LESSONS LEARNED DURING A PANDEMIC: IMPORTANCE OF INTEGRATION WITH PUBLIC HEALTH AND MEETING NEEDS OF DIVERSE PATIENTS
Lessons Learned During a Pandemic: Importance of Integration with Public Health and Meeting Needs of Diverse Population

The healthcare delivery system is facing the challenge of a lifetime, how to respond to spiking demand caused by the COVID-19 pandemic, and its impact on abilities to provide other services and meet community needs. More than ever before healthcare organizations recognize the value of integrating clinical care with public health to meet needs of all residents of their communities.

The symposium will feature sessions focused on the intersection of public health and clinical care in responding to the demands generated by the pandemic, and the challenges of meeting the needs of populations hardest hit by the pandemic, including Black, Latino, and Indigenous populations.

The Interface of Clinical Services and Public Health – How Health Systems Integrate the Two

This session will feature speakers who describe actions taken during the pandemic to incorporate public health research and actions into overall strategies to mitigate the pandemic. A lead presentation from researchers in the College of Public Health will be followed by perspectives of health care organizations. Each panelist will have 10-15 minutes for opening remarks, followed by a moderated discussion.

Meeting the Needs of Diverse Populations During a Pandemic

This session will feature speakers discussing how to recognize and address the disproportionate effect of the pandemic on Black, Latino, and Indigenous populations. The discussion will include challenges to improving services for vulnerable populations during times of extraordinary demands on health systems because of the pandemic. The session will open with a research presentation demonstrating the disproportionate impacts of the pandemic, followed by health system perspectives. Each panelist will have 10-15 minutes for opening remarks, followed by a moderated discussion.
EVENT PROGRAM

NOVEMBER • 13 • 2020

10:00 AM - 10:30 AM
WELCOME SPEAKER INTRODUCTION

A. JAMES TINKER LECTURESHIP 10:30 AM - 11:30 AM
KEYNOTE: COVID-19: ENGENDERING TRUST IN A GLOBAL HEALTH CARE CRISIS

GHAZALA SHARIEFF, MD, MBA
CORPORATE SENIOR VICE PRESIDENT
CHIEF MEDICAL OFFICER, CLINICAL EXCELLENCE AND EXPERIENCE SCRIPPS HEALTH

11:30 AM - 1:00 PM
OPEN NETWORKING ZOOM FOR PARTICIPANTS AND STUDENTS
1:00 - 2:30 PM

**Panel Discussion**

**Moderator** / Ken Anderson, DO, MS
Clinical Associate Professor
Program Director, Executive Master of Health Administration
University of Iowa College of Public Health

**Panelist** / Christine Petersen, DVM, PhD
Director, Center for Emerging Infectious Diseases
University of Iowa College of Public Health

**Panelist** / Tom Mulrooney, MHA '05, FACHE
Chief Operating Officer
UnityPoint Health - Des Moines

2:30 - 3:00 PM

**Break**

3:00 - 4:30 PM

**Panel Discussion**

**Moderator** / Edith Parker, DRPH
Dean, University of Iowa College of Public Health
Professor, Community and Behavioral Health

**Panelist** / Keith Mueller, PhD
Director of the Rural Policy Research Institute
Deo and Gerhard Hartman Professor
University of Iowa College of Public Health

**Panelist** / Toby Morgan, JD
Director of Compliance
Emory Healthcare, Inc.

4:30 - 4:45 PM

**Closing**
Dr. Ghazala Sharieff was named chief medical officer, clinical excellence and experience, only months before COVID-19 became a household name and has co-led command center operations to provide medical leadership for Scripps’ 15,000 employees and 3,000 physicians. In addition, Dr. Sharieff works closely with county public health and facilitated regular meetings with the region’s other chief medical officers to better manage COVID-19 as a community.

Board-certified in both emergency medicine and pediatric emergency medicine, Dr. Sharieff previously served as chief experience officer at Scripps, as Scripps medical director of quality and medical management, and as division director of the emergency department at Rady Children’s Hospital. She is a published author with two books on emergency medicine and numerous articles to her name, and is a recognized lecturer on pediatric emergency medicine, patient experience, conflict management and team building.

Dr. Sharieff earned her medical degree from Michigan State University’s College of Human Medicine, completed her residency in emergency medicine at Stanford University and a fellowship in pediatric emergency medicine at Rady Children's Hospital. She received her physician executive Master of Business Administration degree at the University of Knoxville in Tennessee.
CHRISTINE PETERSEN, DVM, PHD
Director, Center for Emerging Infectious Diseases 
Professor, University of Iowa College of Public Health

Dr. Petersen is the Director of the Center for Emerging Infectious Diseases (CEID) at the University of Iowa housed within the Department of Epidemiology. The focus of this center is to bring together trans-disciplinary research teams to lessen the burden of emerging zoonotic infectious diseases. These efforts bring together immunologists, vaccinologists and computational biologists/biostatisticians to attack the problem of vaccine-intractable infections through statistical hierarchical modeling of protective immunity. Her active research group is focused on the long term goal of understanding how to best protect people and animals from vector-borne diseases through effective treatment and/or vaccination.

THOMAS P. MULROONEY, FACHE
Chief Operating Officer 
Vice President of Surgical and Cardiovascular Services 
UnityPoint Health - Des Moines

Mulrooney currently serves as the Vice President of Surgical and Cardiovascular Services. In 2018, he became the Chief Operating Officer of UnityPoint Health - Iowa Lutheran Hospital and Methodist West Hospital. Mulrooney previously served as interim CEO at Story County Medical Center and Assistant Vice President and Executive Director of Radiology at UnityPoint Health - Des Moines. He received his undergraduate degree in Management and Master's in Health Administration from the University of Iowa. Mulrooney is a Fellow in the American College of Healthcare Executives.

KEITH MUELLER, PHD
Director of the Rural Policy Research Institute 
Gerhard Hartman Professor and Head, Health Management and Policy 
University of Iowa College of Public Health

Keith J. Mueller, Ph.D., is Gerhard Hartman Professor and head of the Department of Health Management and Policy, University of Iowa. He is also the Director of the RUPRI Center for Rural Health Policy Analysis and Chair of the RUPRI Health Panel. He has served as President of the National Rural Health Association (NRHA) and as a member of the National Advisory Committee on Rural Health and Human Services. He has published more than 220 scholarly articles and papers and in 2016, he received the University of Iowa Regents Award for Faculty Excellence. His PhD is in Political Science from the University of Arizona, and he completed a faculty fellowship with Johns Hopkins University.
Dr. Edith Parker serves as Dean of the University of Iowa College of Public Health. A nationally recognized expert on Community-Based Participatory Research (CBPR), her work centers on engaging community members in research interventions, and translating and disseminating research findings for program and policy change.

Dr. Parker holds a bachelor’s degree from Davidson College, as well as Master of Public Health and Doctor of Public Health degrees from the University of North Carolina, Chapel Hill. Dr. Parker’s research has been funded by the National Institutes of Health and the Centers for Disease Control and Prevention and focuses on the design of community health promotion interventions that address social determinants of health and health disparities.

Ken Anderson, DO, MS
Clinical Associate Professor
Program Director, Executive Master of Health Administration
University of Iowa College of Public Health

Dr. Anderson is Clinical Associate Professor and Director of the Executive Master in Health Administration degree in the Department of Health Management, University of Iowa. Previous positions include Interim Dean of the College of Osteopathic Medicine, Des Moines University, Chief Operating Officer of the Health Research & Educational Trust of the American Hospital Association, and Chief Medical Quality Officer in the NorthShore University Health System. Dr. Anderson completed residency training in Family Medicine (University of Iowa), Internal Medicine (Yale University), and Nephrology (University of Southern California). He completed an M.S. in Administrative Medicine at the University of Wisconsin-Madison.