



Celebrating Our 20th Year!



Annual Conference
May 1-2
Legacy Lodge at Lake Lanier
Buford, Georgia

*Strengthening Georgia's health care safety net by empowering
organizations serving vulnerable populations*

It is GCCN's sincere hope that you will enjoy your time here learning, sharing and brainstorming. This is an opportunity that would not be possible without the generous support of our sponsors and GCCN partners.



2023 CONFERENCE SUPPORTERS



CIRRUSDX



Additional support for GCCN provided by:





18th Annual Conference

Legacy Lodge & Conference Center at Lake Lanier



Celebrating 20 Years!

May 1-2, 2023

Strengthening Georgia's health care safety net by empowering organizations serving vulnerable populations

MONDAY, MAY 1

8:00am **Registration Opens**
Conference Foyer

8:30am-9:00am **Continental Breakfast & Networking**

9:00am-9:15am **GENERAL SESSION**

Call to Order/Welcome

Main Hall (Blue Ridge Ballroom AB-Lobby Level)

Conference Co-Chairs:

Susan Whatley, Executive Director, The Urban Clinic of Atlanta

Mike Conaway, Director, Healing Bridge Clinic, Peachtree City

While we celebrate our 20th anniversary, we note that some things change, and some things don't! We will introduce the 2023 program and suggest ways to make the most of your day-and-a-half onsite. Perhaps the greatest advantage you'll gain from attending will come from the power of networking with a dedicated community of people working toward common goals.

9:15am-10:30am

Successful Fundraising for Clinics

Join us for a live, transformative kick off presentation- Discover the five key strategies to maximize fundraising revenue even with a small or no paid fundraising team. In this insightful session, you will hear from both outside speaker, Jake Lyons of Pride Philanthropy, and Liz Coates, Executive Director of Good News Clinics, as they delve into these actionable strategies that have proven successful in her multimillion-dollar fundraising campaign. Learn from firsthand experience in applying these methods to achieve outstanding results. Take away valuable insights on how to effectively fundraise for your organization, ensuring continued support and care for Georgia's underserved communities. Don't miss this opportunity to revolutionize your fundraising approach and help your clinic thrive!

Presenters: Jake Lyon, CFRE, CNP, President & CEO, Pride Philanthropy

Liz Coates, Executive Director, Good News Clinics, Gainesville

10:30am-10:40am BREAK

10:40am-11:30am *Measuring the Impact of Our Sector*

This session will provide an overview of the Illinois Association of Free and Charitable Clinic's efforts at measuring the collective impact of the free and charitable clinics in their state. The IAFCC, as part of a pilot project with the Wisconsin Association of Free and Charitable Clinics is striving to demonstrate the impact of the care of the clinics. This effort was led by Second Opinions, a group of medical students at Northwestern University's Medical School. This session will share: (1) lessons learned in the data collection, (2) early wins from the data collection, (3) challenges to initial data collection and (4) sustainability. Can we do this in Georgia?

Melissa McGuire, Executive Director, Illinois Association of Free & Charitable Clinics

Timothy Lee, MPH



11:30am-12:15pm ***There's This Thing You Need to Know About...***
Is there a resource, strategy or process you utilized in your organization that everyone needs to know about? Now is the time to share your successes!

Facilitators: Mike Conaway and Susan Whatley

12:15pm-1:15pm **LUNCH**
Sydney's Restaurant, Buffet, Lobby Level

1:30pm-2:30pm **CONCURRENT WORKSHOP SESSIONS**

Health Care for People Experiencing Homelessness

Main Hall (Blue Ridge Ballroom AB)

This session will discuss the unique challenges faced by people experiencing homelessness when accessing health care. We will review effective, evidence-based strategies for caring for the population using the model implemented by Good Samaritan Health Center to consider how the charitable care community can meet the needs of this population. This will include a discussion around program design, medication access, mental health needs, and fund-raising for program sustainability.

Presenter: Breanna Lathrop, DNP, MPH, FNP-BC, Chief Operating Officer, Good Samaritan Health Center of Atlanta

Multiple Approaches to Medication Access

Grand Ballroom A

A good medication access program should typically have multiple approaches to obtaining medications. Share proven methods and strategies for providing cost effective, quality medication access. Do you utilize PAPs, partner with AmeriCares and Direct Relief, SIRUM or Dispensary of Hope? What is the future of PAPs? Should you have an on-site pharmacy or dispensary? Should you maintain a drug formulary? Bring your stories and questions.

Facilitator: Marisa Mancuso Barnes, Domestic Program Manager, Direct Relief

Fundraising Events That Inspire

Grand Ballroom B

Ready to give your fundraising event strategy a refresh? Creative fundraising events can help get the ball rolling on longer-term initiatives, overcome a mid-campaign slump, or quickly collect resources in response to an unexpected emergency. The effectiveness of your ideas depends on how well they engage donors, maximize participation, motivate immediate action, and inspire supporters to subscribe to recurring giving. Explore the creative approaches from around the sector and maybe it will spark a new virtual, in-person, or hybrid event idea you haven't considered yet.

Facilitator: Amanda Reeves, Director, Hands of Hope Clinic, Stockbridge

2:40pm-3:40pm

CONCURRENT WORKSHOP SESSIONS

A Journey Through the World of UTIs

Main Hall (Blue Ridge Ballroom AB)

Everyone is impacted by Urinary Tract Infections (UTIs), and they are far more complicated than most people realize. A host of questions are raised: Is urine sterile? Can more than one organism cause a UTI? And what is PCR anyway?!

These questions highlight the complexities involved in deciding when to test and what test to use. And how testing and management affect patient well-being and impact antimicrobial stewardship. Join us!... and get the answers to these burning questions...and more! We'll guide you through a fun and engaging session on everything you did (and maybe did not) want to know about UTIs.

You'll learn, play some games, and maybe win fantastic prizes for participating (if you define "fantastic prizes" as chocolate). You'll never look at UTIs the same way again!

Adrienne V. Bambach, Ph.D., D (ABMM), Vice-President of Clinical Services & Education, CirrusDx



A Guide to Succession Planning

Grand Ballroom A

Unexpected events, like the Great Resignation, can leave your organization with vacancies in key positions from C-suite roles to critical contributors. These transitions are never easy. But you can minimize potential negative impacts through succession planning. Succession planning can help prepare your workforce for these inevitable departures, retirements, and promotions. It also provides advancement opportunities for current employees as well as ensuring business continuity. We will discuss a step-by-step checklist to develop and implement a succession planning process that gives your organization the stability it requires.

Presenter: Dave Paule, Principal & Managing Director, Our Fundraising Search

Community, Collaboration & Confidence

Grand Ballroom B

How do we cross jurisdictional lines to serve vulnerable populations? This session is how free and charitable clinics, across five states, collaborated with Project HOPE utilizing grant funding to serve thousands of people across the southeast. Hear the lessons learned and a discussion of the value of incentivizing patients.

Presenter: Kacie McDonnell, Domestic Program Manager, Project Hope

3:50pm-4:50pm

CONCURRENT WORKSHOP SESSIONS

Accounting Trends You Should Watch For

Main Hall (Blue Ridge Ballroom AB)

The economy seems to be changing daily. Your organization can make the most of the environment if you keep an eye on timely accounting trends. Good financial management practices are a must to ensure those hard-earned dollars are allocated correctly and sustainable for the long term.

Presenter: Phillip Arrington, Non-Profit CFO

Resource Roundtable

Grand Ballroom A

Hear from a GCCN partner & a GCCN member about specialty resources available to free and charitable clinics.

How to Monitor Patient Mental Health in the Clinic Setting-- *Rounds Alert® is the newest real-time patient feedback feature to be added to TCI's Rounds® Patient Engagement software suite. This session will include a demonstration of how the software saved the life of a patient who was in a mental health crisis that was not detected during a clinic appointment. Rounds Alerts provides a passive, non-threatening approach to capturing patient mental health, SDOH, and healthcare equity data. There will also be a brief discussion on how to integrate Rounds with athenahealthNet, compare quality and satisfaction feedback to other organizations and use survey results to support fundraising activities.*

Presenter: Tim Maroney, President & CEO TCI Software

Providing Vision Care

Since the year 2000, Prevent Blindness Georgia has been serving homeless, uninsured, and working poor adults through Vision Outreach™, a program that provides basic eye care for Georgia's neediest. The unique model of taking vision screeners, eye doctors, equipment, ophthalmic technicians, and even eyeglasses onsite to agencies allows us to identify those with eye disease and refer them for further treatment. Learn how your organization can become a partner with PBG.

Presenter: DeAndria Nichols, VP Adult Vision Services, Prevent Blindness Georgia

Integrating Telehealth Services into Your Clinic's Operations With No Funding or Additional Staffing

Grand Ballroom B

Giving Health is a Georgia non-profit and member of GCCN. For more than 3 years, some GCCN member clinics have used Giving Health to deliver a 7x24 telehealth program that provides their patients access to Georgia Licensed Physicians and Licensed Professional Counselors when the clinic is closed or not otherwise available to their patients. Giving Health has received funding from GCCN and other funders to expand its support of GCCN member clinics. Join this session to learn more about Giving Health

and how you can integrate telehealth services into your clinic's operations with no additional funding or staffing to make it happen.

Presenters: Mike Giglio, Giving Health, Executive Director

Jennifer Mathew, MD, Giving Health Chief Medical Officer

5:00pm-7:00pm

GCCN 20th Anniversary Reception

Poolside Patio-Lower Level

Join us poolside to wind down from the day, hear great music and enjoy networking. Beer, wine and heavy hors d'oeuvres will be provided.

*Music by **Brandon Crocker***



TUESDAY, MAY 2

8:00am-8:30am **Continental Breakfast & Networking**
Conference Foyer

8:30am-9:00am **GENERAL SESSION**
Main Hall (Blue Ridge Ballroom-Lobby Level)

GCCN's Hearing Aid Dispatch (HAD) Program
Learn the newest details of the GCCN hearing aid assistance program and how your clinic can assist patients in need of hearing care. The first ten clinics to sign up and hold a hearing test clinic at your facility will earn \$250!

Shirley Jones Cooper, HAD Program Director

**Amanda Reeves, Director, Hands of Hope Clinic,
Stockbridge**

9:00am-9:10am ***Greetings from the National Association of Free and Charitable Clinics***

**Rita McCurdy, NAFC Clinic Development Program
Coordinator**

9:10am-9:45am ***GCCN Update***
An update on the work of GCCN and the upcoming State Funds Grant Cycle

**Donna Looper, Executive Director
Georgia Charitable Care Network**

9:45am-10:00am **BREAK**



10:00am-11:00am ***Untangling Medicaid: The Unwinding, Pathways, & More!***
In 2023, Georgia faces two unprecedented health coverage events: the Medicaid unwinding and a partial expansion of Medicaid through the “Pathways to Coverage” program. Since the start of the pandemic-era Medicaid continuous coverage requirement, over two million Georgians have had uninterrupted access to affordable health coverage. Starting April 1, the continuous coverage requirement began to “unwind,” meaning that the state of Georgia will have about a year to re-determine the eligibility of all children and adults covered by Medicaid and Peach-Care. During that time, an estimated 545,000 Georgians are at risk of losing their coverage. Parents with very low incomes, young adults aging out of Medicaid or Peach-Care and mothers who are past one-year of postpartum coverage risk losing eligibility and potentially falling into the coverage gap.

Starting July 1, the state is slated to begin implementation of the “Pathways to Coverage” plan. This partial Medicaid expansion would provide health coverage to some low-income adults in Georgia. To gain eligibility, all enrollees will be required to document a minimum of 80 hours per month of qualifying activities like employment, community service, higher education, etc., and some enrollees would have monthly premium payments. The state has estimated that between 31,000 to 100,000 Georgians could enroll in the program’s first year. How will these events impact access to health care for Georgians?

Presenter: Laura Colbert, Executive Director, Georgians for a Healthy Future

11:00am-11:50am ***A Report from the Gold Dome***

Policy, politics, and patients. A discussion of current state health legislation/policies, the state budget, the political landscape, and how impact free and charity clinics are impacted.

Presenter: Becky Ryles, RCR Capital Consulting LLC & GCCN Lobbyist



11:50am-12:00pm *Closing Remarks*

12:00pm-1:15pm *Luncheon: A Celebration of 20 Years!*

Grand Ballroom A, Lobby Level

Stories, Surprises & More! Honoring the four clinics who shared a vision to start and establish the Georgia Free Clinic Network, now the Georgia Charitable Care Network.

Good News Clinics, Gainesville

Good Shepherd Clinic, Morrow

The Good Samaritan Health Center, Atlanta

Macon Volunteer Clinic

Remarks by The Honorable Lee Hawkins

Georgia House of Representatives, District 27

Chairman, House Health Committee

