



**April 2-4, 2020**  
**Omni Jacksonville Hotel**

Conference Program  
 (working draft 3/9/20)

\*confirmed

<b>THURSDAY, APRIL 2, 2020</b>	
8:00am – 1:00pm	VIM America Board of Directors Meeting
10:00am – 1:30pm	Optional Pre-Conference Workshop (including lunch): <i>Nonprofit is a Tax Status, Not a Business Model... Why Nonprofits Should Care About Earned Income</i> presented by No Margin No Mission
12:00pm – 6:00pm	Conference Registration
12:00pm – 8:00pm	Exhibits
2:30pm – 5:00pm	<b>OPENING PLENARY SESSION</b> Welcome/Acknowledgements – Mark Cruise, VIM America Greetings – Jennifer Ryan, VIM JAX Introduction of Keynote Speaker - Mark <b>Healthcare in the New Decade: What It Means for VIM</b> – Todd Sagin, MD, JD* Moderated Discussion of Keynote Address – Raymond Cox, MD*; DeLeesa Meashintubby*; James McGuinness, MD* Q&A with Audience Debut of VIM America’s New Video
6:00pm – 8:00pm	Evening Sunset Cruise

<b>FRIDAY, APRIL 3, 2020</b>	
6:00am – 7:00am	Organized Brisk Walk (or Run) – led by local YMCA staff
7:00am – 5:00pm	Conference Registration
7:00am – 4:00pm	Exhibits
7:30am – 8:30am	Buffet Breakfast
8:30am – 9:40am	<p>PLENARY SESSION</p> <p>Morning Welcome</p> <p>Introduction of Speaker</p> <p><b><i>How Neighborhoods Make Us Sick: Moving Toward Health Equity</i></b></p> <p>– Breanna Lathrop, DNP, MPH, FNP-BC*, Good Samaritan Health Center (Atlanta, GA)</p>
9:45am – 11:00am	<p>BREAKOUT SESSIONS I</p> <p>A. Effective Board Leadership – Lynn Jennings Taylor, JD*</p> <p>B. Taking Your Dental Clinic from Good to Great – Keith Kirshner</p> <p>C. Incorporating Community Health Workers Into Your System of Care – Ilana Steinhauer*</p>
11:00am – 11:15am	Break
11:20am – 12:30pm	<p>BREAKOUT SESSIONS II</p> <p>A. Transitioning and Retired Physicians – How to Attract, Utilize and Retain This Valuable Resource – Louis Weinstein, MD*</p> <p>B. Getting Your Books in Order - Todd Welki, CPA*, Susan Jones, CPA*</p> <p>C. Systematizing How Communities Address the Social Determinants of Health – Amanda Terry, PhD, MPH*</p>
12:30pm – 1:55pm	<p>LUNCH/PLENARY SESSION</p> <p>Special Presentation</p> <p>VIM America Update</p>

2:00pm – 3:15pm	<p>BREAKOUT SESSIONS III</p> <p>A. A Half-Baked Cake Doesn't Cut It – Your Recipe for Fundraising Success – Amanda Missey*</p> <p>B. Patient Transportation Options Through Uber Health and Lyft – Marucci Guzman, MPA*</p> <p>C. Enhancing Specialty Care: The Partnership between The MAVEN Project and VIM Clinics – Representative(s) from The MAVEN Project; Kelly Ranieli* and Francis Feudale, MD*; Mary Stuart* and Vickie Dodds, DNP, ARNP*</p>
3:15pm – 3:30pm	Break
3:30pm – 4:45 pm	<p>BREAKOUT SESSIONS IV</p> <p>A. Using Telehealth to Expand Mental Health Care – Barbara Walker, PhD*</p> <p>B. Advancing Diversity, Equity and Inclusion in Your Organization – Kat Mastrangelo, MPA*</p> <p>C. Using Social Media to Promote Your Clinic – Audrey Laine Seymour, MBA*</p>
5:00pm – 7:00pm	Tour/Reception – VIM JAX
7:00pm -	Enjoy Jacksonville
<b>SATURDAY, APRIL 4, 2020</b>	
6:00am – 7:00am	Yoga – led by local YMCA staff (equipment provided)
7:00am – 1:00pm	Conference Registration
7:30am – 8:30am	Buffet Breakfast
8:30am – 9:30am	<p>PLENARY SESSION</p> <p>Morning Welcome</p> <p>Introduction of Speaker</p> <p><b>“Telehealth: Is Low-Cost, High-Tech Possible? Solving VIM Clinic Challenges with Technology”</b> – Meredith Schanda, FNP-BC*, Partnership Health Center (Valdosta, GA)</p>

9:40am – 10:50am	<p>BREAKOUT SESSIONS V</p> <p>A. Excellence in Student-Run Health Clinics – George Alvarez*, Lauren Gard*</p> <p>B. Building an Annual Development Plan – Alice Koehler*</p> <p>C. Lessons Learned in Operating Multiple Clinic Sites – Jackie Meiluta*, Pam Toney*, Tabitha Pederson*</p>
10:50am – 11:10am	Break/Hotel Check-out
11:15am – 1:00pm	<p>CLOSING PLENARY SESSION</p> <p><b>“Tackling The New Decade with Inventive Thinking, Innovation, and Disruption”</b> - Sara Frasca, Vice President of Innovation for Platypus Labs (Jacksonville, FL)</p> <p>Conference Evaluation  Door Prizes (have to be present to win)  Box Lunches</p>