

Virtual

Arizona Rural & Public Health Policy Forum

February 1 & 2, 2021

The Forum is presented by the Arizona Center for Rural Health with sponsorship from the Arizona Rural Health Association and the Arizona Telemedicine Program.



THE UNIVERSITY OF ARIZONA
MEL & ENID ZUCKERMAN COLLEGE OF PUBLIC HEALTH

Center for Rural Health

AGENDA

DAY 1: MONDAY, FEBRUARY 1

2:30 pm Welcome

Daniel Derksen, MD, Walter H. Pearce Endowed Chair & Director, Arizona Center for Rural Health, Professor of Public Health, Medicine & Nursing

Jack Beveridge, President, Arizona Rural Health Association

2:40 Proposition 208: Next Steps and How Do We Get There

David Lujan, Children's Action Alliance/AZ Center for Economic Progress

3:15 What's Next for Telemedicine/Telehealth Services – A Federal Perspective

Bonnie Preston, Acting Regional Director, Office of the Director, US Health & Human Services, Region 9

4:00 Stretch Break

4:15 Arizona Organizations Policy Snapshots

Arizona Academy of Family Physicians (AAFP), Susan A. Cannata, Peters, Cannata & Moody PLC

Arizona Association of Retired Persons (AARP), Leonard Kirschner, MD, Past President

Arizona Community Health Workers Coalition, Floribella Redondo, Executive Director

Arizona Medical Association (AzMA), Libby McDannell, Chief Executive Officer

Arizona Nurses Association, Kathryn Busby, Lobbyist

Arizona Osteopathic Medical Association (AOMA), Josephine Zammuto, Chief Executive Officer

4:45 Wrap up

Daniel Derksen, MD, Walter H. Pearce Endowed Chair & Director, Arizona Center for Rural Health, Professor of Public Health, Medicine & Nursing

4:00 pm Adjourn

DAY 2: TUESDAY, FEBRUARY 2

8:30 am Welcome

Daniel Derksen, MD, Walter H. Pearce Endowed Chair & Director, Arizona Center for Rural Health, Professor of Public Health, Medicine & Nursing

8:35 COVID-19 Response and Vaccination Distribution Challenges

Michael O'Driscoll, Health Officer, Gila County

9:10 Arizona Organizations Policy Snapshots

Arizona Public Health Association, Will Humble, Executive Director

Arizona Telemedicine Program, Nancy Rowe, Associate Director for Public Policy and Outreach

Children's Action Alliance, Zaida Dedolph, Director of Health Policy

Sonoran Prevention Works, Haley Coles, Executive Director

Vitalyst Health Foundation, Marcus Johnson, Director, State Health Policy and Advocacy

Arizona Hospital & Healthcare Association, Greg Ensell, V.P., Government Relations

9:30 How to Use the Request To Speak at the State Legislature

Bryna Koch, Research Program Administrator, AZ Center for Rural Health

9:50 Stretch Break

10:00 Arizona Proposition 207 – Update and Overview of Social Equity Licenses

Don Lipsy, JD, VP, Medical Networks, Sedgwick Claims Management Services, Inc.

Will Humble, Executive Director, Arizona Public Health Association

10:30 Arizona COVID-19 Legal & Ethical Preparedness Primer – Focus on Rural Health

James G. Hodge, Jr., JD, LL.M., Peter Kiewit Foundation Professor of Law; Director, Center for Public Health Law and Policy; Director, Western Region - Network for Public Health Law, Sandra Day O'Connor College of Law

11:20 Wrap up

Dan Derksen

11:30 am Adjourn

PRESENTERS

Kathy Busby is a government relations/public policy consultant and licensed attorney with extensive experience in the health care and health insurance industries. She currently advises the Arizona Nurses Association, the Arizona Council of Human Service Providers (behavioral health and child welfare providers) and various individual health care providers. Previously she was the founding Executive Director of the Arizona Association of Health Plans, which is comprised of the major health plans participating in the Arizona Health Care Cost Containment System (AHCCCS). She has also represented skilled nursing facilities, ambulance providers, several AHCCCS and commercial health plans along with individual health care providers. Kathy served as President of the Arizona HMO Association from 1999-2001; the Governor's Regulatory Review Council from 2001-2005 and the Arizona State Board of Nursing from 2003-2016. She is currently on the board of Touchstone Behavioral Health.

Susan Cannata received her juris doctor degree from the University of Arizona College of Law. She has been with Peters, Cannata & Moody since its inception in 1995. Ms. Cannata works extensively in government relations, representing a broad range of public and private clients before legislative and administrative bodies. Her practice focuses largely in the areas of health, human services and education.

Haley Coles is a die-hard Arizonan committed to achieving health equity among people impacted by drug use and drug policy. Her personal experience with chaotic drug use and the devastatingly preventable loss of people she loved informs her personal mission to make meaningful structural change for a more just and healthy Arizona. She is the Vice Chair of the Aunt Rita's Foundation board, is an alumna of the Robert Wood Johnson Foundation's Culture of Health Leaders program, received the 2018 Leadership in Advocacy Award from CABHP, and has provided consultation for the National Association of State and Territorial AIDS Directors and the CDC.

Zaida Dedolph (she/her) is the director of health policy at Children's Action Alliance. In her current role she works to promote child and family health at the local, state, national, and systems levels. Before coming to CAA, Zaida focused on addressing barriers to health equity, including access to physical and behavioral health care, housing, food security, and financial wellbeing. Zaida volunteers as director of public policy for the Arizona Public Health Association. She holds a Bachelor of Science degree in Anthropology and bioethics from Loyola University Chicago and a master's degree in Public Health from the University of Arizona.

Daniel Derksen, MD is the University of Arizona Health Sciences Associate Vice President for Health Equity, Outreach & Interprofessional Activities. He is a tenured Professor of Public Health in the Mel and Enid Zuckerman College of Public Health with joint appointments in the College of Medicine and the College of Nursing. His current service, education and research activities include informing legislative, regulatory and program policy to improve access to health care and health insurance coverage; narrowing health disparities; developing, implementing and evaluating interprofessional service-learning sites; and working to assure a well-trained and distributed health workforce to meet the health needs of all Arizonans. Dr. Derksen was born in Phoenix, attended the UArizona for both his B.S. (1979) and M.D. (1984) degrees, completed his family medicine residency at the University of New Mexico (1987), and served on the UNM School of Medicine faculty for 25 years. He returned to the UArizona in 2012. In 2018 he was awarded the UNM Napolitano Alumni Award and in 2019 the UArizona College of Medicine Alumnus of the Year. Dr. Derksen completed a Robert Wood Johnson Health Policy Fellowship in 2007-08 with U.S. Senator Jeff Bingaman (NM). He researched and drafted provisions to improve the supply and distribution of the nation's health workforce included in Title V of the Affordable Care Act (ACA) including Teaching Health Centers. Working for Governor Martinez as Director, NM Office of Health Reform in 2011-12, he was PI of the CMS Health Insurance Exchange grant, establishing what is now Be Well New Mexico which has 45,000 enrollees. Dr. Derksen directs the Arizona Center for Rural Health and is Principal Investigator (PI) of grants including the State Office of Rural Health funded by HRSA and the State of Arizona, the Rural Hospital Flexibility Program, and ADHS-AzCRH Intergovernmental Services Agreements of federally funded initiatives: the SAMHSA First Responders and the CDC Overdose Data to Action initiatives. He is Senior Advisor and PI for State and HRSA funded and designated AzAHEC Program that is directed by Leila Barraza JD, MPH. In his 30-year academic career he has been PI of federal, foundation and state grants of more than \$75 million.

Greg Ensell is Vice President, Government Relations with the Arizona Hospital and Healthcare Association (AzHHA). In that capacity, he leads the organization's lobbying and political engagement efforts. For more than twenty years, Mr. Ensell has held public affairs and government relations positions for organizations including, Cox Communications, the Arizona State Senate, and the Phoenix Chamber of Commerce.

James G. Hodge, Jr., JD, LLM, is the Peter Kiewit Foundation Professor of Law and Director of the Center for Public Health Law and Policy at the Sandra Day O'Connor College of Law, Arizona State University. Through scholarship, teaching, and projects, Professor Hodge delves into multiple areas of health law, public health law, ethics, and human rights. He is also Director, Western Region Office, Network for Public Health.

Will Humble is a long-time public health enthusiast, and is currently the Executive Director for the Arizona Public Health Association (AzPHA). His 30 years in public health include more than 2 decades at the Arizona Department of Health Services, where he served in various roles including as the Director from 2009 to 2015. Prior to being appointed Director, he worked in various capacities in the public health preparedness service line. Most recently, he was a health policy director at the University of Arizona from 2015-2017. He continues to be involved in health policy in his role with AzPHA and as Adjunct Faculty with the UA Mel & Enid Zuckerman College of Public Health. He has a BS in Marketing from NAU, a BS in Microbiology from ASU, and a Masters in Public Health from the University of California at Berkeley. He was awarded an Honorary Doctorate of Science from the University of Arizona in 2015 for engaging partnerships between academic and executive public health. He's active in the community and his home life, serving on the Board of Directors of the Scottsdale Training and Rehabilitative Services (STARS) and the Arizona Hospital and Healthcare Association (AzHHA). Will is a believer in using evidence-based health policy as a means to improving health outcomes and in leading and managing with emotional intelligence.

Bryna Koch, MPH, has worked at the Arizona Center for Rural Health (AzCRH) since 2016. At the AzCRH, Ms. Koch supports the programs and projects by providing data collection, management, analysis, and reporting expertise. Her current primary area of focus is health workforce focused analysis. She is also interested in how the field of public health can effectively communicate information and data to inform policy and public health approaches. Ms. Koch is also doctoral candidate at the University of Arizona, Mel and Enid Zuckerman College of Public Health. Her research interests center on the impacts and outcomes of the Affordable Care Act (ACA) on health insurance coverage, utilization, and outcomes for underserved and vulnerable populations.

Mr. Don Lipsy is an VP in the Managed Care division of Sedgwick Claims Management Services, Inc.'s (Sedgwick). Specializing in legislative and regulatory policy, Don has over a decade of experience in worker's compensation areas ranging from pharmacy and utilization review to national networks and bill review. A graduate of the University Of San Diego School Of Law,

Don spent several years defending California State hospitals and doctors in medical malpractice and toxic tort litigation. Following that experience, Don chose to leave the practice of law and enter the world of worker's compensation specializing in regulatory compliance, research and advocacy. Prior to joining Sedgwick, Don served as a director for Coventry Worker's Compensation (a division of Aetna), where he led their pharmacy benefits programs government advocacy efforts.

David Lujan currently holds two roles as the Interim President and CEO of Children's Action Alliance and as the director of the Arizona Center for Economic Progress. David is a former member of the state Senate and House of Representatives, and has worked in public policy in Arizona for 20 years. He served as an assistant attorney general advising the School Facilities Board, legal counsel for the Arizona senate, a staff attorney for a nonprofit providing legal services to abused and neglected children and as the public policy director for a national nonprofit organization advocating for early childhood education. David also served as chief administrator for Arizona State University's Preparatory Academy in Phoenix, a public charter school for preschool through 12th grade students. David earned his law degree at the Sandra Day O'Connor College of Law at ASU.

Marcus Johnson comes to the world of philanthropy by way of public health and health care, having worked for the Maricopa County Department of Public Health and the Arizona Hospital and Healthcare Association. He has contributed to numerous policy and systems changes in health care, behavioral health and public health, and is committed to bridging preventive health strategies with an evolving health care system to ensure that all communities have what they need to be healthy. As Director of State Health Policy and Advocacy, Marcus oversees Vitalyst's public policy agenda, and is responsible for initiatives related to access to coverage, healthcare workforce development and healthcare transformation. Marcus earned his Master's degree in Public Health and a B.S. in Physiology from The University of Arizona. In his free time, Marcus enjoys outdoor activities, weekend getaways with his family, and remaining a stubbornly optimistic fan of the Dallas Cowboys.

Libby McDannell is the Chief Executive Officer of the Arizona Medical Association, the largest physician organization in our state that is dedicated to protecting public health and advocating for physicians and patients. As CEO, she leads efforts for strategic leadership, partnership cultivation, and new program development. Within ArMA, Libby has responsibility for the overall supervision, direction, and control of the business operations and staff. She oversees a staff of 15 and works with a 40+ member board of directors.

Michael O'Driscoll is the Director of Health & Emergency Management for Gila County Arizona and has more than 30 years' experience in Public Health and Emergency Preparedness. Michael received his undergraduate degree in Biology from Northern Illinois University and his Master of Public Health from Concordia University Nebraska. Beginning his public service career in Santa Clara County, CA, in 1989, Michael, held critical positions at DuPage and Kane Counties in Illinois prior to Gila County.

Bonnie Preston serves as Acting Director for US HHS in Region 9. Her office ensures that HHS maintains close contact with governmental and private sector partners and addresses the needs of people served through HHS programs. Since 2012 she has helped states implement the Affordable Care Act, increase enrollment, and achieve more equitable, coordinated care. Believing that telehealth is an important tool in this work, she is engaged in bringing telehealth to the most remote areas of the region.

Floribella Redondo-Martinez, began her journey as Promotora In 1994, educating her farmworker peers on HIV/STD's in the agriculture fields of Arizona. She is Co-Founder and Executive Director of Arizona Community Health Workers Association. She is recognized as a Community Health Worker public health leader, and for her efforts in organizing a voluntary certification path in Arizona. Ms. Redondo has over 25 years' experience as a CHW/Promotora and over 20 years in developing and coordinating CHW/Promotora programs.

Nancy Rowe is Associate Director for Public Policy and Outreach for the Arizona Telemedicine Program (ATP) and Southwest Telehealth Resource Center (SWTRC), where she is a resource and frequent presenter on telehealth policy and reimbursement. Before joining the ATP, Ms. Rowe was director of telemedicine for Northern Arizona Regional Behavioral Health Authority (now Health Choice Arizona) for more than 12 years. She is a member of the Center for Telehealth and eHealth Law Advisory Board, a past chair of the American Telemedicine Association (ATA) Business and Finance Special Interest Group, and a workgroup member for the ATA telemental health guidelines.

Josephine Zammuto joined the Arizona Osteopathic Medical Association as Executive Director in June 2020. Josephine has a diverse background in communications, public relations, business management, and human resources. Her career has spanned healthcare, higher education, nonprofits, and consumer products. As the Executive Director, Josephine is responsible for providing overall administrative direction and professional leadership for the Association, assisting in organizing and facilitating the decision-making process of the Board, and implementing Board directives, policies, and activities. Josephine's

professionalism, passion for people, and commitment to excellence contribute to her success in leadership roles and ability to build on organization's strengths and successes.

**On behalf of the Center for Rural Health at The University of Arizona,
Mel and Enid Zuckerman College of Public Health, we wish to
thank you for attending the Arizona Rural & Public Health Policy Forum.**

**Feel free to e-mail any of our staff if you have any questions.
We look forward to hearing from you and seeing you at future events!**



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