

# Healthcare Anchor Network Annual Convening: Detroit 2022

## Event Agenda

### October 18 - 20, 2022

#### Event Agenda at a Glance

#### Day 1 - Tuesday, October 18

7:30am-9:00am	Breakfast
9:00am-10:15am	Welcome
10:30am-11:45am	Concurrent Sessions
11:45am-12:45pm	Lunch
12:45pm-1:45pm	Concurrent Sessions
2:00pm-3:00pm	Concurrent Sessions
3:15pm-4:15pm	Affinity Group & Regional Networking
5:00pm-7:00pm	Reception

#### Day 2 - Wednesday, October 19

7:30am-9:00am	Breakfast
9:00am-10:00am	Plenary Panel: Detroit Inclusive Economic Development and Anchor Mission Strategies from Non-Healthcare Perspectives
10:15am-11:45am	Workshops
11:45am-12:45pm	Lunch
12:45pm-1:45pm	Concurrent Sessions
2:00pm-3:00pm	CEO Panel / Featuring leaders from Corewell Health, Henry Ford Health, ProMedica, and Trinity Health
3:15pm-3:45pm	Team Time and Find a Friend
4:00pm-5:00pm	Hot Topics

#### Day 3 - Thursday, October 20

**8:00am-2:00pm Site Visits**

Meet a Fort Pontchartrain, a Wyndham Hotel. Breakfast will be available at 7am. Departure will be at 8am. Lunch will be provided at each site visit location.

**Henry Ford Health Detroit Public Spaces and the Brigitte Harris Cancer Pavilion**  
Capacity Limit: 50 people

**ProMedica Headquarters Project and Ebeid Center**  
Capacity Limit: 50 people

**Trinity Health Michigan Innovative Land Use to Support Community Health**  
Capacity Limit: 50 people

#### DAY 1 - Tuesday, OCTOBER 18

#### Concurrent 1 Session 10:30 AM - 11:45 AM

##### Place-Based Investment

**Community Driven Impact Investment in Communities of Color**

**Presenters:**  
Jaime Dirksen, VP, Community Health & Well-Being (Trinity Health)

**James Klenker**, Community Investment and Resource Development Administrator (Trinity Health)

**Catherine Liesman**, CEO (Development Centers)

**James Singleton**, Principal (InToto Studio Architects)

**David Spivey**, President (St. Mary's Mercy Livonia) and VP, CHWB (Trinity Health Michigan)

**Chris Uhl**, Executive Director (IFF, Eastern Region)

**David Zuckerman**, President/Founder (Healthcare Anchor Network)

##### Impact Purchasing

**Making Progress on Impact Purchasing: Building Alignment and Overcoming Challenges**

**Presenters:**  
Stephanie Doan-Soares, Administrative Fellow (UMass Memorial Health)

**Noah Dunlap**, VP, Insights, Innovation, PMO Advantus Health Partners, (Bon Secours Mercy Health)

**Kathleen Hyika**, VP, Facilities and Support Services (UMass Memorial Health)

##### Impact Workforce

**Outside-In Strategies: Building Impact Hire Pipeline Programs & Engaging Partners to Meet Talent Needs**

**Presenters:**  
Manuel Acuña, System Director, Talent Acquisition (CHRISTUS Health)

**Laura Beeth**, VP, Workforce Partnerships (M Health Fairview)

**Carolyn A. Isabelle**, Director, Workforce Development (Dartmouth Health)

**Jenny B. Macaulay**, Manager, Workforce Strategy (Dartmouth Health)

**Jennifer Sudduth**, Director, Talent Acquisition (CHRISTUS Trinity Mother Frances)

##### Engaging Community and Building Internal Support

**Embedding & Sustaining Anchor Mission to Drive Equity & Employee Engagement**

**Presenters:**  
Kate Behan, Senior Director, Clinical Affiliations & Anchor Mission Strategy (UMass Memorial Health)

**Douglas S. Brown**, President, Community Hospitals and CAO (UMass Memorial Health)

**Dr. Taj Mustapha**, Chief Equity Strategy Officer & HOPE Commissioner (M Health Fairview)

**John Swanhof**, VP, Community Advancement & President, Foundation (M Health Fairview)

**Diane Tran**, System Executive Director of Community Health Equity and Engagement (M Health Fairview)

#### Concurrent 2 Session 12:45 PM - 1:45 PM

##### Place-Based Investment

**Upstream Investment: Creating a Framework for Place-based Impact**

**Presenters:**  
Tara Agrawal, Director of Community Investment (Boston Children's Hospital)

**Robin Hacke**, Executive Director (Center for Community Investment)

**Dr. Shari Nethersole**, VP for Community Health and Engagement (Boston Children's Hospital)

##### Impact Purchasing

**Strengthening the Ecosystem of Support for Diverse Entrepreneurs**

**Presenters:**  
Jay Bennett, Senior Business Development Officer (LISC)

**Anna Marie Cruz**, Western Regional Manager (ICCC)

**Joseph Cureton**, Chief Coordinating Officer (Obran Cooperative)

**Holly Friedell**, Chief Program Officer (NALCAB)

**Rachael Meiers**, National Lead, Economic Opportunity (Kaiser Permanente)

##### Impact Workforce

**Inside-Up Strategies: Developing Intentional Pathways for Career Advancement**

**Presenters:**  
Michelle Keck, Talent Management Consultant (AtlantiCare)

**Jason Pacheco**, Manager of Workforce Planning (Baystate Health)

##### Engaging Community and Building Internal Support

**Building Facilities Through Transformative Partnerships from the Ground Up**

**Presenters:**  
Rylee Curtis, Director, Community Engagement (University of Utah Health)

**Erick Garcia**, West Valley City Partnership Manager (University Neighborhood Partners)

**Alan Nevel**, SVP & Chief Equity Officer (The MetroHealth System)

**Greg Zucca**, Director of Economic & Community Transformation (The MetroHealth System)

#### Concurrent 3 Session 2:00 PM - 3:00 PM

##### Place-Based Investment

**Working Together Locally to Scale Place-based Investments**

**Presenters:**  
Sally Kraft, VP, Population Health (Dartmouth Health)

**Diana Lemos**, Director of Evaluation & Learning for Center for Health Equity (American Medical Association)

**Gregory Norman**, Senior Director, Community Health (Dartmouth Health)

**Mariah Van Ermen**, Director of Anchor Mission (West Side United)

##### Impact Purchasing

**Impact Purchasing Imperative and Implementation: A Look at Henry Ford Health**

**Presenters:**  
Robin Damschroder, Executive Vice President & CFO (Henry Ford Health)

**William "Bill" Moir IV**, SVP, Supply Chain Management (Henry Ford Health)

**Melissa Plunkey**, President & CEO (L.J. Ross Associates)

**Valencia Stoudamine**, VP, Supplier Diversity & Place-based Investments (Henry Ford Health)

##### Impact Workforce

**Hiring and Retaining Diverse Candidates: How Skills-Based Hiring Can Advance Inclusive, Local Hire Goals**

**Presenters:**  
Dr. Melissa Burrows, Director of Talent Acquisition (Cleveland Clinic)

**Rachel Cleveland**, Technical Consultant (HireReach)

**Kiersten Kanaley**, Executive Director, Talent Acquisition Operations (Cleveland Clinic)

**Shana Lewis**, VP, Talent Acquisition and Workforce Programs (Trinity Health)

##### Engaging Community and Building Internal Support

**Designing Meaningful Participation in Equitable Community Development**

**Presenters:**  
Malcolm Cunningham, Manager at Ebeid Center and Ebeid Neighborhood Promise (ProMedica)

**Shari Suchoff**, Executive Director, VP, Population Health & Government Relations (Brooklyn Communities Collaborative | Maimonides Medical Center)

**Samori Tours**, Manager of Enterprise Development (Brooklyn Communities Collaborative | Maimonides Medical Center)

#### DAY 2 - Wednesday, OCTOBER 19

#### Plenary 9:00 AM - 10:00 AM

##### Presenters

Meredith Freeman, Senior Program Officer (M&M Fisher Foundation)  
Pamela Martin Turner, President and CEO (Vanguard Community Development)  
Ned Staebler, VP, Economic Development (Wayne State University)  
JJ Vélez, Director (Rocket Community Fund)  
Dana Williams, Chief Strategy Officer (Detroit at Work)

#### Workshop Session 10:15 AM - 11:45 AM

##### Place-Based Investment

**Investing in the Building Blocks of Healthy Communities**

**Presenters:**  
Gina Foote, Director of Impact Investments, Conservation Law Foundation (CLF Ventures)

**Dr. Thea James**, Associate Chief Medical Officer, Executive Director of Health Equity Accelerator (Boston Medical Center/Boston University School of Medicine)

**Alex Linkow**, Manager, Impact Investment (Conservation Law Foundation)

**Kathy McGilvray**, Director of Investment, Massachusetts Housing Investment Corporation (MHIC)

**Ebony L. Perkins**, Director of Impact Investments & Community Initiatives, (UnitedHealth Group)

##### Impact Purchasing

**Leveraging Federal Reserve Data for Coordinated Community Development Efforts: A Focus On Philadelphia**

**Presenters:**  
Dr. Deborah Diamond, Director, Anchor Economy Initiative (Federal Reserve Bank of Philadelphia)

**Alonzo South**, AVP, Community Impact (Children's Hospital of Philadelphia "CHOP")

##### Impact Workforce

**Anchor Mission Implementation: Tactical Strategies**

**Presenters:**  
Dana Anthony, Community Sourcing Lead (RUSH)

**Rukiya Curvey-Johnson**, VP for Community Health Equity and Engagement (RUSH)

**Nathalie Rosado Ortiz**, System Manager, Anchor Mission & Engagement Community Health Equity and Engagement Department (RUSH University System for Health)

##### Engaging Community and Building Internal Support

**Individual Wealth-Building Strategies: How Anchor Institutions Can Deliver Financial Coaching**

**Presenters:**  
Adrienne Bradley, MOD, Director, Community Impact (ProMedica)

**Devin Brown**, Sr. Manager, SDOH Financial Development (ProMedica)

**Angela Lowery**, Program Manager, Financial Innovation (ProMedica)

**Marilees Santiago**, Director, Transformative Knowledge & Education Institution for H.O.P.E (MetroHealth Opportunity Center - Buckeye)

##### Community Health Building

**Designing Impact Frameworks for Anchor Mission Strategies**

**Presenters:**  
Dr. Tracy Corley, Director of Research & Partnerships (Conservation Law Foundation)

**Andrew Seeder**, Senior Associate, Research & Metrics (Conservation Law Foundation)

#### Concurrent Session 12:45 PM - 1:45 PM

##### Place-Based Investment

**Aligning Policy Advocacy and Impact Investing to Improve Community Health**

**Presenters:**  
Colby Dalley, Principal (Multiplier Advisors)

**Nick Fritz**, Director, Impact Investing (Intermountain)

**Mikelle Moore**, SVP, Chief Community Health Officer (Intermountain)

**Catherine Patterson**, Co-Executive Director (CityHealth)

##### Impact Purchasing

**Working at the Intersection of Sustainability for Impact Purchasing**

**Presenters:**  
Vincent Lyles, System Vice President, Community Relations (Advocate Aurora Health)

**Iqbal Mian**, Director, Sustainability Solutions Practice GreenHealth (Health Care Without Harm)

**Monica Nakielski**, VP, Sustainability (Advocate Aurora Health)

**Andrea Pouloupoulos**, Senior Director, Procurement (Corewell Health)

**Jeremy Rusticus**, Director, Supplier Performance Management (Corewell Health)

##### Impact Workforce

**Building Hiring Pathways for Justice-Included Individuals: How to Get Started and Find Partners to Work With**

**Presenters:**  
Bridget Borum, Director, Diversity and Inclusion in Talent Acquisition (Advocate Aurora Health)

**Liz Jones**, Senior Corporate Account Manager (CARA)

**Michael Jones**, Workforce Development Organizational Consultant (UCSF)

**Dr. Shira Shavit**, Clinical Professor of Family and Community Medicine (UCSF) and Executive Director of the Transitions Clinic Network

##### Engaging Community and Building Internal Support

**Collaborative Approaches to Addressing Upstream Determinants of Health**

**Presenters:**  
Sherry Norquist, Director of Community Engagement and Impact (Sentara Healthcare)

**Catondra Noye**, Assistant Executive Director (Fairfax Renaissance Development Corporation)

**Wendy Pierce**, MPH Team Coordinator of Community Benefit and Grants (Sentara Healthcare)

**RosaLia Stadler**, Program Manager II Community & Economic Development (Cleveland Clinic)

#### CEO Panel 2:00 PM - 3:00 PM

##### Presenters:

Tina Freese Decker, President & CEO (Corewell Health)  
Arturo Polizzi, President & COO (ProMedica)  
Robert "Bob" Riney, President & CEO (Henry Ford Health)  
Dr. Samuel L. Ross, HAN Trustee & SSM Health Ministries Board Member  
Michael A. Slubowski, President & CEO (Trinity Health)

#### DAY 3 - Thursday, OCTOBER 20

#### Site Visits 8:00 AM - 2:00 PM

##### Place-Based Investment

**Henry Ford Health Detroit Public Spaces and the Brigitte Harris Cancer Pavilion (Detroit, MI)**

This driving tour will also expose participants to economic development projects, and some of the critical issues, within the same community.

##### Impact Purchasing

**ProMedica Headquarters Project and Ebeid Center (Toledo, OH)**

Participants will have the opportunity to see the restoration of the city's vacant yet iconic Steam Plant building and re-imagining of Toledo's signature riverfront park.

##### Impact Workforce

**Trinity Health Michigan Innovative Land Use to Support Community Health (Detroit, MI)**

Tour one of the first hospital-based farms in the country, learn about the impact of their local food aggregation programs, and how they are creating innovative strategies to assist community members experiencing homelessness.