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Upcoming panels to discuss patient and family centered healthcare strategies
3rd installment of Sustainable Healthcare Series addresses issues of quality, equity, and access

(PITTSBURGH, PA – September 30, 2011) How will you be impacted by the new federal healthcare law? Do these policy changes contribute to a more sustainable region?

On Thursday, October 6, 2011, leading healthcare practitioners will offer insight into Southwestern Pennsylvania’s innovative strategies developed in response to how shifts in the healthcare system to more patient and family centered practices present challenges to healthcare institutions, individuals, and the traditional role of corporations as the gateways to the access and management of healthcare benefits.

Champions for Sustainability (C4S), a program of Sustainable Pittsburgh, in partnership with the Sustainable Healthcare Planning Committee, is hosting “Understanding Patient and Family Centered Care for Sustainable Healthcare” from 4:30 pm to 8:30 pm on October 6, at the New Hazlett Theater on Pittsburgh’s North Side. This is the third of five programs in the 2011 “Sustainable Healthcare Series: Improving Healing Environments.”

Individuals, healthcare providers, professionals, and advocates interested in learning more about quality of service, patient rights, equity, and access will find this workshop helpful.

Innovative programs in Southwestern Pennsylvania are being developed in response to the federal Patient Protection and Affordable Care Act of 2010 (PPACA), signaling this recent legislation as a key driver of policy change in how healthcare service is shifting from procedure-based, patient-as-passive-recipient-centered treatment to patient and family-centered care, which focuses on beneficial partnerships among health care patients, families, and providers. The programs show the sustainability-related benefits and responsibilities that come from policy innovations that increase access to healthcare, require greater community engagement, rest upon better communication practices, stand upon measurable, improved health outcomes, and challenge current service practices.

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After a brief reception, the event commences with an abbreviated screening of “Remaking American Medicine,” followed by two reaction panel discussions. The film, part of a series on healthcare produced by PBS to explore trends and changes in the American healthcare system, provides an overview of patient and family-centered care, with core principles of dignity, respect, information sharing, participation, and collaboration among patients, their families, and healthcare providers. The first panel will focus on healthcare institutions’ responses related to improving healthcare quality. The second panel will highlight rights, responsibilities, equity, literacy, advocacy, and communications related to the new healthcare law from a patient and family perspective.

Participants will have a chance to interact with a range of nationally-recognized panelists in the healthcare industry who are building sustainable solutions to a variety of challenges related to quality of service, increased access, overall communications, and efficiency.

Panelists addressing issues of quality performance, service delivery, and accountable care include:

- **Diane Frndak PhD.**, Vice President for Safety and Quality for West Penn Allegheny Health System
- **Dr. Tom McClure**, Chief Accountable Care Officer, Chair of the Readmission Committee and Quality Medical Director of the West Penn Allegheny Health System Primary Care Network
- **Jeannette South-Paul, MD**, Andrew Mathieson Chair, Professor, Department of Family Medicine, UPMC

Panelists focusing on patient rights, equity, literacy, advocacy, and communications include:

- **Andrea Fox, MD, MPH**, Medical Director, Squirrel Hill Health Center
- **Stanley Holbrook**, Executive Director, Three Rivers Center for Independent Living
- **J. Todd Wahrenberger MD, MPH**, Medical Director for Primary Care, Mercy Behavior Health

The cost for the panel portion of the event is \$25 for Sustainable Pittsburgh/C4S members and \$30 for non-members. Light refreshments are included. Students receive a special admission rate. The initial video screening is free of charge.

Those who stand to particularly benefit from participating in this program include individuals, patient advocates, patient service providers, community leaders, hospital directors; operations directors; corporate management; doctors and nurses; and members of the region’s business and nonprofit leadership in healthcare.

The 2011 “Sustainable Healthcare: Improving Healing Environments” series is designed to expand the policy and practice of sustainability in the healthcare industry. The emphasis for each event involves articulating the health outcomes, healthcare benefits, and the business case for sustainability in the healthcare field. The programs will also focus on sharing best practices, resources, examples, and how to get started.

Future programs in the series include “Sustainable Product and Service Procurement in Healthcare” on November 3, 2011 and “Information Management for Sustainability and Healthcare” on December 1, 2011.

Past programs in the series were “Making the Business Case” on June 2, 2011, and “Strategic Operational Environmental Solutions” on July 21, 2011.

More details and registration are available at www.C4SPgh.org/healthcare3.html. Details from past programs in the series can be found at www.C4SPgh.org/healthcare.html. For more information, individuals may contact Matthew Mehalik at (412) 258-6644; mmehalik@sustainablepittsburgh.org.

Champions for Sustainability (C4S) is southwestern PA's central resource for businesses that seek sustainable solutions. A program of Sustainable Pittsburgh, this network convenes to tackle issues of common interest, links solutions to suppliers and customers, consults on specific technical and operational needs, and helps to secure a competitive edge through innovation. C4S also hosts regular meetings for the region's business sustainability coordinators.

A 501(c)(3) nonprofit, **Sustainable Pittsburgh (SP)** affects decision-making in the Pittsburgh region to integrate economic prosperity, social equity, and environmental quality bringing sustainable solutions to communities and businesses. Over the past decade, SP has proven adept at building coalitions for change on issues that get at the heart of sustainability for southwestern Pennsylvania.

The **Sustainable Healthcare Planning Committee** consists of 20 professionals from Southwestern Pennsylvania's leading healthcare-related companies, professionals, foundations, nonprofits, and governmental organizations who provide nonpartisan guidance and insight for the C4S Sustainable Healthcare Series. The goal of this committee is to engage Southwestern Pennsylvania's healthcare community in industry-leading sustainability practices.

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