy and Senior Assistant Director,&lt;br&gt;University of Iowa Health Care</td>
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<td>Cindy Baddeloo, PhD&lt;br&gt;Deputy Director, Iowa Health Care and Iowa Center for Assisted Living</td>
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<td>Carlene Russell, MS, RD, LD&lt;br&gt;Nutritionist, Iowa Department on Aging</td>
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<td>10:30</td>
<td>BREAK</td>
<td>Michael Maves, MD, MBA&lt;br&gt;Executive Vice President and CEO,&lt;br&gt;American Medical Association</td>
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<td>10:50</td>
<td>THE PATIENT PROTECTION &amp; AFFORDABLE CARE ACT:</td>
<td>Christopher Atchison, M.P.A.,&lt;br&gt;Associate Dean, College of Public Health,&lt;br&gt;Director, State Hygienic Lab,&lt;br&gt;University of Iowa</td>
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<td>Panelists:</td>
<td>Robert L. Bender, MD,&lt;br&gt;Medical Director,&lt;br&gt;The Johnny and Romie Orr Memory Center and Healthy Aging Institute</td>
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<td>12:00</td>
<td>LUNCH</td>
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Thursday, September 30, 2010

12:30 KEYNOTE ADDRESS
The State and Future of Health Care in America
The Honorable David M. Walker
President and CEO
Peter G. Peterson Foundation

1:30 THE GERIATRIC CARE WORKFORCE
Who Really Is Going To Take Care of Dad?
Steven Edelstein, JD
National Policy Director, PHI

Panelists:
Brenda Hoskins, DNP, ARNP, FAANP
Associate Professor & Clinical Coordinator
Gerontological Nurse Practitioner Program
University of Iowa

John Hale, Public Policy Consultant
Iowa Caregivers Association

2:30 BREAK

2:50 HEALTH REFORM & GERIATRIC CARE:
What Is The Impact on Medicare and How will Medicare Shape Geriatric Care?
Susan C. Reinhard, PhD, RN, FAAN
Senior Vice President and Director
AARP Public Policy Institute

Panelists:
Susan J. Curry, PhD
Dean, College of Public Health
University of Iowa

Melessia McAninch McGinnis, MHA, LNHA
Administrator, Carroll Health Center

3:50 MEDICATION MANAGEMENT & MEDICARE BENEFICIARIES:
Best Practices and Policy Directions
Elizabeth Chrischilles, PhD, MS
Professor, Department of Epidemiology, Director, Health Effectiveness Research Center
College of Public Health, University of Iowa

Panelist:
Donald E. Letendre, MD
Dean, College of Pharmacy
University of Iowa

4:30 CLOSING REMARKS
Dr. Counsell is the Mary Elizabeth Mitchell Professor and Chair in Geriatrics at Indiana University (IU) School of Medicine and Founding Director of IU Geriatrics, a John A. Hartford Foundation Center of Excellence in Geriatric Medicine. He led the NIH funded trial of the Geriatric Resources for Assessment and Care of Elders (GRACE) care management intervention shown to improve quality and outcomes of care in low-income seniors. On sabbatical in Australia, Dr. Counsell studied “Innovative Models of Coordinating Care for Older Adults”. He is a member of the Board of Directors of the American Geriatrics Society and a 2009-2010 Health and Aging Policy Fellow.

Mr. Edelstein is PHI’s National Policy Director, responsible for directing the organization’s national policy agenda to improve the quality of eldercare/disability services by creating quality direct-care jobs. He also guides PHI’s state/regional policy efforts in New York, Pennsylvania, the Midwest and New England where they are working with other stakeholders to ensure quality care through quality jobs, with an emphasis on promoting higher wages, access to health insurance, and better training and supervision. Mr. Edelstein has more than 25 years of health policy experience, including eight years as a policy analyst and advisor in Washington, DC.

Prior to joining AMA, Dr. Maves served as executive vice-president of the American Academy of Otolaryngology from 1994-1999. Previously, he headed the Consumer Healthcare Products Association in Washington, D.C. where he improved the group’s operational efficiency and financial reserves. Dr. Maves served as a specialty society representative and alternate delegate to the AMA House of Delegates and governor of the American College of Surgeons. Dr. Maves is a clinically trained and board-certified otolaryngologist. Presently, he is an adjunct professor at the Saint Louis University School of Medicine. He has held faculty appointments at the University of Iowa Hospitals and Clinics and Indiana University School of Medicine.
Speaker Biographies

Susan C. Reinhard, Ph.D, RN, FAAN  
Senior Vice President and Director  
AARP Public Policy Institute  

Dr. Reinhard directs AARP’s Public Policy Institute, the focal point for public policy research and analysis at the federal, state, and international levels. She also serves as the Chief Strategist for the Center to Champion Nursing in America at AARP, a national resource and technical assistance center created to ensure that America has the nurses it needs to care for all of us now and in the future. Dr. Reinhard is a nationally recognized expert in nursing and health policy, with extensive experience translating research to promote policy change. Dr. Reinhard previously served as Professor and Co-Director of Rutgers Center for State Health Policy where she directed national initiatives to help people with disabilities live in their homes and communities.

David M. Walker, President/CEO  
Peter G. Peterson Foundation  

The Honorable David Walker is President and CEO of the Peter G. Peterson Foundation since 2008. He leads the Foundation’s efforts to promote federal financial responsibility and accountability today in order to create more opportunity tomorrow. Mr. Walker previously served as the seventh Comptroller General of the United States and head of the U.S. Government Accountability Office for almost ten years. This was one of Mr. Walker’s three presidential appointments each by different Presidents from both major political parties during his 15 year of total federal service. In addition Mr. Walker has 20 years of private sector experience.

Jerald Winakur, MD, FACP, CMD  
Professor of Medicine, University of Texas, Health Sciences Center  

Dr. Winakur, is a Clinical Professor of Medicine at the University of Texas Health Science Center at San Antonio and an Associate Faculty member at the Center of Medical Humanities and Ethics. He is a Fellow of the American College of Physicians. He is a Certified Medical Director for long-term care institutions and is credentialed by the American Medical Directors Association where he serves on the Ethics Committee. Dr. Winakur's essay, “What Are We Going To Do With Dad,” appeared in Health Affairs and The Washington Post. His book, Memory Lessons: A Doctor’s Story, published by Hyperion Books in January 2009, is a commentary on his life as a geriatrician and on aging and medical care in America.
Dr. Chrischilles holds the Marvin A. and Rose Lee Pomerantz Chair in Public Health in the UI College of Public Health. Dr. Chrischilles is Principal Investigator of two comparative effectiveness research centers funded by the Agency for Healthcare Research and Quality. These Centers maintain a number of regional and national administrative databases used to study comparative effectiveness of various therapies with a particular emphasis on the elderly who are not well-represented in clinical trials. Her research addresses the effectiveness of chronic disease therapies, factors related to medication use and effects among the elderly, disability measurement, pharmacoepidemiology, and health services epidemiology. Dr. Chrischilles has led several studies involving Iowa pharmacy practitioners proficient in practice-based research.