



California Health Professions Consortium



Strengthening Health Pipeline Programs, Networks, and Alliance

Conference Packet

October 13-14, 2010
Westin LAX





California Health Professions Consortium

Message from the Directors:

Dear Friends and Colleagues,

On behalf of the California Health Professions Consortium (CHPC), we would like to welcome you to this exciting conference: "Strengthening Health Pipeline Programs, Networks and Alliances". It is our second state-wide convening of pipeline programs and the health employers, government agencies and educational institutions that they partner with to increase diversity in the health professions. The participating organizations, institutions and individuals represent academic and health career pipeline programs (K-12, community college, baccalaureate and multi-level); health professions training program faculty, outreach and program directors; employers from multiple health sectors that offer or partner with pipeline programs; diversity advocates and representatives from government agencies and foundations.

Examples include directors of health career pipeline programs, principals, counselors, teachers, deans of health professional schools, and public/private health care providers and administrators. The conference will provide a variety of workshops, presentations and sessions led by a group of individuals who have significant experience working in or with pipeline programs. As part of the conference, we will host an evening reception Wednesday October 13 from 6:00-7:30 p.m. We welcome attendees to join us as it will provide a great opportunity for networking and socializing with friends and colleagues, old and new.

The two day program will give you the opportunity to:

- Highlight the current state of health workforce and diversity in California and discuss major current initiatives and potential roles and opportunities for pipeline programs
- Learn about emerging opportunities to reduce the achievement gap to empower K-12 students to successfully pursue health careers
- Understand the potential opportunities and challenges that health care reform may offer for health workforce diversity and pipeline programs
- Learn how to partner with health employers and economic development agencies to develop and sustain pipeline programs
- Build pipeline program capacity, practical resources and linkages
- Highlight promising practices and lessons learned for the development of pipeline programs and for increasing their scale, sustainability and impact
- Attend practical workshops on priority pipeline program topics such as evaluation, partnerships and scaling up etc.
- Identify media and social networking tools to enhance pipeline programs
- Discuss how greater coordination and shared advocacy could benefit pipeline programs and our students
- Learn about practical strategies to enhance funding for your pipeline programs
- Meet and network with pipeline colleagues from your area and throughout the state

We hope that you find this conference informational, yet practical and we look forward to building on this momentum as we work together to strengthen and grow California's health workforce!

Jeffrey S. Oxendine, MBA, MPH
Public Health Practice
UC Berkeley School of Public Health

Dr. Katherine A. Flores
Latino Center for Medical Education and Research
UCSF Fresno Medical Education Program



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AGENDA: OCTOBER 13

“Strengthening Health Pipeline Programs, Networks and Alliances”

- 1:30-1:45** **Welcome and Review of Objectives, Agenda and the Consortium**
Dr. Katherine Flores & Jeff Oxendine, CHPC Co-Directors
- 1:45-2:25** **Keynote Presentation: Emerging Opportunities and Challenges to Reduce the Achievement Gap and Empower K-12 Students to Successfully Pursue Health Careers**
Jose Ortega, J.D., Assistant Superintendent, California Department of Education
- 2:25-3:00** **The Role of Pipeline Programs in Improving the Health of Youth and Communities and Building Future Leaders: Investing in Youth, the Ultimate Payback**
Dr. Barbara Stagers, Director of Adolescent Medicine, Children’s Hospital & Research Center at Oakland and Co-Founder, Faces for the Future Program
- 3:00-3:15** **Break (healthy snacks)**
- 3:15-4:45** **Practical Skill-based Workshops:**
- **Facilitating Successful Transitions Across Educational Levels**
Western University of Health Sciences:
Dr. Gerald Thrush, Professor, Assistant Dean Pre-Clinical Education, College of Osteopathic Medicine of the Pacific
Dr. Elizabeth Rega, Associate Professor and Director of Strategic Alliances
Ms. Jodi Olson, M.A., Director of MSMS Post-Baccalaureate Program
Dr. Timothy Martinez, Assistant Professor and Associate Dean for Community Outreach, College of Dental Medicine
Pomona Unified School District:
Mr. Richard Martinez, Superintendent
Dr. Mark Maine, Director of Extended Programs
Ms. Reedy Wade, Principal, Palomares Health Science Academy
Cal Poly Pomona:
Dr. John Chan, Professor and Pre-health Advisor
 - **Partnerships with Health Employers to Develop Pipeline Programs**
Caryn Rizell, Senior Project Coordinator, Workforce Development, California Primary Care Association (Workshop Facilitator)
Tom Siegmeth, Director, East Los Angeles AHEC
Dr. Raquel Soto, Director, Los Angeles Harbor AHEC
Andrea Perry, Workforce Planning Specialist, Cedars-Sinai Health Systems
 - **Creating and Sustaining a Successful High School Health Science Program**
Tim Klein, Coordinator, Health Careers Academy, (Palmdale High School Health Careers Academy)
Angela Hefter, Coordinator, Health Careers Academy, (Palmdale High School Health Careers Academy)



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Practical Skill-based Workshops continued..

- **Working Effectively with Workforce Investment Boards to Support Health Pipeline Programs**

Moreen Lane, California Workforce Investment Board
Chuck Flacks, Research Director, San Diego Workforce Partnership
Adolfo Ventura, Assistant Project Manager, MAAC Projects

- **Partnerships with Employers and Economic Development Agencies**

Sheila Thornton, Healthcare Industry Council Coordinator, Coachella Valley Education Partnership, Career Pathways Initiative

5:00-6:00

Practical Strategies to “Make the Case” For Your Programs and Enhance Your Funding and Sustainability:

Ignatius Bau, Consultant, Former Program Director, The California Endowment

6:00-7:30

Networking Reception (hors d'oeuvres)



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“Strengthening Health Pipeline Programs, Networks and Alliances”

- 8:30-8:45** **Welcome/Summary of Day 1 and Overview of Day 2**
Dr. Katherine Flores & Jeff Oxendine, CHPC Co-Directors
- 8:45-9:30** **Key Note Speaker: Health Reform and its Implications for Health Workforce and Pipeline Programs**
Dr. Kevin Grumbach, Chair, Department of Family and Community Medicine, UCSF
- 9:30-10:00** **CHPC Pipeline and Advocacy Network Presentation**
- Overview of CHPC CA Pipeline Network
 - Demonstration of CHPC On-line Community Tools and Resources
 - Advocacy Opportunities
- 10:00-10:15** **Break**
- 10:15-11:15** **Plenary Session Use of Social Media Tools to Strengthen Programs and the Pipeline**
Dan Cohen, J.D., Principal, Full Court Press Communications
- 11:15-12:30** **Practical Skill-based Workshops**
- **Methods and Practical Tools for Evaluation of Pipeline Programs**
Dr. Hy Doyle, Executive Director, UCLA PRIME, UCLA School of Medicine
Lourdes Rivera, Evaluation Specialist, Division of Child Development and Community Health, UC San Diego
 - **The Role of Health Professions Schools in Pipeline Programs**
Dr. Neal Schiller, Associate Dean UCR/UCLA, Director, Medical Scholars Program
Dr. Ron Garcia, Assistant Dean for Minority Affairs, Director, Center of Excellence in Diversity in Medical Education, Stanford University School of Medicine
 - **Building a Regional Pathway Program to Prepare Students for College Sciences and Health Professions**
Natalie Ray, Director, Regional Allied Health and Science Initiative, San Diego, CA
 - **Strategies for “Scaling up” your Program**
Dr. Richard Kohl, Founder & Principal, Learning and Leading for Large Scale Change LLC, Portland, Oregon
 - **How to Use New Media and Social Networking Tools to Enhance your Program**
Erin Hart, Senior Vice President, Fenton Communications
- 12:30-2:00** **Networking Lunch and Successful Student Panel**
Lupe Govea, Pharmacy Student UCSF
Patrick Ramirez, Masters Public Health Student, UC Berkeley
Evita Limon, Medical Student, UCLA School of Medicine
Haydee Morales, BSN, St. Mary’s College
Jose Luis Ocampo, Medical Student/MPH, UCLA/DREW Medical Education Program
- 2:00-3:30** **“Now What?” An Action Plan Towards the Next Step of Program Implementation”**
Bertha Dominguez, Education Director, UCSF LaCMER Fresno Medical Education

AGENDA: OCTOBER 14





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“Strengthening Health Pipeline Programs, Networks and Alliances”

Day 1: Workshop Descriptions, October 13, 2010, 3:15-4:45pm

A. Facilitating Successful Transitions Cross Educational Levels (Grand Ballroom A)

Western University of Health Sciences:

Dr. Gerald Thrush, Professor, Assistant Dean Pre-Clinical Education, College of Osteopathic Medicine of the Pacific

Dr. Elizabeth Rega, Associate Professor and Director of Strategic Alliances

Ms. Jodi Olson, Director of MSMS Post-Baccalaureate Program

Timothy S. Martinez, DMD, Associate Dean for Community Partnerships and Access to care

Pomona Unified School District

Mr. Richard Martinez, Superintendent

Dr. Mark Maine, Director of Extended Programs

Ms. Reedy Wade, Principal, Palomares Health Science Academy

Cal Poly Pomona

Dr. John Chan, Professor and Pre-health Advisor

Description: Pomona Unified School District, Cal Poly Pomona and Western University of Health Sciences have partnered to connect both upstream and downstream components of a health professions pipeline in a long-term, three-institution cooperative arrangement. This workshop and panel discussion highlights program aspects and the particulars of memoranda of understanding, linkages and other institutional bridges to support student learning and professional development.

B. Partnerships with Health Employers to Develop Pipeline Programs (Logan Room)

Caryn Rizell, Senior Project Coordinator, Workforce Development, California Primary Care Association (Workshop Facilitator)

Tom Siegmeth, Director, East Los Angeles AHEC

Dr. Raquel Soto, Director, Los Angeles Harbor AHEC

Andrea Perry, Health Workforce Planning Specialist, Cedars Sinai Health Systems

Description: The focus of this workshop is to provide participants with practical insights into developing and operating successful partnerships amongst pipeline programs and health employers. We will address some of the challenges involved in developing these partnerships, but will spend more time on providing practical examples of successful models, programs and strategies.





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C. Creating and Sustaining a Successful High School, Health Science Program (Midway Room)

Tim Klein, Coordinator, Health Careers Academy, (Palmdale High School Health Careers Academy)

Angela Hefter Coordinator, Health Careers Academy, (Palmdale High School Health Careers Academy)

Description: This workshop will focus on how to develop a health science program on a high school campus that incorporates a 4-year high school plan, collaboration with post-secondary institutions and junior high schools, integrated projects that include Math, English, Science, and History. It also incorporates development of Health Occupations Students of America (HOSA) chapter and industry partnerships related to student internships. Other topics to be addressed include data and tools that provide evidence of student success and the impact that the program has had on an underrepresented and economically disadvantaged area. It will address the challenges that a 17 year health careers academy has faced, and how a health science program can excel through times of difficulty.

D. Working Effectively with Workforce Investment Boards to Support Health Pipeline Programs (Laguardia Room)

Moreen Lane, California Workforce Investment Board

Chuck Flacks, Research Director, San Diego Workforce Partnership

Adolfo Ventura, Assistant Project Manager, MAAC Projects

Description: This workshop will discuss the use of sector strategies and regional initiatives to meet the needs of the health industry and how pipeline programs can be a part of the process. This workshop will discuss what the Workforce Investment Board is doing and provide practical examples of health industry initiatives and programs. It will address specifics of how pipeline programs, health employers and K-12 and higher educational institutions can work effectively with local workforce investment boards to develop and sustain programs.

E. Partnerships with Employers and Economic Development Agencies (Only Room)

Sheila Thornton, Healthcare Industry Council Coordinator, CVEP Career Pathways Initiative

Description: What if healthcare employers could meet their future workers when they were in middle school, partner with their high school teachers to provide insight on what's needed for career success, support them with scholarships, internships and as mentors throughout college and, finally, hire them with precisely the education & qualities they were looking for in a top notch worker? Coachella Valley education, industry and economic development leaders are making this happen in their own region.

Facing a shortage of college educated healthcare workers in the next decade and understanding that educational attainment is key to a thriving economy, the Coachella Valley Economic Partnership (CVEP) is facilitating a regional effort to help prepare tomorrow's healthcare workforce from within the valley's own student population.

This workshop will address how CVEP's Healthcare Industry Council has built a model, multi-level healthcare workforce pipeline program, partnered with the County Workforce Investment Board and the County Office of Education and made economic development a key driver in education/workforce strategies.



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“Strengthening Health Pipeline Programs, Networks and Alliances”

Day 2: Workshop Descriptions, October 14, 2010 11:15-12:30pm

F. Methods and Practical Tools for Evaluation of Pipeline Programs (Kennedy Room)

Dr. Hy Doyle, Executive Director, UCLA PRIME, UCLA School of Medicine

Lourdes Rivera, Evaluation Specialist, Division of Child Development and Community Health, UC San Diego

Description: In this workshop, the presenters will discuss the use of an innovative systematic student tracking approach to measure program success. Practical tools and methods will be discussed. Outcome data will be presented for high school, community college and post-baccalaureate programs. The use of social media as a tracking mechanism will also be discussed.

G. The Role of Health Professions Schools in Pipeline Programs (Midway Room)

Dr. Neal Schiller, Associate Dean UCR/UCLA, Director Medical Scholars Program

Dr. Ronald Garcia, Assistant Dean for Minority Affairs, Director Center of Excellence in Diversity in Medical Education, Stanford University School of Medicine

Description: This workshop will focus on innovative strategies and pathway programs that health professions schools have used to support under-represented and disadvantaged students to successfully pursue health careers. Programs at UC Riverside and Stanford School of Medicine will be highlighted including high school partnerships, college academic support and enrichment programs, centers of excellence, health career opportunity programs and post baccalaureate programs. It will include interactive discussion with participants regarding how health professions schools can partner with K-12, higher education, health employers, government agencies and others to advance the pipeline.

H. Building a Regional Pathway Program to Prepare Students for College Sciences and Health Professions (Hopkins Room 329)

Natalie Ray, Director, Health and Science Pipeline Initiative (formerly RAHSI) , San Diego, CA

Description: This workshop will focus on the experience of a successful program that has worked with high school and college students for twelve years through the Grossmont-Cuyamaca Community College District. The presenter is the Director of the High School and CTE Partnerships program, which supports curriculum alignment and faculty collaboration from high school to college in all career and technical program areas. The “Health and Science Pipeline Initiative” is a specialized effort that originated in June 2006 with a grant through the Governor’s Career Technical Education Initiative. She currently manages a variety of grants focused on health career preparation and program development in high schools throughout San Diego County. The session will focus on the nuts and bolts and lessons learned in creating such a program and how others can develop in their areas.



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I. Strategies for “Scaling up” your Program (Logan Room)

Dr. Richard Kohl, Founder & Principal, Learning and Leading for Large Scale Change LLC, Portland, Oregon

Description: This workshop will introduce participants to the basic concepts in how to design and implement an effective scaling up strategy for small scale programs. The workshop will discuss the options for scaling up goals and how to define them, the alternative methods for scaling up, their advantages and disadvantages, and how select the method which is most appropriate for given model and scaling up goals, and how to assess and improve the scalability of a small scale project. If time permits, we will apply a scalability assessment tool to one or more projects of participants.

J. How to Use New Media and Social Networking Tools to Enhance your Program (Laguardia Room)

Erin Hart, Senior Vice President, Fenton Communications

Description: Workshop focuses on discussion of social media as the new normal for communications and review specific social media tools to reach key audiences: prospective students, current students, program alumni and health care workers.



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Speaker Biographies:

Jose Ortega, J.D., Assistant Superintendent, California Department of Education



Jose Ortega has over 24 years of experience in the field of education and has worked at the California Department of Education since 2002. He is responsible for the administration of California State Superintendent of Public Instruction's prekindergarten through postsecondary education council (P-16 Council), as well as initiatives for closing the achievement gap and college preparation. Jose has taught at many grade levels including elementary, high school, adult education, and postsecondary education. He has worked in numerous educational settings including urban schools, alternative education, programs for incarcerated youth and adults, and mandated court programs, among others. He has held several administrative positions including migrant education program manager, elementary school principal, and high school dean of students.

Dr. Kevin Grumbach, Chair, Department of Family and Community Medicine, UCSF



Kevin Grumbach, MD is Professor and Chair of the Department of Family and Community Medicine at the University of California, San Francisco and Chief of Family and Community Medicine at San Francisco General Hospital. He is the Director of the UCSF Center for California Health Workforce Studies, Co-Director of the UCSF Center for Excellence in Primary Care, and Co-Director of the Community Engagement Program for the UCSF Clinical Translational Science Institute. His research on topics such as primary care physician supply and access to care, innovations in the delivery of primary care, and racial and ethnic diversity in the health professions have been published in major medical journals such as *The New England Journal of Medicine* and *JAMA* and cited widely in both health policy forums and the general media. He received a Generalist Physician Faculty Scholar award from the Robert Wood Johnson Foundation, the Health Resources and Services Administration Award for Health Workforce Research on Diversity, and the Richard E. Cone Award for Excellence and Leadership in Cultivating Community Partnerships in Higher Education, and is a member of the Institute of Medicine, National Academy of Sciences.

Dr. Grumbach is a member of the UCSF University-Community Partnership Council, and a founding member of the California Physicians' Alliance, the California chapter of Physicians for a National Health Program. He served as a campaign surrogate and member of the health policy advisory committee for the Barack Obama presidential campaign, and an advisor to President-Elect Obama's health transition team.



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Dr. Barbara Stagers, Director of Adolescent Medicine, Children's Hospital Oakland and Co-Founder, FACES for the Future



Dr. Barbara Stagers is Director of Adolescent Medicine at Children's Hospital & Research Center at Oakland. She is also Co-Founder of the FACES for the Future Program.

Dr. Stagers attained her B.A. in Psychology from UC Berkeley, her M.D. from UC San Francisco, and a M.P.H. in Health Education from UC Berkeley. She completed her Pediatric residency at Children's Hospital Oakland and her Fellowship in Adolescent Medicine from UC San Francisco. Dr. Stagers is a Board Certified Pediatrician and Adolescent Medicine Subspecialist.

She is the recipient of numerous honors and awards including: the Public Health Heroes Award, UC Berkeley School of Public Health; Haas Public Service Award for the University of California, Berkeley; the San Francisco Foundation Community Service Award; a National Child Labor Committee Award; Best Doctors of America 2005-08; a National Violence Prevention Council Angel of Peace Award; Alumna of the Year, School of Public Health, UC Berkeley; Profiles of Excellence; and State, County, and, Citywide Resolutions. Dr. Stagers is considered a national authority on high risk youth, urban and minority youth, violence and health care issues of multicultural societies. Some of her current activities include:

- Board of Directors, The California Wellness Foundation
- Family PACT Clinical Practice Advisory Board for State of California
- California State Immunization Advisory Board Member
- Local, County, Statewide Youth Advocacy and Policy Committees
- Planning Committee Member Family PACT Clinical Education and Training
- Center for Health Professions, UCSF Advisory Board
- Public Policy and Advisory Committee Alameda County School-based Health Center Coalition

Ignatius Bau, Consultant, Former Program Director, The California Endowment



Ignatius Bau is a health policy consultant. For the past seven years, he was a program officer at The California Endowment, where he developed and managed grants which included support for health workforce diversity. He has served on grant review committees for the federal government, the U.S. Conference of Mayors and other foundations. Prior to his work in philanthropy, Bau worked in community-based organizations where he prepared successful proposals for funding to federal government and foundation sources.



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Dan Cohen, Principal, Full Court Press Communications



Dan Cohen founded Full Court Press in 2001 with a vision of providing public relations, public affairs and crisis counsel to companies, foundations and non-profits who wish to use strategic communications and social media to make social change, primarily in California.

Dan is a veteran public relations, political communications and media strategist. He applied his belief in brand building public relations to all of the General Mills Brands including Wheaties, Cheerios, Box Tops for Education & Betty Crocker. His work at General Mills in the mid-1990's was recognized by the Wall Street Journal as being on the forefront of leveraging brands to greater PR success.

Dan was a political consultant for initiatives and Democratic candidates for offices from mayor to Congress. He was recently named by the East Bay Business Journal as one of its "40 under 40," and serves on the Board of Directors of Alameda County Meals on Wheels. Dan is also on the Board of the Oakland Metropolitan Chamber of Commerce. Dan is a licensed attorney but chooses to practice strategic communications ... his passion.

Bertha Dominguez, Education Director, UCSF LaCMER Fresno Medical Education Program



Ms. Dominguez has been with the UCSF Fresno Latino Center since 2000. She has a BS degree in Sociology and a MS degree in Organizational Behavior. As the Education Director, she oversees the development and implementation of the health professions education pipeline program consisting of the middle school Junior Doctors Academy, the high school Doctors Academy, and the college Health Careers Opportunity Program at California State University, Fresno. She works in partnership with K-12 schools and university administration in the development of the pipeline programs. She has presented at state and national conferences on the educational pipeline program as well as on the importance of creating and sustaining partnerships.



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generous support of this conference:**


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- Center for Public Practice, UC Berkeley School of Public Health Practice
- UC Davis Program in Public Health
- CSU Fresno, Central Valley Health Policy Institute
- University of Hawaii Program in Public Health



California Health Professions Consortium

About the California Health Professions Consortium

The California Health Professions Consortium (CHPC) is a statewide consortium, under the direction of Dr. Katherine Flores (Director, UCSF-Fresno Latino Center for Medical Education and Research; Clinical Faculty, UCSF School of Medicine - Dept. of Family & Community Medicine) and Jeff Oxendine (Associate Dean, Public Health Practice - UC Berkeley School of Public Health), and is comprised of organizations and individuals with a vested interest in increasing diversity in California's health workforce. The members of CHPC represent various sectors, including direct service providers (hospitals, health plans, physicians, nurses), policy and advocacy organizations, academic institutions (including representation from the community college, Cal State University, and University of California systems, as well as private institutions), health pipeline programs, and other entities. To move forward with the Consortium's goals and objectives, we have four committees entitled: Pipeline, Policy & Advocacy, Resources, and Research & Evaluations, which are charged with specific action items. CHPC holds in-person convenings on a quarterly basis, and our meetings are rotated between San Francisco and Los Angeles.

Some of the organizations that make up the California Health Professions Consortium

American Medical Student Association (AMSA)
California Area Health Education Center (AHEC)
California Department of Education
California Department of Labor
California Hospital Association (CHA)
California Institute for Nursing & HealthCare (CINHC)
California Medical Association (CMA) Foundation
California Primary Care Association (CPCA)
California Program on Access to Care (CPAC)
California State University, Office of the Chancellor
California State University, Fresno (CSUF)
California State University, Northridge (CSUN)
California State University, Sacramento (CSUS)
California Workforce Investment Board
Cedars Sinai Medical Center
Children's Hospital Research Center Oakland (CHORI) - Faces for the Future
Coachella Valley Economic Partnership, Career Pathways Initiative
Community Clinic Association of Los Angeles County (CCALAC)
Community College System - Regional Health Occupations Resource Center (RHORC)
Community Health Partnership, Inc - Healthy Futures Program
David Geffen School of Medicine at UCLA
Drew/UCLA Medical Education Program
Fenton Communications
Health Initiative of the Americas
Health Professions Education Foundation
Insight Center for Community Economic Development
Kaiser Permanente
Keck School of Medicine at the University of Southern California



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Latino Coalition for a Healthy California (LCHC)
Latino Health Collaborative
National Council for Diversity in the Health Professions
Office of Statewide Health Planning & Development (OSHPD)
Public Health Institute (PHI)
Reach Out West End (ROWE)
Regional Health Occupations Resource Center (RHORC)
San Diego Science Alliance
Stanford University School of Medicine - Center of Excellence
The California Endowment (TCE)
The California Wellness Foundation (TCWF)
The Greenlining Institute
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University of California, Davis School of Medicine
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University of California, Riverside
University of California, San Diego School of Medicine
University of California, San Francisco School of Medicine
University of California, San Francisco-Fresno Latino Center for Medical Education and Research
UCLA Center for the Study of Latino Health & Culture (CESLAC)
UCSF Center for the Health Professions
Western University of Health Sciences
White Memorial Family Medicine Residency Program