2019 Building an Ecosystem of Health

“It’s more than just food.”
A gathering of medically tailored meal providers and leaders across California in the pursuit of a systems change opportunities with the Medi-Cal Medically Tailored Meal Program.

8:30 am—3:30 pm
January 28, 2019
Oakland, California

Funded, in part, by:
The Opportunity

Through recent legislation, California has invested $6 million over three years to support access to medically tailored food and medical nutrition therapy for people with severe and/or chronic illnesses.

Archstone Foundation is funding nearly $700,000 to: to ensure effective implementation, through project management, coordination, and data collection; to convene together the California Food is Medicine Coalition (CalFIMC) members; and develop a network of providers addressing social determinants of health to support the Medically Tailored Meals Pilot. Our goal is to reduce healthcare costs and improve health outcomes.

The Challenge

In order for many of our pilot participants to focus on their disease management through nutrition, they require an ecosystem of medical and social supports that function cohesively to ensure our clients will thrive.

To achieve these results, CalFIMC needs advice and support from Medi-Cal health plans, foundations, hospitals, researchers, community health centers, technology experts, and other providers addressing social determinants of health.

We invited you to collaborate with us on the groundbreaking work that could influence the healthcare of thousands of Californians enrolled in the Medi-Cal program.

Thank you for joining us today.

-CalFIMC Leadership Team
Program

8:30 am  Coffee/Networking

9:00 am  Welcome & Overview of the Day

Mark Ryle, LCWS, CEO, Project Open Hand, Outgoing CalFIMC Chair
Jolene Fassbinder, MSG, MASM, Program Manager, Archstone Foundation
Richard Ayoub, Executive Director, Project Angel Food, Incoming CalFIMC Chair

9:20 am  Introduction to the Medi-Cal MTM Pilot Program & Client Video

Ana Ayala, VP of Programs, Project Open Hand

9:45 am  Social Determinants of Health Primer

Caroline Fichtenberg, PhD, UCSF Social Interventions Research and Evaluation Network

10:05 am Consensus Workshop
Facilitated by UCSF Center for Community Engagement, this section includes active participation
- Review client pathway
- Identify barriers in small groups

12:00 pm Lunch/Networking and Consensus Exercise

1:00 pm Action Planning Workshop
Facilitated by UCSF Center for Community Engagement, this section includes active participation
- Overview of priority barriers and facilitators
- Identify short- and long-term system change opportunities

2:15 pm  Senior Strategy Panel with Q & A

Facilitator:
Adrian Núñez, Director, Health Care Services, Project Open Hand, CalFIMC
Program Manager

Panelists:
Camey Christenson, MSW, Senior VP, 2-1-1 San Diego
Hilary Seligman, MD, MAS, Food Policy, Health, and Hunger Research Program at UCSF’s Center for Vulnerable Populations
James Glauber, MD, MPH, Chief Medical Officer, San Francisco Health Plan
John Baackes, Chief Executive Officer, L.A. Care Health Plan
Jorge Reyno, MD, MHA, VP of Population Health, MLK, Jr. Community Hospital

3:30 pm  Closing Remarks

Richard Ayoub, Executive Director, Project Angel Food, Incoming CalFIMC Chair
Ana Ayala
Ana Ayala is the VP of Programs at Project Open Hand where she oversees wellness programs, including the Medi-Cal Medically Tailored Meals Pilot Program for San Francisco and Oakland. Ana held various roles in administration, events, development, and fundraising at different non-profits in the San Francisco area, including Star Community Home, AIDS Walk San Francisco and Catholic Charities, before joining the Project Open Hand team as Vice President of Programs. While at Catholic Charities, Ayala implemented the Star Community Home project—a shelter for women and children—within a three-week timespan. Though intended to run for only 18 months, the project was so successful that it is still active today. She received her BA from the University of California, Los Angeles.

Camey Christenson, MSW
Camey Christenson is the Senior VP at 2-1-1 San Diego / Community Information Exchange and oversees the team dedicated to building a sustained system that is fully integrated across nonprofit, business and government sectors. Her team engages, cultivates and stewards partnerships and maximizes development opportunities, determines outcome and evaluation measures, and fosters community collaborations. She is dedicated to driving the movement to shift systems of care to a proactive, holistic and person-centered model through meaningful collaboration, data sharing, and bridging diverse sectors necessary to address an individual’s social determinants or indicators of health and wellness. Ms. Christenson, a lifelong social worker and advocate who has worked in the nonprofit field for more than 25 years, believes in the power of collaboration and is steadfast in her commitment to improving services to our community and shaping the person-centered movement across the nation. She is an effective leader complemented by a clinical social work background. Ms. Christenson holds a Masters of Social Work degree from the University of Minnesota.

Caroline Fichtenberg, Ph.D.
Dr. Fichtenberg is a public health researcher and advocate with over a decade of experience working to improve health and economic outcomes for America’s most vulnerable families, including seven years leading national efforts in Washington, DC. Caroline was previously the Director of the Economic Mobility and Poverty Project at the Convergence Center for Policy Resolution where she worked to bridge political divides to improve opportunities for economic mobility. Prior to that, she served as Director of Research at the Children’s Defense Fund (CDF), where she led the development of reports on childhood poverty, education, child health, child welfare and gun violence with a focus on the needs of poor children and children of color. Prior to working at CDF, Caroline directed the Center for Public Health Policy at the American Public Health Association (APHA), served as Health Policy Advisor to Senator Harkin on the Senate Health, Education, Labor and Pensions committee, and as Director of Epidemiology for the Baltimore City Health Department. In all of these positions, she focused on documenting and addressing health inequities, in particular through addressing social determinants of health. She earned her Ph.D. in epidemiology from Johns Hopkins University, an M.S. degree in Biology from Yale University, and an A.B. in Molecular Biology from Princeton University.

Hilary Seligman, MD, MAS
Hilary Seligman, MD, MAS is Associate Professor at the University of California San Francisco with appointments in the Departments of Medicine and of Epidemiology and Biostatistics. She directs the Food Policy, Health, and Hunger Research Program at UCSF’s Center for Vulnerable Populations at Zuckerberg San Francisco General Hospital and the CDC’s Nutrition and Obesity Policy, Research and Evaluation Network (www.nopren.org). She also serves as Senior Medical Advisor for Feeding America. Dr. Seligman is a nationally recognized expert in food insecurity, particularly its health implications across the life cycle.
Panelist & Speakers

course. Her policy and advocacy expertise focus on federal nutrition programs (particularly SNAP), food banking and the charitable feeding network, hunger policy, food affordability and access, and income-related drivers of food choice.

Jim Glauber, MD, MPH

Dr. Jim Glauber, MD, MPH is the Chief Medical Officer of San Francisco Health Plan, where he started in October of 2014. Dr. Glauber has over 20 years of clinical experience and administrative guidance to SFHP. Prior to San Francisco Health Plan, he led and strengthened utilization management practices at Kaiser Foundation Health Plan. His extensive experience includes administration of disease and care management programs, pharmacy programs, and provider management along with directing clinical quality measurements and reporting. Dr. Glauber spent thirteen years at Neighborhood Health Plan in Boston, Massachusetts, which is a SFHP sister plan in the Association of Community Affiliated Plans. Consumer Reports has consistently rated Neighborhood Health Plan among the top six Medicaid plans nationwide. Dr. Glauber earned his medical degree from University of California, San Francisco School of Medicine and completed his pediatric residency training at the University of Pennsylvania. He completed fellowship training at Harvard Medical School in the Clinical Effectiveness Program and earned a Master’s in Public Health at the Harvard School of Public Health. He has served on numerous committees and presented on the state of health care at various forums.

John Baackes

John Baackes is Chief Executive Officer of L.A. Care Health Plan, the nation’s largest publicly operated health plan serving over two million members in Los Angeles County. Mr. Baackes works with L.A. Care’s Board of Governors to set the strategic vision while overseeing the day-to-day operations. Before joining L.A. Care, he served as president of AmeriHealth Caritas VIP Plans where he oversaw the Medicare Advantage business unit. He currently serves on the boards of America’s Health Insurance Plans (AHIP), Medicaid Health Plans of America (MHPA), California Association of Health Plans (CAHP), and Local Health Plans of California (LHPC), Project Angel Food, and serves as Chair of the SNP Alliance. Mr. Baackes holds a bachelor’s degree from Southern Illinois University, Carbondale.

Jolene Fassbinder, MSG, MASM

Jolene Fassbinder joined Archstone Foundation in October 2012 as a Program Officer. Prior to her work with the Foundation, Jolene worked for nearly a decade at the University of California, Los Angeles (UCLA) Multicampus Program in Geriatric Medicine and Gerontology (MPGMG), where she served as the Executive Director of the California Council on Gerontology and Geriatrics (CCGG). Jolene previously served as the Internship Director at the University of Southern California (USC) Leonard Davis School of Gerontology, and she has extensive experience in gerontology, management, career development and communications. Ms. Fassbinder holds an Associate of Arts degree in Human Services from Minneapolis Community College. She also holds a Bachelor’s and Master’s degree in Gerontology from the Davis School of Gerontology and a Master of Arts degree in Communications Management from the Annenberg School for Communications at USC.

Jorge Reyno, MD, MHA

Dr. Jorge Reyno is the VP of Population Health at Martin Luther King, Jr. Community Hospital (MLKCH) where he oversees the population health and community health initiatives to fulfill the MLKCH’s stated strategic goals and community health needs. He is also responsible for building evidence-based care models and ensuring care coordination across the continuum. In his position, Dr. Reyno works to develop collaborative team environments as he promotes a culture of two-way communication to inform, engage and create opportunities for positive patient outcomes. Through these collaborations with community partners and physician
leaders MLKCH is able to develop new programs, manage program costs, and match progress of value-based services to payment model changes and better meet the needs of the populations. Dr. Reyno has extensive experience in clinical management, accountability performance, quality excellence and utilization management. He received his Bachelor’s degree from Creighton University, his Doctor of Medicine from the University of Missouri - Columbia School of Medicine and completed his residency in Internal medicine and fellowship in Infectious Disease at Creighton University and University of Nebraska Medical Center. He obtained a Master of Health Administration degree from Montana State University and is board certified in Internal Medicine.

**Mark Ryle, LCSW**

Mark Ryle is an astute businessman with the soul of a social worker. His globe-trotting, high-pressure years in corporate finance – juxtaposed with his heart-stringing-and-boot-strap-pulling together of the nonprofit vision and mission as current CEO of Project Open Hand in San Francisco — reinforces a career foundation as a skilled and results-driven executive. After 20-years of success in the corporate finance world, Mark returned to the University of Chicago to earn his Masters in Social Work and focused on community organizing and gang intervention. He spent two years as a director of Fundación Huesped in Buenos Aires Argentina, building a food program for youth living on the streets of this massive city. Moving to San Francisco in 2009, Mark worked as a therapist with San Francisco’s most vulnerable children and their families, and eventually joined Project Open Hand in 2013.

**Richard Ayoub**

Richard Ayoub is the Executive Director of Project Angel Food in Los Angeles. Richards brings 20+ years of management and leadership experience to Project Angel Food, and now as the new Chair if the CalFIMC. While having a rich and thriving career in television and digital media, Richard has always juggled his entertainment work with his passion to help the underdog. Richard has always led with his heart. He began his philanthropic activities at the age of 19, when he led a fundraising effort in his hometown of El Paso to send a local elite level gymnast to the Olympics. Through the years, he was a top fundraiser for APLA’s AIDS Marathon and was on the board of The Trevor Project for seven years helping grow the annual budget. Richard’s entertainment career is capped by two Emmys and multiple other awards for journalistic excellence. He’s run newsrooms in Texas, Arizona, Florida and Los Angeles, California.

**Facilitation Team**

**James Rouse, MA, MS**  
Program Manager

**Roberto Vargas, MPH**  
Associate Director

**Wylie Liu, MPH, MHA**  
Executive Director

The UCSF Center for Community Engagement coordinates and facilitates community-academic-health/healthcare partnerships to promote health equity. The Center serves as a bridge between UCSF and local communities, emphasizing partnerships that value and respect the assets and diversity of both.
Terms & Acronyms

**Care Coordination:** Care coordination is “the deliberate organization of patient care activities between two or more participants involved in a patient’s care to facilitate the appropriate delivery of healthcare services.” (U.S. Department of Health and Human Services; June 2007)

**CalFIMC:** California Food is Medicine Coalition (CalFIMC) is an association of nonprofit organizations in California that provide medically tailored meals and nutrition services to thousands of severely and chronically ill individuals. CalFIMC is also part of the national association, the Food is Medicine Coalition (FIMC).

**DHCS:** Department of Health Care Services — DHCS funds health care services for about 13.5 million Medi-Cal members. About one-third of Californians receive health care services financed or organized by DHCS, making the department the largest health care purchaser in California.

**Fee-for-Service (FFS):** Fee-for-service (FFS) is health care’s most traditional payment model where physicians and healthcare providers are paid by government agencies and insurance companies (third-party payers), or individuals, based on the number of services provided, or the number of procedures ordered.

**Medical Nutrition Therapy (MNT):** Often abbreviated as MNT, is an evidence-based medical approach to treating certain chronic conditions through the use of an individually-tailored nutrition plan. This nutrition plan is typically, but not always ordered and approved by a primary care physician and implemented by a Registered Dietitian.

**Medically Tailored Meals (MTM):** Medically tailored meals (MTM) are meals approved by a Registered Dietitian Nutritionist (RDN) that reflect appropriate dietary therapy based on evidence-based practice guidelines. Diet/meals are recommended by an RDN based on a nutritional assessment and a referral by a health care provider to address a medical diagnosis, symptoms, allergies, medication management and side effects to ensure the best possible nutrition-related health outcomes.

**Registered Dietitian (RD):** Registered dietitian nutritionists — RDs — are the food and nutrition experts who can translate the science of nutrition into practical solutions for healthy living. RDs use their nutrition expertise to help individuals make unique, positive lifestyle changes.

**Social Determinants of Health (SDOH):** The social determinants of health (SDOH) are the conditions in which people are born, grow, live, work and age. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels. The social determinants of health are mostly responsible for health inequities - the unfair and avoidable differences in health status seen within and between countries.

Acknowledgements

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Established in 1986, **Archstone Foundation** is a private, non-profit foundation whose mission is to prepare society for the growing needs of an aging population. Under the leadership of President and CEO, Chris A. Langston, PhD., Archstone grants up to $5 million annually, primarily in Southern California. www.archstone.org

Also, special thanks to the **Project Open Hand** planning team for your work on planning and hosting the symposium.

Lastly, the CalFIMC thanks **The California Endowment** for the generous access to the Center for Healthy Communities Oakland Conference Center.
Who We Are

- Sonoma County
- San Francisco County
- Alameda County
- Santa Clara County
- Los Angeles County
- San Diego County

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