According to Healthy People 2020 health equity is defined as, “attainment of the highest level of health for all people. Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities.” (www.healthypeople.gov)

Why should you attend this summit?

• You will be transformed in your awareness of healthcare equality vs. healthcare equity.
• You will experience cutting edge presentations and collaborate with others to address healthcare disparities which affect us all.
• You will collaborate and discuss issues with national leaders.
• You will learn valuable skills and ideas that you will be able to take back to your workplace and immediately place into practice.

This day long interactive summit will examine areas that affect us in our workplace. Healthcare parity, workforce development, and cultural humility will be the main focus of the day. The day’s topics include: social determinants of health, healthy 2020 goals, the Minority Medical Mentoring Program, diversifying the healthcare workforce, microaggressions, and bias in medicine.

Location: MAHEC Mary C. Nesbitt Biltmore Campus
121 Hendersonville Rd, Asheville NC 28803

Date: Friday, August 19, 2016
Registration: 7:00 am - 7:50 am
Program: 7:50 am - 3:15 pm (lunch provided)

Early registration fees through August 12th:
Fee: $85.00
Mission Employees: $42.50
Student (Full time student/Must show ID at check-in): $40.00
MAHEC Employees: $15.00

AUDIENCE
Medical professionals, behavioral health professionals, psychologists, human services professionals, community advocates, and all with an interest in achieving health equity and parity in our community, state and region.

OBJECTIVES
Upon completion of this knowledge based event, the learner should be able to:
• Define health equity as opposed to equality and apply transformative best practices to your workplace;
• Raise awareness of our unconscious biases and how that could affect interactions with patients, clients, and colleagues;
• Provide practical strategies to create diverse and inclusive cultures in our communities;
• List ways to support patients, clients, consumers, and staff to create more inclusive workplaces;
• Create a personal action plan and be able to review progress in 6 months.

REBECCA BERNSTEIN, MD

Jointly provided by:
MAHEC
MISSION HEALTH
7:00am  Registration
7:50am  Welcome
Participants are encouraged to write down questions throughout sessions to be explored during the World Cafe™ session
8:00am  Building the Foundation for a Reproductive and Social Justice Movement
Sarah Verbiest, DrPH, MSW, MPH
9:00am  Keynote Address: Eliminating the Racial Disparity in Infant Mortality, a Dream Deferred
Arthur James, MD
10:00am  Break
10:15am  Reducing Treatment Disparities In Cancer Care Through a System-Based Intervention
Samuel Cykert, MD
10:35am  Diversity: When It Is Not Your Experience
Je'Wana Grier-McEachin
10:55am  Attracting Black Males to Medicine
Cedric M. Bright, MD, FACP
11:20am  Ouch! Can We Talk? Identifying and Addressing Microaggressions
Lisa Eby, MS Biostatistics, MSW, SPHR
11:40am  Engaging Empathy: How to Address the Bias We Cannot See
Rebecca Bernstein, MD
12:00pm  Lunch (provided)
1:00pm  Utilizing World Cafe™ Methodologies to Create Concrete Takeaways
Each seated small group will spend 20 minutes with faculty whereupon the participants will have the opportunity to delve deeper into each speaker’s topics. Participants will have the opportunity to ask questions on how to implement strategies into their daily practice. At the end of each segment our faculty will rotate to the next seated group. By the end of the 2 hour session you will have spent time with all of the faculty below. Additionally, moderators will be on hand to help facilitate discussions.
Cedric M. Bright, MD, FACP  |  Samuel Cykert, MD  |  Lisa Eby, MS Biostatistics, MSW, SPHR  |  Je'Wana Grier-McEachin  |  Arthur James, MD  |  Sarah Verbiest, DrPH, MSW, MPH
3:00pm  Creation of Personal Action Plans
3:15pm  Adjourn

**FACULTY**

Rebecca Bernstein, MD, is a graduate of the Social Medicine and Primary Care Internal Medicine Residency Program at Montefiore Medical Center, Bronx, New York. She takes a special interest in community medicine and care of the vulnerable populations. She currently works as an Internal Medicine Hospitalist at Mission Hospital. She has lead projects involving inpatient diabetes care. She chaired the Diversity Committee for Mission Health from 2011 till 2015. She continues to educate healthcare workers on implicit bias through lectures and workshops.

Cedric M. Bright, MD, FACP, physician and patient advocate, is an Assistant Dean for Admissions, Director of the Office Special Programs and an Associate Professor of Medicine in the Department of Medical Education at the UNC School of Medicine. He served as the 112th President of the National Medical Association from 2011 to 2012. He was previously Associate Clinical Professor of Internal Medicine and Community and Family Medicine at Duke University and a staff physician at the VA Medical Center in Durham, North Carolina. Dr. Bright serves as a mentor for premedical and medical students and is featured in a YouTube video developed by Diverse Medicine Inc in conjunction with UNC School of Medicine entitled “Black Male in a White Coat.” Because of his admissions work, he was featured in the AAMC publication “Altering the Course; Black Males in Medicine.” He has spoken at the Congressional Black Caucus Health Trust before on topics related to Veterans’ health, disparities within the VA system, and how to strengthen the pipeline of black males. He is a dedicated clinician, community servant leader, husband and father, as well as a mentor to many.

Samuel Cykert, MD, is a Professor of Medicine at the University of North Carolina. He serves as the Clinical Director of the North Carolina Regional Extension Center for Health Information Technology (REC) and has been appointed the Director for the UNC School of Medicine Program on Health and Clinical Informatics. He is an adjunct Professor of Health Policy at the UNC-Gillings School of Global Public Health. Dr. Cykert’s research portfolio includes projects that use informatics systems to improve chronic disease and cancer care overall and narrow racial and ethnic disparities. He currently serves as the principal investigator on two grants that use a combination of technical systems, transparency, and communication strategies to narrow disparities in treatment completion for early stage lung and breast cancer. Many aspects of these interventions have been informed by community participatory research and community partners.

Lisa Eby, MS Biostatistics, MSW, SPHR, has served as the HR Division Director for Health and Human Services over the last 10 years, integrating her knowledge of systems thinking and organizational development to foster a culture of workforce engagement and inclusion, innovation, and compassionate service. Lisa also oversees the Communication Division for Health and Human Services designing creative approaches that shape and support resilient behavior both internally and throughout the
community. Lisa earned a Master of Social Work degree from the University of North Carolina at Chapel Hill and also holds a master’s degree in Biostatistics from the Medical College of Virginia. Lisa is certified as a Senior Professional in Human Resources (SPHR).

Je’Wana Grier-McEachin has been involved in community health at many levels. In August 2007 she founded the Bethel Seventh-day Adventist Church’s Kids Fit 4 Life program which focused on literacy, physical fitness, and adolescent entrepreneurship. She joined ABIPA in 2008. She created and produced ABIPA’s Body & Soul Cooking Show which offered healthy alternatives for traditional soul food recipes and currently hosts the Body & Soul Radio show which highlights community health issues and solutions at the local level. Under her leadership as Executive Director, ABIPA’s community service navigators have utilized the ABIPA model of community health workers going door to door and in community settings to provide interventions to serve residents in public housing and community centers.

Ms. Grier-McEachin served as a Community Partner Coach for the YMCA of Western North Carolina with the Shiloh Community Association and has presented on lessons learned at YUSA conferences. She is currently assisting the SCA with the expansion of the SCA community garden to include the Shiloh Legacy Art Trail which will address economics, the environment, social justice and community engagement.

Arthur James is an Obstetrician, Gynecologist, and Pediatrician who has been involved in the care to underserved populations for the entirety of his medical career. In previous practice experiences he has been the Medical Director of a Federally Qualified Health Center, Medical Director of Bronson Methodist Hospital’s Women’s Care Clinic (Kalamazoo, Michigan), and founder/Medical Director of Borgess Women’s Health (Kalamazoo, Michigan). In each of these efforts, he was instrumental in expanding services to indigent patients, patients using drugs, HIV positive pregnant patents, and especially to teens. He is also the founder and former Medical Director of the Kalamazoo County Fetal and Infant Mortality Review team and, for many years, lead the Kalamazoo County community’s efforts to reduce infant mortality and reduce the incidence of pregnant adolescents. He is also the former Director of the State of Michigan’s Infant Mortality Think Tank that lead the State of Michigan’s efforts to improve infant survival. While in Kalamazoo he lead a community-wide infant mortality reduction coalition that decreased Kalamazoo County’s black infant mortality rate from 29.7 /1,000 black births to 10.2, making Kalamazoo one of only a few counties in the nation to achieve the Healthy People 2000 black infant mortality rate goal of 11/1,000.

As of July, 2011 he is an Associate Professor of Obstetrics and Gynecology, and Pediatrics at the Ohio State University Wexner Medical Center and Nationwide Children’s Hospital, Co-Chair of the Ohio Collaborative to Prevent Infant Mortality (a State-wide collaborative to improve infant mortality in the State of Ohio), former Senior Policy Advisor to the Ohio Department of Health (9/11-6/16), and the former Co-Director of the Ohio Better Birth Outcome (a Franklin County, Ohio organization whose purpose it is to improve overall infant mortality and decrease racial disparities in birth outcomes). He is also the founding Medical Director and current staff physician at Nationwide Children’s Teen and Pregnant (TaP) program.

Dr. James has assisted in Ohio’s improvement regarding infant survival. After more than a decade of worsening infant mortality rates, between 2011 and 2014 the State of Ohio’s overall, white, and black infant mortality rates have improved by 14%, 17%, and 10.5%, respectively. Most remarkably, during 2014 there were 955 infant deaths in Ohio. While this number remains much too high, 2014 was the first year since 1939 that Ohio’s total annual infant deaths were less than 1,000.

Dr. James is also a member of the Health and Human Services Secretary’s Advisory Committee on Infant Mortality (SACIM), is a board member of Centering Healthcare, Inc. (CHI) and is a former board member of the National Healthy Start Association.

Sarah Verbiest, DrPH, MSW, MPH, is the executive director at the University of North Carolina at Chapel Hill (UNC) Center for Maternal & Infant Health, which provides direct clinical services to high risk mothers and infants, conducts health services research, coordinates statewide programs, and provides patient and healthcare professional education. Her research focus includes postpartum health and wellness and preconception health. She serves as the director of the National Preconception Health and Health Care Initiative (PCHHC), a public-private partnership of over 70 organizations focused on improving the health of young women and men and any children they may choose to have. Sarah is also a clinical associate professor at the UNC School of Social Work.

## CREDITS

### Continuing Medical Education

**Accreditation:**
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the North Carolina Medical Society (NCMS) through the joint providership of the Mountain Area Health Education Center and Mission Health. The Mountain Area Health Education Center is accredited by the NCMS to provide continuing medical education for physicians.

**Credit Designation:**
The Mountain Area Health Education Center designates this live educational activity for a maximum of 5.0 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**Disclosure:**
The Mountain Area Health Education Center adheres to ACCME, Essential Areas, Standards, and Policies regarding industry support of continuing medical education. Disclosure of the planning committee and faculty’s commercial relationships will be made known at the activity.

**CEU:**
The Mountain Area Health Education Center designates this continuing education activity as meeting the criteria for 0.5 CEUs as established by the National Task force on the Continuing Education Unit. You must attend the entire activity or activities to receive CEUs.

**5.0 contact hours**

**NAADAC:**
This course has been approved by MAHEC, as a NAADAC Approved Education Provider, for educational credits. NAADAC Provider #647. MAHEC is responsible for all aspects of their programming. Full attendance is required to receive credit from NAADAC.

**5.0 hours**

**Psychologists:**
MAHEC is recognized by the North Carolina Psychology Board as an approved Provider of Category A Continuing Education for North Carolina Licensed Psychologists. Approved for 5.0 hours. Full attendance is required.

**NBCC:**
Mountain Area Health Education Center (MAHEC) has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 5514. Programs that do not qualify for NBCC credit are clearly identified. MAHEC is solely responsible for all aspects of the programs. 5.0 hours Full attendance is required to receive credit.
COMMITTEE MEMBERS
Frank Castelblanco, DNP, RN, Director, Division of Regional Services
MAHEC, Asheville, NC

Dan Frayne, MD, Faculty Physician, MAHEC Family Health Center
Asheville, NC

Jacquelyn Hallum, MBA, MHA, Director, Health Careers and Diversity Education
MAHEC, Asheville, NC

Lakesha McDay, Director - Diversity Inclusion and Health Equity
Mission Health, Asheville, NC

Dina Gillespie, Continuing Education Planner
MAHEC, Asheville, NC

REGISTRATION
Early Registration Deadline: August 12, 2016
Early registration fee is $85.00, and $40.00 for students (full time students/must show ID at check-in). Registration fee includes administrative costs, educational materials and lunch. If registration is received after the deadline, the total fee will be the registration fee + $15.00.

MAHEC has a pay-up-front policy for all CE programs. The only exceptions will be for pre-approved programs where an individual payment plan is appropriate. Registrations received without accompanying payment will not be processed and participants who have not paid the course fee will not be admitted into the program.

Cancellations received at least two weeks in advance of the program date will receive a full refund unless otherwise noted. Cancellations received between two weeks and up to 48 hours prior to the program date will receive a 70% refund unless otherwise noted. No refunds will be given for cancellations received less than 48 hours prior to the program date. All cancellations must be made in writing (fax, mail, or email). Substitutes can be accommodated in advance of the program.

DIRECTIONS TO THE BILTMORE CAMPUS
121 Hendersonville Rd., Asheville, NC, 28803
From I-40 Eastbound, take Exit 50 and turn left onto Hendersonville Road.
From I-40 Westbound, take Exit 50B and merge onto Hendersonville Road.
At the first light, turn left into the DoubleTree Hotel complex. Turn left and continue up the hill to the MAHEC Biltmore Campus.
From 19-23 (I-26) take 240 East to Exit 5B (Charlotte Street). Exit right onto Charlotte Street. At the 4th light, make a left onto Biltmore Avenue. Proceed through 8 traffic lights. At the 9th light turn right into the DoubleTree Hotel complex. Turn left and continue up the hill to the MAHEC Biltmore Campus.

Have a question?
Program Planner:
Dina Gillespie
dina.gillespie@mahec.net 828-771-4216
Registration Information:
828-257-4475
Fax Registration:
828-257-4768
Online Registration:
www.mahec.net
Email:
registration@mahec.net
Mail: MAHEC Registration
121 Hendersonville Rd., Asheville, NC 28803

The 2016 Diversity Summit:
Transforming Healthcare Equality Into Equity
Friday, August 19, 2016

☐ Updated contact info
Name ____________________________

Credentials ____________________________

Social Security # XXX-XX-______ (last 4 digits required)

Occupation ____________________________

E-mail Address ____________________________

Home Address ____________________________

City __________________ State ______ Zip ______

Home County ____________________________

Home # __________ Work # __________

Employer ____________________________

Department ____________________________

Employer’s Address ____________________________

City __________________ State ______ Zip ______

Work County ____________________________

Program announcements will be sent to your email unless you opt out from receiving emails from MAHEC. We never share our mailing lists.

☐ Please remove my name from the MAHEC mailing list.

Please provide a: ☐ Vegetarian Option ☐ Gluten-free Option

Fee:
☐ $85.00 ☐ $100.00

Students (full time students/Must show ID at check-in):
☐ $40.00 ☐ $55.00

MAHEC & Mission Employees (Including Residents):
☐ Fee Waived

Full payment must accompany all registrations unless a payment plan has been approved in advance. Registrations received without accompanying payment will not be processed.

☐ Check is enclosed (Made payable to MAHEC) ☐ Credit card info provided

☐ Visa ☐ Mastercard ☐ Discover Card ☐ American Express

Account # ____________________________

Exp. ______ / __________ Code on back of card

Name on Card ____________________________

Signature ____________________________

After August 12th:

Send completed registration form to:
MAHEC Registration
121 Hendersonville Rd., Asheville, NC 28803
Fax to 828-257-4768