

Friedell Committee
PO Box 910953
Lexington, KY 40591



Fall 2011

A Brief History and a Bright Future

Many Kentuckians are extremely concerned about their ability to obtain health care for themselves, their families and others in their communities. While specific health concerns vary among individual populations, the current fragmented and dysfunctional health care system does not meet the needs of the Commonwealth's citizens.

In 1992 Governor Brereton Jones convened a citizens' Open Forum on Health Care in each of the state's 15 Area Development districts. More than 5,000 people attended to give voice to their concerns and suggestions for a better health care system. In 1993, a specific review of the transcripts identified the values expressed by citizen participants in the forums. These values form the basis for the principles currently in use by the Friedell Committee.

The Committee is now a statewide, non-partisan, non-profit, independent citizen's organization of 62 members from varied backgrounds and different regions of the state. Staffed by a full-time executive director, the Committee has a 12-member board that meets quarterly to set policy and provide leadership and oversight for the Committee.

In 2009, the Committee studied the implementation of the KCHIP enrollment initiative in one Kentucky County and offered recommendations for local and state action, which received state-wide media attention and government response.

The Committee has now committed to an ambitious Program of Work on key issues in Kentucky that need to be addressed to establish a high performing health system in the state:

Diabetes as a Model for Chronic Disease, including development of the Tri-County Diabetes Partnership in Johnson, Magoffin and Floyd Counties to reduce the high incidence, morbidity and mortality of diabetes.

The Health Home, exploring the importance of providing patient-centered, comprehensive, coordinated and continuous physical, mental and oral health services, with an emphasis on prevention.

The Role of Health Departments, emphasizing the statutory responsibility of Boards of Health to encourage the active role by Health Departments in improving all aspects of health and health services in communities.

The Accountable Health Community, an approach to assisting communities in defining "healthy community," and encouraging communities to take responsibility for achieving this status.

Healthcare-Associated Infections (HAI), recognizing that it is community members who acquire the infections and sometimes die from them, and who directly or indirectly pay for the additional care needed.

120 Counties Project, the Committee is seeking successful examples of community solutions to community issues, problems, and needs which it can share throughout the state.

In its early years the Committee was supported by investments from individuals, family foundations and a matching grant from the Foundation for a Healthy Kentucky. As a non-profit entity we are soliciting support from foundations, individuals and organizations to carry our program forward. We are also open to anyone who wishes to support individual projects or products.

Further information can be obtained from Richard Heine PhD, Executive Director of the Friedell Committee for Health System Transformation at Richard@friedellcommittee.org or 859 221-5770.

Executive Director Hired



In April, the Board of Directors of the Friedell Committee selected Richard Heine, Ph.D.

to serve as the Executive Director of the Friedell Committee after an extensive search. Dr. Heine served as one of the founding members of the Committee and served on the board of directors for several years as treasurer of the organization. He comes to us with 30 years of health, mental health and related policy and administrative experience.

We welcome him to his new position and you can look forward to his contributions to our future. You may contact him at Richard@friedellcommittee.org.

501(c)(3) Status

The Friedell Committee received a letter from the IRS at the end of January stating that we have been determined to be "exempt from Federal income tax under section 501 (c) (3) of the Internal Revenue Code." This means that contributions are deductible under section 170 of the Code. We extend our thanks to Carrel Eakle and Deb Waggoner, CPA at Eakle, Current & Company and Allison J. Donovan of Stoll, Keenon, Ogden, PLLC for the pro bono work they did to make this happen.

Thank you for supporting the work of the Friedell Committee for Health System Transformation. Your contribution is fully tax deductible.

Name: _____

Address: _____

City, State, Zip: _____

Phone: (____) _____ Email: _____

I want to help the Friedell Committee improve the health system for all

Kentuckians with my gift of:

\$100 \$250 \$500 \$1000 Other amount \$ _____

Gift in Memory/Honor of: _____

Acknowledge Donation to: _____

Please make checks payable to the Friedell Committee, and send your donation to:

Friedell Committee
PO Box 910953
Lexington, KY 40591

An acknowledgement letter and official gift receipt will be sent to you for tax purposes.

I am interested in including the Friedell Committee in my will. Please contact me.

- Become an ACTIVE supporter of the Committee. Timing for our work is good, the work to be done is obvious and a fully engaged Committee is essential.
- The Friedell Committee intends to frame the conversation in Kentucky, particularly as implementation begins. A strong similarity was noted between the Kentucky school funding lawsuit and the Prichard Committee and national health reform and the Friedell Committee.
- Partnering with Kentucky Voices for Health. Working together in a way that the organizations are not duplicating but reinforcing and increasing effectiveness exponentially.

Are we making progress?

**Friedell Committee
Fall Meeting 2011
November 13-14
at Keeneland**
Begins 2:00 on Sunday

Health Care Reform
– *What's happening in Kentucky?*

How are communities promoting Prevention and Access?

What are the public health initiatives at the Center for Disease Control?

What does the Public Health Task Force recommend?

How are we dealing with Diabetes in Kentucky?

What is the new Medicaid Managed Care Program?

What are we doing about health care associated infections?

Who is the reporter who broke the story on medical errors and what does he have to say?

Our sessions will be held in the Keeneland Room at Keeneland with spectacular views of the racetrack. A reception and dinner will take place at the Marriott Griffin-Gate Resort Hotel.

Grants Income

The Friedell Committee is pleased to announce that we are the recipient of a \$50,000 one-year grant from the Foundation for a Healthy Kentucky (FHK). This grant will support our work on the role of public health in the health of communities, our diabetes Work Group project and reports and also support our work on the 120 Counties Project. It also supports our coordination and cooperation with Kentucky Voices for Health.

In 2011, the Friedell Committee has also been the recipient of a matching grant from the Libby and Brereton Jones Foundation in the amount of \$25,000. We are well on our way to matching the entire amount. If you are interested in having your investment in our work matched, contact Richard@friedellcommittee.org. We continue to thank the Jones Foundation for this significant support.

Kentuckians United For Healthier Communities

Mission

To improve the health of Kentuckians by promoting an effective, values-based health system, advocating for community action, and measuring the system's performance.

Goals

- All Kentuckians are included in an effective health system based on the Friedell Committee values and core principles.
- Every Kentucky County has a method to measure and improve health status
- The performance of Kentucky's health system proves to be measurably excellent.

Special Thanks

The Friedell Committee is grateful to have had the support of several organizations over the last year. This support has enabled us to move forward with our work. If you have any interaction with the following organizations, please let them know how much we appreciate their help.

Meridian-Chiles: Provides office space, meeting space and in-kind donations of copies, supplies, graphic design services and phone service.

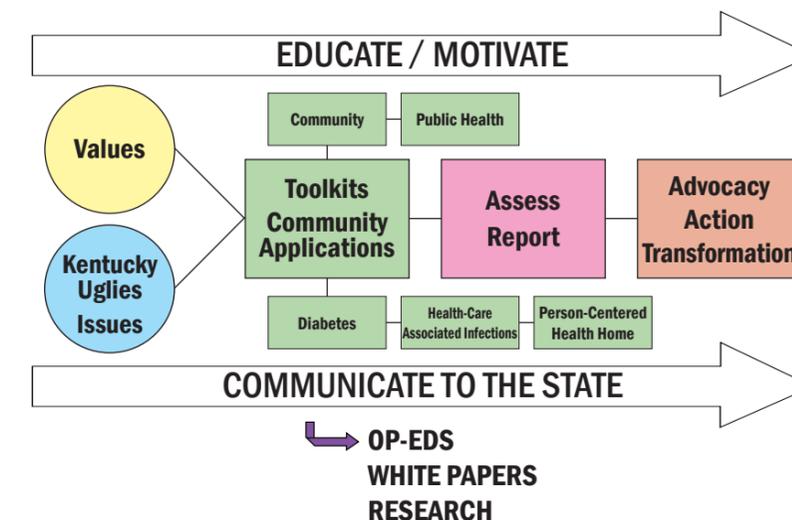
AIKCU: Provides meeting room space for our Board of Director meetings.

UK Healthcare: Underwrote the cost of the location for the Fall 2010 Meeting.

St. Joseph's Healthcare: Provided funding for scholarships for members wishing to attend the Fall 2010 Meeting.

Cliff Toner at Allegra Printing: Provided updates to the brochure without charge so that we could have current information available on the website.

WHAT WE DO / HOW WE DO IT



Highlights from the Fall Meeting 2010

Health Care Reform

"Health systems are accountable to the public in every aspect of care and resource use" (Friedell Committee Principle #1)

Bob Gray of Taylor-Gray Associates introduced healthcare reform as one of the most discussed and least understood pieces of legislation. The Kentucky Voices for Health Issue Brief written by Bob is titled *The New Health Reform Law: What it means for Kentuckians* and is available at www.kentuckyvoicesforhealth.org

Mark Birdwhistell, Chief External Affairs Officer, UK Medical Center, noted that the core causes of the reform movement are access and value and that "we are moving away from volume to value." Mark also noted that there is a lot of bipartisan support for many of the provisions in health-care reform, but that the dissension comes in the decision of who is going to pay for it. For a more detailed review of Mark's comments, see the Winter, 2009 newsletter article titled *The Impact of Healthcare Reform*.

Health Care Associated Infections

"Health professionals are responsible for providing safe and effective care" (Friedell Committee Principle #3)

Fontaine Sands, HAI Program Manager from the Department for Public Health said it is estimated that there are 4.5 infections for every 100 hospital admissions in the United State at a cost of \$28-33 billion. There are as many as 90,000 deaths per year in the US attributable to preventable infections. HHS has a five-year goal to reduce infections by 50-70% and Kentucky is participating

Daniel Varga, Chief Medical Officer, St. Joseph Health Systems described the goals, procedures and strategies that were being used by St. Joseph Health Systems to change the culture in a hospital consistent with its mission of transparency and quality. St. Joseph Health System is one of two systems in Kentucky that has public reporting of health care associated infections.

Appropriate Treatment

"Care for each individual is efficient and of high value." (Friedell Committee principle #7)

Keynote speaker **Rosemary Gibson**, co-author of *The Treatment Trap: From Overtreatment to Patient Centered Care* identified the major challenge to quality care as Underuse, Misuse & Overuse. Underuse is the failure to provide a health care service when it would have produced a favorable outcome for a patient. Misuse is when an appropriate service has been provided but a preventable complication has occurred. Overuse is when the potential for harm of a health care service exceeds the possible benefit.

Oral Health

"Health Systems are responsible for promoting the health of individuals and populations."

Raynor Mullins, a Committee member, pointed out that dental disease is a chronic disease, and it is an epidemic and a crisis caused by: low health literacy; much untreated disease; shortages of dentists, especially in rural KY; low participation/reimbursement in programs. Eligibility for programs and shortages of dentists are predicted to increase.

America's Health Care System, is neither healthy, caring nor a system."
- *Walter Cronkite*

We welcome our newest members of the Committee:

William H. Turner is Distinguished Professor in Appalachian Studies and Regional Ambassador at Kentucky's renowned Berea College. He earned his PhD in sociology and anthropology from Notre Dame (1976) and completed a post-doctoral fellowship at Duke University (1983). In 2009, the Appalachian Studies Association (ASA) honored him for a lifetime of service to the Appalachian region with the Cratis D. Williams / James S. Brown Service Award. In 2007, he was inducted into the Kentucky Civil Rights Hall of Fame; and in 2008, he was recognized as the Rev. Dr. Martin Luther King Citizen of the Year, for "advocating for the rights and expanded educational opportunities for people in Appalachian Kentucky." Bill serves on the Board of Directors of the Kentucky National Lands Trust, the New Opportunity School for Women, and the Christian Appalachian Project.

Kristen T. Bale is co-Owner of The Bale Center for the Prevention of Heart Attack, Stroke, and Diabetes. She earned her B.S. in Special Education from the University of Wisconsin/Madison. She is a resident of Glasgow, Kentucky. Kristen has served on many community entities, such as the Prichard Committee, WKU Board of Regents, Leadership Kentucky, South Central Kentucky Cultural Center, Glasgow/Barren County Chamber of Commerce Arts Committee, Kentucky Humanities Council and the Lexington Theological Seminary.

Terry R. Brownson is the CEO of Wendell Foster's Campus for Developmental Disabilities, Inc. He received his B.A. from the University of Kentucky and his Master of Social Work from the University of Michigan. He has held many positions of responsibility in the Social Work field, such as Executive Vice President of the United Way of the Ohio Valley, a VP for Res-Care, Inc., and the COO of Martin Luther Homes East, Inc. His Community involvement includes the Rotary Club, Citizens Health Care Advocates and the Mayor's Appointee to the Owensboro-Daviess Co. Task Force on Homelessness.

Thomas Fordham Brewer, MD, MPH, FACOEM, FACPM is the Chief Medical Officer for CMS Medical Services. He received his BS from what is now Charleston Southern University and his MD from the Medical University of South Carolina. He has worked for The Little Clinic, Johns Hopkins University School of Hygiene and Public Health, Bethlehem Steel, National Health Services, Inc., Meridian Corporate Healthcare and Toyota Motor Engineering/Manufacturing, North America. He has served on several community entities, including Maryland Governor's Executive Forum on Health Care; State Board Kentucky Workers' Compensation Educational Association; Kentucky Governor's Advisory Board on e-Health and Leapfrog National Board of Directors.

Rodney Berry is president of the Public Life Foundation of Owensboro. This public issues foundation, established by former Owensboro newspaper publisher John Hager, fosters broad and meaningful citizen participation in community decisions and public policy. The foundation publishes articles and issue briefs, commissions research, conducts community forums and supports grass roots citizen initiatives. An Owensboro native and graduate of Western Kentucky University, Rodney has been involved in numerous civic organizations and community improvement initiatives.