



## California Summit on Long-Term Services and Supports: *Strengthening Voices; Driving Change*

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Thursday, September 27, 2018  
Sacramento, California

[www.TheSCANFoundation.org](http://www.TheSCANFoundation.org)

[@TheSCANFndtn](https://twitter.com/TheSCANFndtn) #LTSSsummit





Dear Colleagues,

I welcome each of you to The SCAN Foundation's eighth annual California Summit on Long-Term Services and Supports (LTSS). Our theme this year is ***Strengthening Voices; Driving Change.***

It is a pivotal time for today's health care and policy landscapes. California voters know that the state - as the fifth largest economy in the world - should be leading on issues of aging and long-term services and supports, not falling behind. Still, two-thirds of voters believe the state is not prepared to care for its aging population. And almost 90 percent of California voters say it is important for the state to have a master plan for aging that adopts strategies that allows all of us to age in place.

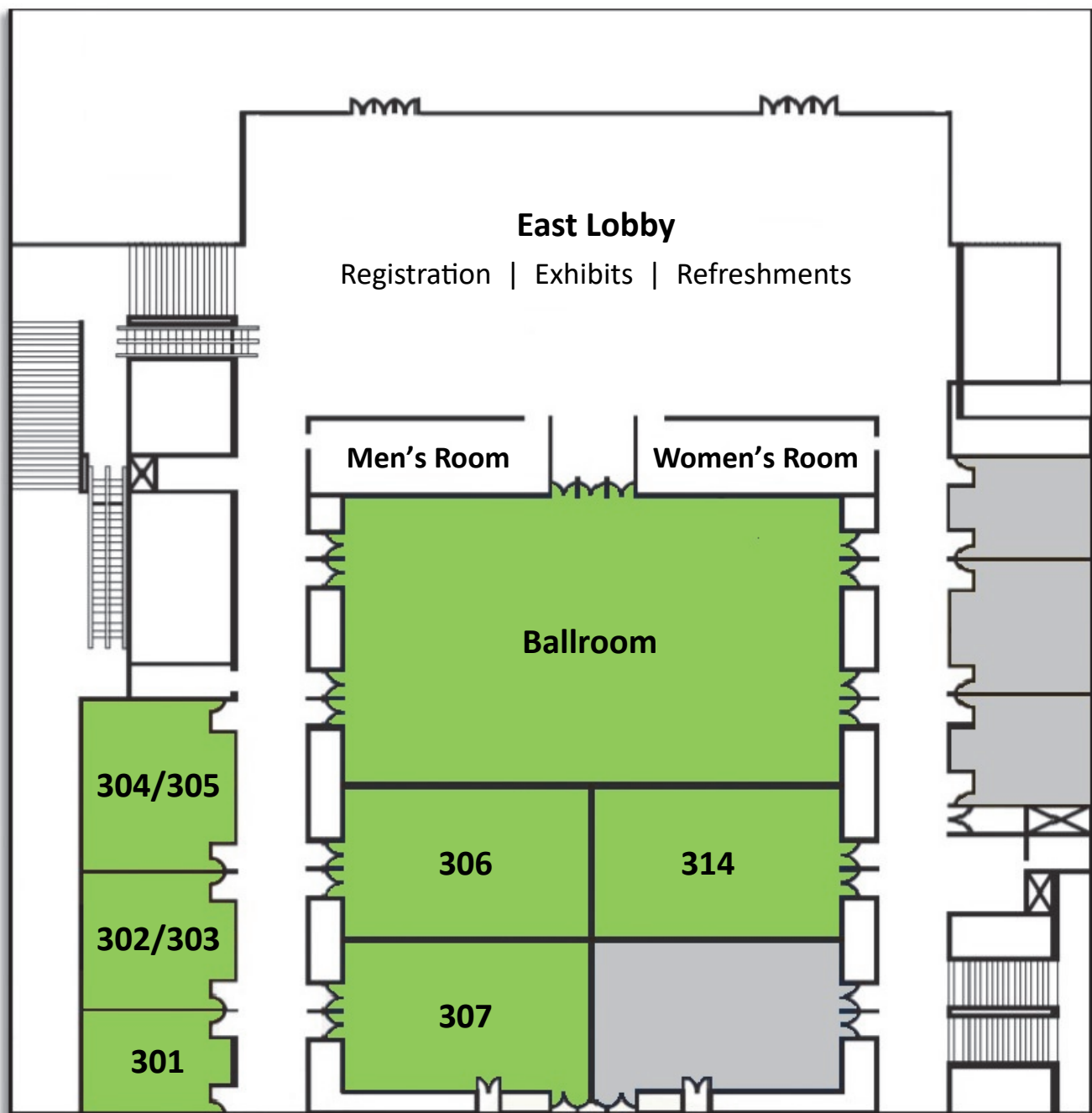
With the approaching midterm elections, we hope this Summit's sessions and workshops will stimulate dialogue and action to best serve older adults and people with disabilities. Thank you for bringing your expertise and collaborative thinking to this gathering.

A handwritten signature in black ink, appearing to read 'Bruce Chernof'.

Bruce Chernof, MD, FACP  
President and CEO

# CONVENTION CENTER MAP

*If you have questions or need assistance, please visit the registration table located in the East Lobby.*



Download the 2018 Official App:  
California Summit on Long-Term Services and Supports

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Event Invitation Code:  
**LTSS2018**

- Access the agenda and professional profiles of all Summit speakers
- View Summit handouts from your mobile device
- Connect and engage with other attendees

# AGENDA

## California Summit on Long-Term Services and Supports

### Strengthening Voices; Driving Change

**8:00 AM**  
*East Lobby*

#### **SUMMIT REGISTRATION OPENS**

*Coffee, morning refreshments, and exhibits are available in the East Lobby.*

**8:30 AM**  
*Ballroom*

#### **COFFEE TALKS**

*Join an early morning table discussion in the Ballroom.  
Topics and descriptions are available on page 10.*

**9:30 AM**  
*Ballroom*

#### **MORNING PLENARY**

##### **Welcome and Opening Remarks**

- ◇ **Bruce A. Chernof, MD, FACP**, President and CEO, The SCAN Foundation

##### **Aging in California: Legislative Leadership and the Drive for System Change**

- ◇ **Assemblymember Ash Kalra**, Chair, Assembly Committee on Aging and Long-Term Care, California State Legislature

##### **Innovation in Health Care Award Presentation: Bringing the Essential Attributes of Quality Care to Life**

- ◇ **Debra L. Cherry, PhD**, Executive Vice President, Alzheimer's Los Angeles

##### **How to Drive Change on Key Social Issues During Gubernatorial and Legislative Transitions**

- ◇ **Richard Figueroa, MBA**, Director of Prevention and Affordable Care Act, The California Endowment



Over 80% of California voters say the next governor must develop and implement a master plan for aging. Join the conversation at [#StandWithSeniors](#).



**10:30 AM**  
*East Lobby*

**EXHIBIT BREAK**

*Descriptions are available on page 11.*

**11:00 AM**  
*Room 301*

**MORNING SESSIONS**

**Blueprint for Complex Care**

- ◇ **Mark Humowiecki, JD**, General Counsel and Senior Director for National Initiatives, Camden Coalition of Healthcare Providers
- ◇ **Stefanie Turner, MHI**, Senior Program Officer, Center for Health Care Strategies

*Room 302/303*

**LTSS System Reform: Listen to Voters**

- ◇ **Pablo Espinoza**, Special Projects Media Consultant, California State Assembly
- ◇ **Jeannee Parker Martin**, President and CEO, LeadingAge California
- ◇ **Justin Wallin, MBA**, CEO, J. Wallin Opinion Research

*Room 304/305*

**What About Us? Ableism and Ageism in Media and Entertainment**

- ◇ **Emily Bazar**, Senior Editor and Columnist, California Healthline, Kaiser Health News
- ◇ **Kate Langrall Folb, M.Ed**, Director, Hollywood, Health and Society, USC Annenberg Norman Lear Center
- ◇ **Kristen Parisi**, Writer and Disability Advocate

*Room 306*

**The Coordinated Care Initiative: What Have We Learned and Where Will It Go?**

- ◇ **Athena Chapman**, President, Chapman Consulting
- ◇ **Marc Cohen, PhD**, Research Director, Center for Consumer Engagement in Health Innovation, Community Catalyst, University of Massachusetts Boston
- ◇ **Carrie Graham, PhD**, Director of Health Policy, Health Research for Action, UC Berkeley School of Public Health



# INNOVATION

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## IN HEALTH CARE

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# AWARD

Presentation:

**Bringing the Essential Attributes  
of Quality Care to Life**

9:30 AM | Ballroom

2018 Awardee

*Alzheimer's Los Angeles  
Dementia Cal MediConnect Project*

*Room 307*

**LTC Financing Reform Across the States:  
The Intersection of Policy and Advocacy**

- ◇ **Peter Hansel**, CEO, CalPace
- ◇ **Kevin Simowitz**, Political Director, Caring Across Generations
- ◇ **Eileen J. Tell, MPH**, CEO, ET Consulting, LLC

*Room 314*

**CHRONIC Care Act: Making the Case for LTSS in Medicare Advantage  
Supplemental Benefits**

- ◇ **Nicholas Johnson**, Consulting Actuary, Milliman
- ◇ **Anne Tumlinson**, CEO, Anne Tumlinson Innovations

**12:00 PM**

**LUNCH**

*The Italian lunch buffet and exhibits are located in the East Lobby.*

**1:15 PM**

*Room 301*

**AFTERNOON WORKSHOPS**

**Addressing Aging Portrayals on Popular TV Shows: What's Next?**

- ◇ **Kate Langrall Folb, M.Ed**, Director, Hollywood, Health and Society, USC Annenberg Norman Lear Center
- ◇ **Brent Miller**, Head of Production and Development, ACT III Productions

*Room 302/303*

**Media Advocacy to Support Aging with Dignity and Independence**

- ◇ **Amanda Lipp**, Technical Assistance Specialist, Center for Applied Research Solutions
- ◇ **Kristi Silva**, Senior Research Associate, Center for Applied Research Solutions

*Room 304/305*

**Non-Partisan Advocacy in Partisan Times**

- ◇ **Shyaam Subramanian**, Counsel, Alliance for Justice

*Room 306*

**Reframing Our LTSS Efforts for Greater Impact**

- ◇ **Anna Marie Trester, PhD**, Associate, Research Interpretation and Application, FrameWorks Institute

*Room 307****My Care, My Choice for Californians with Medicare and Medi-Cal***

- ◇ **Gretchen Addi**, Design Consultant
- ◇ **Hilary Haycock, MPP**, President, Harbage Consulting
- ◇ **Megan Juring**, Program Officer, The SCAN Foundation
- ◇ **Ryan MacDonald, MHA**, Director of Outreach and Engagement, Harbage Consulting

*Room 314****From Recommendations to Policy Action: Picking Up the Pace for California's 5 Million Family Caregivers***

- ◇ **Donna Benton, PhD**, Research Associate Professor of Gerontology, University of Southern California, Leonard Davis School of Gerontology
- ◇ **Sandra Fitzpatrick, MA**, Executive Director, California Commission on Aging
- ◇ **Kylie Meyer, MSc**, University of Southern California, Leonard Davis School of Gerontology
- ◇ **Kathleen Wilber, PhD**, Mary Pickford Foundation, Professor of Gerontology, Professor of Health Services Administration, University of Southern California, Leonard Davis School of Gerontology

**3:15 PM****BREAK****3:30 PM***Ballroom***CLOSING PLENARY*****If Not Now...When?***

- ◇ **Kassy Perry**, President and CEO, Perry Communications Group, Inc.

**4:00 PM***East Lobby***NETWORKING RECEPTION**

# COFFEE TALKS

## Ballroom

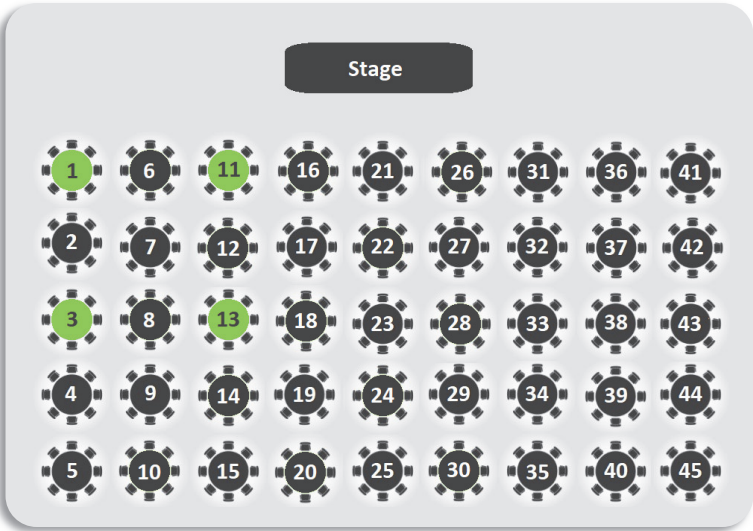
Hours  
8:30 - 9:15 AM

TABLE **Housing**  
**1** *Hosted by Meghan Rose, General Counsel and Director of Housing Policy, LeadingAge California*

TABLE **Innovation in Health Care Awardee**  
**3** *Hosted by Debra L. Cherry, PhD, Executive Vice President, Alzheimer’s Los Angeles*

TABLE **Long-Term Care Workforce**  
**11** *Hosted by David Panush, President, California Health Policy Strategies*

TABLE **Strategies for Reaching Hard-to-Reach Populations**  
**13** *Hosted by Tatiana Fassieux, Technical Consultant, California Health Advocates*



# EXHIBITS

## East Lobby

### Hours

8 - 9:30 AM | 10:30 - 11 AM | 12 - 1:15 PM

### **Advocates Throughout the State - From the Coast to the Sierra**

Show us where you are from by placing a poppy or airplane sticker on the map!

### **Building a Comprehensive LTSS System:**

#### **A Blueprint for the Golden State**

A successful master plan for aging and long-term services and supports requires hearing from many voices in the field. This activity aims to capture these perspectives. Share your experiences and include your ideas to inform plan development!

### ***My Care, My Choice:***

#### **A New Resource for Californians with Medicare and Medi-Cal**

In California, where you live matters! Explore the Medicare + Medi-Cal choices available in your ZIP code and see which align with your needs, values, and preferences.

### **Tech Tools for a Better Life**

The California Foundation for Independent Living Centers (CFILC) will demonstrate several types of low-tech and high-tech tools that can provide helpful assistance to older adults and people with disabilities, and improve their quality of life. Come say “hello” to the We-Go Robot!

### **WHOVA Support and Charging Station**

Need support downloading or navigating the mobile app? Is your device getting low on battery? Come see our staff at the WHOVA Support and Charging Station!

# PLENARY SESSIONS

## Ballroom

### Welcome and Opening Remarks



**Bruce A. Chernof, MD, FACP**

President and CEO, The SCAN Foundation

[BChernof@thescanfoundation.org](mailto:BChernof@thescanfoundation.org)

[@DrBruce\\_TSF](#) | [@TheSCANFndtn](#)

Dr. Bruce A. Chernof is the President and CEO of The SCAN Foundation, whose mission is to advance a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence. Dr. Chernof served as the Chair of the Federal Commission on Long-Term Care. Previously he served as the Director and Chief Medical Officer for the Los Angeles County Department of Health Services. He earned his medical degree from UCLA and completed undergraduate work at Harvard University.

### Aging in California: Legislative Leadership and the Drive for System Change



**Assemblymember Ash Kalra**

Chair, Assembly Committee on Aging and Long-Term Care,  
California State Legislature

[Assemblymember.Kalra@assembly.ca.gov](mailto:Assemblymember.Kalra@assembly.ca.gov)

[@Ash\\_Kalra](#)

In November 2016, Ash Kalra was elected to represent the 27th Assembly District, which encompasses downtown San Jose, East San Jose, Evergreen and parts of South San Jose. Assemblymember Kalra was appointed Chair of the Aging and Long-Term Care Committee and also sits on the Education; Judiciary; Labor and Employment; and Water, Parks, and Wildlife committees. He previously represented South San Jose on the San Jose City Council.

## Innovation in Health Care Award Presentation: Bringing Essential Attributes of Quality Care to Life



**Debra L. Cherry, PhD**

Executive Vice President, Alzheimer's Los Angeles

[DCherry@alzla.org](mailto:DCherry@alzla.org)

Dr. Debra Cherry is a Clinical Psychologist and the Executive Vice President of Alzheimer's Los Angeles. She also serves on the clinical faculty at University of California, Los Angeles, and has published numerous articles on innovative programs for people living with dementia and their family caregivers. Dr. Cherry has helped to create award-winning programs that improve health care for people living with dementia and increase access to care by ethnically diverse caregiving families. She serves on the National Alzheimer's Project Act Advisory Council on Alzheimer's Research and on California's Alzheimer's Disease and Related Disorders Advisory Committee.

## How to Drive Change on Key Social Issues During Gubernatorial and Legislative Transitions



**Richard Figueroa, MBA**

Director of Prevention and Affordable Care Act, The California Endowment

[RFigueroa@calendow.org](mailto:RFigueroa@calendow.org)

[@CalEndow](#)

Richard Figueroa is the Director of Prevention and Affordable Care Act for The California Endowment. Previously, he served in the California Governor's Office, where he was a Deputy Cabinet Secretary and Health Care Advisor for Governor Schwarzenegger and Deputy Legislative Secretary for Governor Davis. Mr. Figueroa has also served as the Legislative Director for California Insurance Commissioner John Garamendi, Principal Consultant to the Senate Committee on Insurance, Senior Consultant to the California Senate Budget and Fiscal Review Committee, and a Legislative Budget Analyst in the Office of the Legislative Analyst.







# MORNING SESSIONS

## Blueprint for Complex Care

Room 301

Developing the field of complex care is a recent phenomenon, focused on providing better care at lower cost to people with significant health and social needs at a national scale. To accelerate adoption of complex care principles and evolving best practices, the field needs a guiding Blueprint. In this session, speakers will present a draft of this Blueprint and solicit feedback from attendees to shape the final product.



### **Mark Humowiecki, JD**

General Counsel and Senior Director for National Initiatives, Camden Coalition of Healthcare Providers

[MarkH@camdenhealth.org](mailto:MarkH@camdenhealth.org)

[@NatlComplexCare](#)

Mark Humowiecki leads the National Center for Complex Health and Social Needs, a new initiative of the Camden Coalition of Healthcare Providers that seeks to coalesce the field of complex care to improve the health of individuals with the most complex medical, social, and behavioral health needs. Previously Mr. Humowiecki led the Coalition's legal and external affairs. Prior to the Coalition, he served in executive roles in New York state government and was a civil rights litigator.



### **Stefanie Turner, MHI**

Senior Program Officer, Center for Health Care Strategies

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Stefanie Turner is a Senior Program Officer at the Center for Health Care Strategies (CHCS), where she works on projects focused on advancing innovative programs for individuals with complex needs. Prior to joining CHCS, Ms. Turner served as performance quality improvement coordinator at Health Choice Integrated Care, and spent several years at Aetna Medicaid, where she participated in the development and implementation of innovative programs and tools.

## LTSS System Reform: Listen to Voters

Room 302/303

The California gubernatorial election brings tremendous opportunities to amplify the needs of California's growing population of older adults and people with disabilities, as well as long-term services and supports (LTSS) system reform. In this session, explore initiatives that provide insight into voters' attitudes toward LTSS system reform, as well as expectations for California's next governor and the state Legislature.



### **Pablo Espinoza**

Special Projects Media Consultant, California State Assembly

[Pablo.Espinoza@asm.ca.gov](mailto:Pablo.Espinoza@asm.ca.gov)

[@Politico19](#)

Pablo Espinoza is a Special Projects Media Consultant for the California State Assembly, focusing on multimedia press and constituent outreach for Speaker Toni G. Atkins and the Assembly Democratic Caucus. Prior to his current position, Mr. Espinoza served as Deputy Director of the Speaker's Office of Member Services under Assembly Speakers Fabian Nuñez and Karen Bass. He transitioned to the California State Assembly after a 14-year career as a broadcast journalist for NBC, CBS, and Univision.



### **Jeannee Parker Martin**

President and CEO, LeadingAge California

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[@LeadingAgeCA](#)

Jeannee Parker Martin, President and CEO of LeadingAge California, is a leader in the strategic development of innovative health care programs. She served as CEO, President, and Co-Owner of The Corridor Group from 1995-2014. Active in health service planning, development, and delivery of care for 30 years, she has assisted organizations around the world, spanning the United States, Central and South America, Thailand and Turkey, and for the World Health Organization (WHO), and the U.S. Department of State. She writes and speaks nationally and internationally on issues affecting care delivery across the continuum.



**Justin Wallin**

CEO, J. Wallin Opinion Research

[JWallin@jwallin.com](mailto:JWallin@jwallin.com)

[@JustinWallin1](https://www.instagram.com/JustinWallin1)

Justin Wallin is a Marketing Concept Strategist. He has delivered strategic direction to hundreds of political candidates; for- and non-profit organizations; city, state, and municipal governments; global Fortune 250 firms; and entrepreneurial ventures. Mr. Wallin's research, commentary, and analysis are regularly featured on radio and television programs such as CNN, BBC, and Fox News as well as publications including Politico, Roll Call, Public CEO, and Inside Politics with Nathan Gonzales.

## What About Us? Ableism and Ageism in Media and Entertainment

Room 304/305

Hidden in plain sight, people with disabilities and older adults are often narrowly represented in media and entertainment, and rarely with their own voice or significant depth of story. In this session, speakers will discuss these depictions in the news and movies. Attendees will learn how media and entertainment can help curb ableism and ageism in society, and positively impact these populations' lives.



**Emily Bazar**

Senior Editor and Columnist

California Healthline, Kaiser Health News

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[@EmilyBazar](https://www.instagram.com/EmilyBazar)

Emily Bazar, a Senior Editor and Columnist for California Healthline/Kaiser Health News, writes "Ask Emily," a column that addresses consumers' questions about the Affordable Care Act, health insurance, patient rights and other health care topics. Ms. Bazar also covers stories about Medi-Cal, Covered California, health care access and affordability, and clinical trials. Prior to joining Kaiser Health News, Ms. Bazar worked at the California HealthCare Foundation Center for Health Reporting, USA TODAY, and The Sacramento Bee.


**Kate Langrall Folb, M.Ed**

Director, Hollywood, Health and Society, USC Annenberg Norman Lear Center

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Kate Langrall Folb is Director for Hollywood, Health and Society, a program of the USC Annenberg Norman Lear Center. After an early career in television and music production, Ms. Langrall Folb joined the Scott Newman Foundation as Director of Special Projects. Later, she spent nearly 10 years as Director of The Media Project. From 2001-2012 Ms. Langrall Folb led Nightingale Entertainment, an independent consulting firm garnering celebrity involvement, producing PSAs and coordinating national media events for Planned Parenthood and the Robert Wood Johnson Foundation.


**Kristen Parisi**

Writer and Disability Advocate

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Kristen Parisi is a writer and advocate living in New York City. She is passionate about ethical and effective journalism and public relations, and helping nonprofit organizations get the exposure they deserve. Ms. Parisi was paralyzed in a car accident at the age of 5, and over the past several years, has become a passionate advocate for disability inclusion.

## The Coordinated Care Initiative: What Have We Learned and Where Will It Go?

Room 306

Duals demonstration programs in California and other states are slated to end soon. In this session, learn how these states are planning for next steps to advance integrated models of care. Attendees will also hear summary results from the University of California, San Francisco evaluation of the Coordinated Care Initiative and discuss a path forward in California.



### **Athena Chapman**

President, Chapman Consulting  
[Athena@chapmanconsult.com](mailto:Athena@chapmanconsult.com)

Athena Chapman currently serves as the President of Chapman Consulting where she provides strategic planning, meeting facilitation, and organizational support to a variety of health care related organizations. Previously, Ms. Chapman served as the Vice President of State Programs for the California Association of Health Plans (CAHP). Prior to joining CAHP, she worked at the Medi-Cal Managed Care Division at the Department of Health Care Services, focusing on managed care quality, policy, oversight, and contracting. Ms. Chapman began her career in health care policy as Presidential Management Fellow with the Centers for Medicare and Medicaid Services (CMS).



### **Marc Cohen, PhD**

Research Director, Center for Consumer Engagement in Health Innovation, Community Catalyst, University of Massachusetts Boston  
[Marc.Cohen@umb.edu](mailto:Marc.Cohen@umb.edu)

Prior to joining the University of Massachusetts Boston, Dr. Marc Cohen was the Chief Research and Development Officer and former President and Co-Founder of LifePlans, Inc., a long-term care research and risk management company. Over his 30-year career, Dr. Cohen has conducted extensive research and analysis on a variety of public policy issues affecting the financing and delivery of long-term care services.



**Carrie Graham, PhD**

Director of Health Policy, Health Research for Action,  
UC Berkeley School of Public Health

[Carrie.Graham@ucsf.edu](mailto:Carrie.Graham@ucsf.edu)

Dr. Carrie Graham is a Health Policy Researcher with a doctorate in Medical Sociology and a master's degree in Gerontological Studies. She is an Associate Adjunct Professor at the UCSF Institute for Health and Aging and holds a joint faculty appointment at the UC Berkeley School of Public Health. She is the Principal Investigator of several studies examining the experiences and choices of older adults and people with disabilities who are transitioning to managed care delivery systems and programs that integrate Medi-Cal, Medicare, and long-term services and supports. She is currently leading a multi-campus evaluation of California's dual financial alignment demonstration, the Coordinated Care Initiative.

## LTC Financing Reform Across the States: The Intersection of Policy and Advocacy

Room 307

Momentum is building for long-term care (LTC) financing reform across states. In this session, explore how advocates have advanced LTC financing initiatives in Hawaii, Maine, Michigan, Minnesota, and Washington. Learn about emerging activities in California and how they can shape our state's response to developing sustainable LTC financing solutions.



**Peter Hansel**

CEO, CalPace

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Peter Hansel is the CEO of CalPACE, a statewide association dedicated to the expansion of comprehensive health care services to the frail elderly in California through the Program of All-inclusive Care for Elderly (PACE). Prior to that he spent 23 years as a health care consultant in the California State Senate, including six years as Staff Director to the California State Senate Health Committee.



**Kevin Simowitz**

Political Director, Caring Across Generations

[Kevin@caringacross.org](mailto:Kevin@caringacross.org)

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Prior to joining the Caring Across Generations campaign in 2015 as the Political Director, Kevin Simowitz worked as the Organizing Director at Maine People's Alliance and helped lead the Rebuild Maine field campaign, a coalition supporting progressive candidates in Maine during the 2014 cycle. While at Maine People's Alliance, Mr. Simowitz also directed the Maine Small Business Coalition, a group of more than 3,000 progressive small business owners organized for social justice.



**Eileen J. Tell, MPH**

CEO, ET Consulting, LLC

[EileenJTell@gmail.com](mailto:EileenJTell@gmail.com)

Eileen J. Tell is Principal and CEO of ET Consulting, LLC, a woman-owned business focused on long-term care and aging. She has more than 30 years of experience and thought leadership in long-term care. Previously, she served as Senior Vice President at Long-Term Care Group, Inc. where she directed the consulting division helping many insurers in the successful design and implementation of long-term care products. Ms. Tell has extensive expertise in public policy analysis, product design, compliance, market trends, and competitive and regulatory analysis. She has consulted to both insurers and to the public sector including state and the federal governments in the United States and abroad on a wide variety of long-term care topics.



## ***CHRONIC Care Act: Making the Case for LTSS in Medicare Advantage Supplemental Benefits***

Room 314

The recently passed *CHRONIC Care Act* gives Medicare Advantage (MA) plans greater flexibility to cover non-medical benefits for individuals with complex care needs. In this session, learn how to engage MA plans in designing benefits for people with long-term services and supports needs, and successfully make the case for *CHRONIC Care Act* supplemental benefits.



### **Nicholas Johnson**

Consulting Actuary, Milliman

[Nick.Johnson@milliman.com](mailto:Nick.Johnson@milliman.com)

[@millimaninsight](#)

Nicholas Johnson is a health care consulting actuary in Milliman's Seattle office. His primary goal is to help clients understand the financial implications of trends and changes in the health care delivery system, particularly in Medicare and dual-eligible populations. Mr. Johnson has worked with a broad range of clients, including health plans, integrated delivery systems, provider groups, reinsurers, and the Veterans Health Administration. He has significant experience in Medicare Advantage, Medicare Part D, Medicaid, commercial, and Affordable Care Act markets.



### **Anne Tumlinson**

CEO, Anne Tumlinson Innovations

[Anne@annetumlinson.com](mailto:Anne@annetumlinson.com)

[@Daughterhood](#)

Anne Tumlinson is the Founder of Anne Tumlinson Innovations and Daughterhood. She develops innovative ideas to prepare the country for demographic shifts and to improve how care is delivered to frail older adults. She researches, writes, and speaks about innovation in aging services, with blogs in *Health Affairs* and *McKnight's*. She has also created a consumer website, [www.daughterhood.org](http://www.daughterhood.org), to create community for families navigating the health and elder care systems on behalf of their loved ones.

## AFTERNOON WORKSHOPS

### Addressing Aging Portrayals on Popular TV Shows: What's Next?

Room 301

Sometimes entertainment gets it right—depictions of aging that increase awareness and are diverse and transformative. And yet, more needs to be done. In this workshop, participants will watch clips from several mainstream shows and films, and discuss these aging portrayals with an entertainment writer/producer. Participants will reflect on important TV show themes, and identify how storylines could grow.



**Kate Langrall Folb, M.Ed**

Director, Hollywood, Health and Society, USC Annenberg  
Norman Lear Center

[Kate.Folb@usc.edu](mailto:Kate.Folb@usc.edu)

[@Katefolb](#) | [@HollywdHealth](#)

Kate Langrall Folb is Director for Hollywood, Health and Society, a program of the USC Annenberg Norman Lear Center. After an early career in television and music production, Ms. Langrall Folb joined the Scott Newman Foundation as Director of Special Projects. Later, she spent nearly 10 years as Director of The Media Project. From 2001-2012 Ms. Langrall Folb led Nightingale Entertainment, an independent consulting firm garnering celebrity involvement, producing PSAs and coordinating national media events for Planned Parenthood and the Robert Wood Johnson Foundation.



**Brent Miller**

Head of Production and Development, ACT III Productions

[BrentM@actiii.com](mailto:BrentM@actiii.com)

[@ActIIIProds](#)

Brent Miller serves as Head of Production and Development for Norman Lear's ACT III Productions. Mr. Miller has been working with ACT III Productions for nearly a decade as a television, movie, and event producer. He is currently Executive Producer of the critically acclaimed sitcom *One Day at a Time*.

## Media Advocacy to Support Aging with Dignity and Independence

Room 302/303

What is media advocacy, and how can it help shape and increase momentum for aging and disability policies? In this workshop, learn to identify and leverage media to positively shape debates on aging and disability issues and improve the health care system. Participants will work with a trainer to develop skills, hone messages, and cultivate media strategies that can have an impact in California.



### Amanda Lipp

Technical Assistance Specialist, Center for Applied Research Solutions

[ALipp@cars-rp.org](mailto:ALipp@cars-rp.org)

[@AmandaLipp](https://twitter.com/AmandaLipp)

Amanda Lipp is Founder and CEO of The Giving Gallery, Director of Lipp Studios, and Technical Assistance Specialist for the Center for Applied Research Solutions (CARS). Previously, Ms. Lipp worked at the California Mental Health Services Authority (CalMHSA) in Sacramento, where she co-designed the first U.S.-hosted and seventh international Together Against Stigma conference. She has given over 150 speeches locally and globally, sharing lessons from her psychiatric hospitalization to becoming an innovator in mental health and social impact causes.



### Kristi Silva

Senior Research Associate, Center for Applied Research Solutions

[KSilva@cars-rp.org](mailto:KSilva@cars-rp.org)

[@MsKristiSilva](https://twitter.com/MsKristiSilva)

Kristi Silva is an experienced researcher specializing in health communication. She is driven by a commitment to serve others and the belief that health and well-being is a human right, not a privilege. Ms. Silva is committed to working in partnership with oppressed communities to achieve positive health outcomes, creating effective tools to build a future of health equity, and advocating for evidence-based health policy. She brings lived experience to the work as a woman of color who comes from a community like those she is now dedicated to serve.

## Non-Partisan Advocacy in Partisan Times

Room 304/305

A common misconception is that nonprofit status prevents an organization from advocating for community change. Think again! In this workshop, learn nonprofit advocacy rights, responsibilities, and legal rules related to lobbying at the local, state, and national levels. Participants will learn how to continue issue advocacy during an election year, engaging candidates and voters on the issues in a non-partisan manner.



**Shyaam Subramanian**

Counsel, Alliance for Justice

[Shyaam.Subramanian@afj.org](mailto:Shyaam.Subramanian@afj.org)

[@AFJBeBold](https://twitter.com/AFJBeBold)

Shyaam Subramanian serves as Southern California Counsel for the Bolder Advocacy program at the Alliance for Justice (AFJ). In this capacity, he assists nonprofit organizations in pursuing legal and effective advocacy to advance their public policy goals. Prior to coming to AFJ, Mr. Subramanian was a Public Interest Fellow at the National Health Law Program, a nonprofit organization that advances the health rights of low-income and underserved individuals and families. Among other responsibilities, he participated in policy advocacy to improve low-income individuals' access to affordable and quality health care.

## NOTES

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## Reframing Our LTSS Efforts for Greater Impact

Room 306

The way Americans currently describe the aging field and their work creates obstacles to advancing productive practices and policies. How can we help build a better understanding of aging, ageism, and what it will take to create a more age-integrated society? In this workshop, learn about evidence-based methods for communicating on aging efforts. Participants will practice applying these methods to their messages and programs.



### Anna Marie Trester, PhD

Associate, Research Interpretation and Application, FrameWorks Institute

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Dr. Anna Marie Trester is the manager of the research interpretation and application unit at the FrameWorks Institute. Prior to joining FrameWorks, she served as the Director of the Master of Arts program in Language and Communication program in the Department of Linguistics at Georgetown University, where she worked with students to apply their sociolinguistic training to professional contexts. She has taught courses at Georgetown University, Howard University, and the University of Maryland, University College. Her courses have covered cross-cultural communication, language and social media, and the ethnography of communication.

## NOTES

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## ***My Care, My Choice* for Californians with Medicare and Medi-Cal**

Room 307

Californians with both Medicare and Medi-Cal have up to six options for their care delivery beyond the original fee-for-service approach. Many people are unaware of what is available to them locally, or how to evaluate their options. This workshop will provide a sneak peek at the *My Care, My Choice* website! Participants will receive hands-on training for this new tool, which provides information about California's complex health care system and what's available by ZIP code.



**Gretchen Addi**

Design Consultant

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Gretchen Addi is a design consultant working with foundations and commercial ventures. She recently completed a nine-month designer-in-residency at Aging2.0. Prior to this, Ms. Addi served as an Associate Partner and business lead for IDEO in the Bay Area for 17 years, including seven years as the location lead for San Francisco. She also led IDEO's efforts to build a domain of work in aging, as well as providing mentorship and guidance to the Design Research discipline.



**Hilary Haycock, MPP**

President, Harbage Consulting

[Hilary@harbageconsulting.com](mailto:Hilary@harbageconsulting.com)

Hilary Haycock serves as the President of Harbage Consulting. She directs the firm's nationally recognized work on Medicaid and Medicare, delivery system reform, behavioral health transformation, and long-term services and supports integration. Prior to joining Harbage Consulting, Ms. Haycock served in numerous senior health policy communications roles, including Presidential Management Fellow, and Health Policy Fellow to Senator Bill Nelson. She spent time as Communications Director of SEIU Nevada during the 2008 presidential election, and also served as a Senior Account Executive at Ziegler Associates, a Sacramento public affairs firm.


**Megan Juring**

Program Officer, The SCAN Foundation

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Megan Juring has an extensive career in state civil service, including policy development and program administration for long-term services and supports for older adults and individuals with disabilities of all ages. Prior to joining the Foundation, Ms. Juring was Deputy Director for Independent Living and Community Access at the Department of Rehabilitation, and was appointed twice by Governor Brown to the State Independent Living Council. She served as an Assistant Secretary for Olmstead and Aging issues in the California Health and Human Services Agency and worked in partnership with the California Council of the Alzheimer's Association to develop the California State Alzheimer's Disease Plan.


**Ryan MacDonald, MHA**

Director of Outreach and Engagement, Harbage Consulting

[Ryan@harbageconsulting.com](mailto:Ryan@harbageconsulting.com)

Ryan MacDonald has more than 13 years of experience engaging providers, consumers, and community-based organizations about health-related programs, Medicaid waivers, and resources that support independence and positive health outcomes. At Harbage Consulting, Mr. MacDonald is Director of Outreach and Engagement, leading outreach and communications work related to the Coordinated Care Initiative, and has developed and implemented comprehensive outreach strategies targeting thousands of providers and consumers across California. Prior to joining Harbage, he worked with the Colorado Department of Health Care Policy and Financing and the Maryland Developmental Disabilities Administration.



## From Recommendations to Policy Action: Picking Up the Pace for California's 5 Million Family Caregivers

Room 314

California has been a leader in innovations for older adults and people with disabilities, but lagged behind in addressing the needs of its 5 million caregivers. This workshop will share new recommendations from the California Task Force on Family Caregiving. Participants will brainstorm strategies to move these recommendations forward and craft a legislative agenda that maximizes support for family caregivers.



### **Donna Benton, PhD**

Research Associate Professor of Gerontology, University of Southern California, Leonard Davis School of Gerontology

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Dr. Donna Benton is a Research Associate Professor of Gerontology. She received her graduate training in clinical psychology from the California School of Professional Psychology and was a Gero-Psychological Postdoctoral Fellow at USC /Rancho Los Amigos Medical Center. Dr. Benton is a licensed Clinical Psychologist. Her publications focus on research in elder abuse and minority caregiving.



### **Sandra Fitzpatrick, MA**

Executive Director, California Commission on Aging

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Sandra Fitzpatrick has 38 years of experience in the administration, development, and evaluation of senior and volunteer services with an expertise in rural service delivery. Since 2004, Ms. Fitzpatrick has been the Executive Director of the California Commission on Aging (CCoA), an independent state entity that serves as the principal advocate for 7+ million older Californians. The 25-member Commission serves in an advisory capacity to the Governor, California State Legislature, and California Department of Aging.




**Kylie Meyer, MSc**

Leonard Davis School of Gerontology, University of Southern California

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Kylie Meyer is a Doctoral Candidate at the USC Leonard Davis School of Gerontology. For the past two years, she has worked with the California Task Force on Family Caregiving to develop policy recommendations for the California State Legislature. Her research pertains to the health and financial well-being of family caregivers using both quantitative and qualitative methods, as well as available supports and services. Ms. Meyer is particularly interested in digital services and interventions for family caregivers, including the development and evaluation of an online program to promote healthy caregiving relationships. Prior to attending USC, she was based in the United Kingdom on a U.S. Fulbright Scholarship and researched how caregivers accessed information and advice.


**Kathleen Wilber, PhD**

Mary Pickford Foundation, Professor of Gerontology, Professor of Health Services Administration, Leonard Davis School of Gerontology,

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Dr. Kathleen Wilber is Director of the Secure Old Age lab, Co-Director of the USC Family Caregiver Support Center, and Co-Director of the National Center on Elder Abuse. Dr. Wilber's research focuses on improving the quality of life of people with chronic physical and mental health conditions and those at risk of economic insecurity. This work includes improving long-term services and supports, including improving service delivery systems, coordination, and financing; estimating the prevalence and risk factors of elder abuse; reducing the risk of negative outcomes among caregivers; better understanding the functions and effectiveness of multi-disciplinary teams; and identifying indicators of economic security and economic risk among diverse groups of older adults. She has authored over 100 articles, books, and book chapters.

# NOTES



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