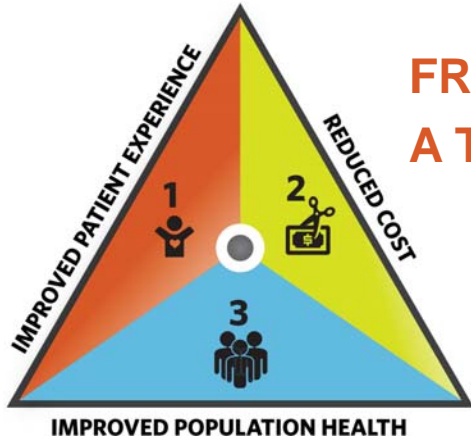


# Call for Presentations



## FROM FRAGMENTATION TO INTEGRATION: A TRIPLE AIM

October 16-18, 2014

Omni Shoreham Hotel, Washington, DC U.S.A.

Proposals for presentations accepted online at [www.CFHA.net](http://www.CFHA.net)  
Submission Deadline: March 15, 2014

This year, CFHA will be hosting its 16th annual conference, "From Fragmentation to Integration: A Triple Aim Imperative" at the Omni Shoreham Hotel in Washington DC, October 16-18, 2014.

Recognizing fragmentation in healthcare is pervasive and manifested through institutionalized barriers in our financial, operational and clinical systems, the goal of the 2014 CFHA Conference is to advance the understanding that broad adoption and sustainability of collaborative care is fundamental to the achievement of \*Triple Aim: better patient experience, better population health, and lower cost.

This will be an action-oriented conference, structured with multiple opportunities to make connections and participate in sessions designed to take advantage of existing national reform efforts in 2014. As the ACA begins its full implementation, our goal is bring conference attendees together with leaders in the field to share the latest advancements, and take action on the most pressing policy issues necessary to bring about greater adoption and sustainability of this model of care.

More than 500 attendees are expected to attend the 2014 CFHA Conference in Washington, DC.



The elegant **Omni Shoreham Hotel** is known for attracting famous politicians, as well as stars of Hollywood past and present. Built in 1930, the hotel has hosted presidents, world leaders and inaugural balls. Today, the Omni Shoreham Hotel offers the latest in modern amenities and conveniences, making it a true Washington landmark.

Located in one of the District's premier residential neighborhoods, this four-diamond retreat is situated on 11 lush acres near Rock Creek National Park and is just steps away from the National Zoo.

\*The Triple Aim framework was developed by the Institute for Healthcare Improvement in Cambridge, Massachusetts ([www.ihl.org](http://www.ihl.org)).

The Collaborative Family Healthcare Association (CFHA) is a member-based, member-driven collaborative organization. We believe collaboration is an essential element necessary for re-visioning healthcare. CFHA promotes comprehensive and cost-effective models of healthcare delivery that integrates mind and body, individual and family, patients, providers and communities. CFHA achieves this mission through education, training, partnering, consultation, research and advocacy.

The CFHA Annual Conference focuses on the varied aspects of collaborative and integrated healthcare. It has become the premiere conference of its type, bringing together practitioners, researchers, students, academicians, corporations, governmental agencies, and foundations. The three-day Conference includes preconference workshops; three plenary sessions and more than 50 educational breakout sessions.

Submit Proposals Online at [www.CFHA.net](http://www.CFHA.net)

# Call for Presentations

Collaborative Family Healthcare Association 16th Annual Conference  
October 16-18, 2014 Washington, DC U.S.A. [www.CFHA.net](http://www.CFHA.net)

We seek presentation proposals that help advance CFHA's mission to promote the adoption and sustainability of comprehensive and cost-effective models of healthcare delivery that integrates mind and body, individual and family, patients, providers and communities, and that addresses the conference theme, "FROM FRAGMENTATION TO INTEGRATION: A TRIPLE AIM IMPERATIVE."

Interactive sessions with audience participation are encouraged, as well as presentations by interdisciplinary teams that explore clinical, operational and financial components of collaborative care.

Proposals will be accepted in the following KEY TRACK areas:

**1. Focus on individuals and families;** these may include:

- Consumer/patient engagement in organizational policy, planning, delivery of care, evaluation, and training.
- Jointly planned and customized care at the level of the individual and family.
- Enabling individuals and families to better manage their own health.

**2. Redesign of primary care services and structures;** these may include:

- Overcoming barriers to planning and implementation of integrated care.
- Interdisciplinary, team-based approaches for a more whole-person approach to care.
- Multi-sector partnerships to support the provision of integrated care.

**3. Prevention and health promotion;** these may include:

- Strategies aimed at the prevention and early intervention of mental health problems.
- Health promotion and disease-management support interventions for smoking cessation, healthy eating, exercise, and reduction of substance abuse.

**4. Sustainability and cost control;** these may include:

- Implementing policies and payment mechanisms that promote sustainable models of collaborative care within publicly and privately funded centers/organizations.
- Documented changes in cost of healthcare by adoption of an integrated model of care delivery.

**5. System integration;** these may include

- Strategies to develop, nurture and reward champions, providers and leaders in collaborative care.
- Systems for ongoing learning and improvement.
- Systems for breaking down barriers to sharing health records among providers.
- Systems for sustainable governance and financial structures.

**6. Education and training;** these may include:

- Inter-professional training approaches.
- Orientation and training for providers and staff to an integrated care setting - including providing medical care in non-medical settings.

**7. Research and Evaluation\*;** these may include:

- Research oriented presentations that include approaches to program evaluation, quality improvement, outcomes assessment, extraction and use of data from electronic health records, qualitative and quantitative methodologies.

*\* Research and Evaluation proposals which address Key Track areas 1-6 will be given special consideration.*

Please keep in mind that conference sessions are intended for educational purposes and are noncommercial forums.

Presenters should refrain from specific product endorsement whenever possible and under no circumstances should the session be used as a place for direct promotion of a presenter's product, service or monetary self-interest.

***We are not seeking proposals for Pre-conference Workshops, Plenary sessions or Posters for the 2014 CFHA Conference at this time. A separate submission process for Posters will be available on the CFHA web site beginning in May 2014.***

**Online submissions will require the following information:**

- Name and complete contact information for the Primary Contact Person who will receive all correspondence related to the proposal.
- A title for the presentation that will be engaging to Conference attendees.
- A brief description (3-5 sentences) about the presentation that may be included in Conference marketing materials.
- The Key Tracks applicable for this presentation.
- Minimum required session length (40 or 90 minutes) and acceptable alternate formats (20 minute session, discussion group or poster).
- An outline of your presentation's rationale to be considered by our Proposal Reviewers. We especially want to know how this presentation addresses the Triple Aim, the presentation format and breakdown of time (e.g., percentage of time dedicated to lecture vs. interaction), the target audience and what attendees will learn/experience from your presentation.
- Audience content level— Will the session cover crucial core concepts and techniques relevant to enhancing the knowledge base, or is it geared for providers with 5+ years of experience delivering integrated services and/or in positions of leadership in an integrated care program?
- Professional targets, relevant populations and special interest areas to be addressed in the presentation.
- Four learning objectives are required for CE credit approval. Each objective must begin with an action verb, such as Identify, List, Describe, Define, Discuss, to finish this sentence: "At the conclusion of this presentation, participants will be able to..."
- Name, credentials, job title and organization for each person who will attend and present at the CFHA Conference.

Submit Proposals Online at [www.CFHA.net](http://www.CFHA.net) by March 15, 2014

## General Submission Agreement

By submitting a presentation proposal for the CFHA Conference, you understand and explicitly agree:

- That the Primary Contract Person indicated on your proposal agrees to receive all correspondence and accepts responsibility for conveying and confirming Conference-related information with all presenters, co-presenters and authors.
- That all presenters and co-presenters must register and pay to attend the CFHA Conference. There are no complimentary admissions nor fee discounts for presenters or co-presenters. Full and one-day registration options are available; no half-day registrations are offered.
- That presenters are responsible for their own travel and hotel arrangements and assume all related costs. Speakers are encouraged to secure accommodations at the official CFHA conference hotel.
- That every person submitting a presentation, or is listed as presenter or co-presenter or author is required to complete a disclosure indicating any financial or non-financial relationship related to the content of the proposed session.
- To present in the time slot and format assigned by the program committee.
- To grant permission to CFHA to take photographs, videos or audio recordings of you and to publish them at CFHA's sole discretion in any format.
- For presentations involving research with human subjects, research has been reviewed by and either exempted or received approval from the appropriate Institutional Review Board and the data has been collected in an ethical manner.
- That Appropriate "Releases of Confidential Information" have been obtained for all client materials that will be used or recorded as part of this presentation. The responsibility for protecting client confidentiality rests with the presenters.
- To obtain written permission from copyright holders for the use of any previously published material in your presentation or handouts.
- That presenters will be required to provide handout materials, class outline or other related resources in advance to be incorporated into the Conference proceedings. In lieu of printed handout materials, CFHA will offer online access to these resource materials for Conference registrants.
- To disclose to CFHA any financial or non-financial relationship that creates a conflict of interest or the appearance of a conflict of interest.
- To inform CFHA if you develop or acquire a disclosable interest related to the content of your presentation at any time before Conference.
- To disclose relevant financial and non-financial relationships on site in formats specified by CFHA.
- To refrain from attempting to persuade attendees to purchase or use a specific product, service, piece of equipment, or device.
- When discussing a specific product or service, to offer information on its theoretical framework, relevant evidence, and operational details; to disclose in advance if your presentation will not address the range of competing products or services; and to refrain from overt selling.
- To refrain from overt statements or pointed humor that disparages the rightful dignity and social equity of any person or group.
- To follow accepted research procedures concerning protection of human subjects and confidentiality.
- That acceptance of a proposal does not imply endorsement of course content, specific products, or clinical procedures by CFHA.

## Notification and Acceptance

Presentation proposals will be reviewed by members of the CFHA Conference Planning Committee in April 2014.

CFHA will confirm the status of your proposal via email to your Primary Contact person in early June 2014.

If your proposal is selected for presentation, you will receive acknowledgement from CFHA to confirm the date and time of your presentation, as well as request to provide additional information. Please review, complete and return this information with 14 days to CFHA's Conference Manager.

## Preliminary Registration Fee Schedule for the 2014 CFHA Conference

"Full Conference" Registration  
(Thursday evening through Saturday):

- \$499 for current CFHA Members
- \$699 for Non-members
- \$239 CFHA Student Members
- \$289 Student non-members

One-Day Registration (Friday or Saturday):

- \$339 for current CFHA Members
- \$429 for Non-members

Pre-Conference Workshops (Thursday):

- \$139 half-day with Conference registration
- \$159 half-day Thursday only
- \$219 full-day with Conference registration
- \$249 full-day Thursday only

*These registration fees are subject to change.  
Fees increase by \$75 after September 26, 2014.*

**Online registration will open June 15, 2014**

**Collaborative Family Healthcare Association**  
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Rochester, NY 14692-3980  
(585) 482-8210 [info@cfha.net](mailto:info@cfha.net)  
[www.CFHA.net](http://www.CFHA.net)

**Submit Proposals Online at [www.CFHA.net](http://www.CFHA.net) by March 15, 2014**