

TPCA 2025 Annual Conference – Full Session Descriptions



Tuesday, September 23

Pre-Conference Session



1:00 - 4:00 PM Central



Future-Proofing CHCs through Master Scenario Planning



Jay Boyer, Managing Partner – Facktor



Michael Ceballos, Senior Director – Facktor



TPCA Office



CHC Leadership Teams

In an era of rapid policy shifts and financial uncertainties, health center leaders must be equipped with robust tools to navigate the future confidently. This dynamic workshop is tailored for C-suite executives aiming to bolster their strategic acumen through Scenario Planning and Strategic Budgeting. Participants will engage in hands-on exercises, case studies, and collaborative discussions to transform potential challenges into opportunities for growth and resilience.



Wednesday, September 24

General Session



9:00 - 10:00 AM Central



Purpose-Driven Progress in a Shifting Landscape



Sonja Bachus, Chief Experience Officer – NACHC



Cumberland Ballroom | Sonesta Hotel



All Conference Attendees, TPCA Partners, Exhibitors, and Sponsors

As the federal policy landscape continues to evolve, community health centers remain at the forefront of care and innovation. This energizing opening session will highlight key policy updates and share a bold vision for how health centers can lead in today's environment—serving as vital forces in Making America Healthy Again. Attendees will explore how strategic partnerships between NACHC, PCAs, HCCNs, and health centers can drive collective impact and long-term success. Join us as we celebrate the strength, resilience, and leadership of the health center movement.

AM Breakout Session - Financial Health & Stability



10:30 - 11:30 AM Central



Navigating Billing, Coding, and Regulatory Considerations for Value-Based Care



Nicole Moscatelli, Senior Manager – Forvis Mazars



Room TBD | Sonesta Hotel



CEOs, CFOs, COOs


Value-Based Care is often thought of in the clinical sense and not much attention is given to the billing, coding and regulatory impact within the revenue cycle. This is the point where clinical and revenue cycle intersect. Understanding how appropriate coding for the services being performed impacts revenue is key as value-based care payment arrangements become more prevalent in community health centers.

Attendees of this session will learn about the key areas where value-based care and revenue cycle

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intersect, understand the potential financial and compliance considerations, and understand proactive implementation considerations as they navigate the value-based care environment.

AM Breakout Session – Clinical Quality

 **10:30 - 11:30 AM Central**

 **Beyond the Numbers: Strengthening Data Hygiene for Organizational Success**

 **LuAnn Kimker, Senior VP Clinical Innovation – Azara Healthcare**

 **Room TBD | Sonesta Hotel**

 **CHC Leaders, Managers, Quality, and IT Staff**

Clean, reliable data is crucial for effective performance tracking and informed decision-making. This session goes beyond traditional reporting to explore the critical role of data hygiene in improving quality, driving organizational change, and reducing clinical and administrative burdens. Attendees will explore best practices for engaging stakeholders at all levels - providers, frontline staff, and leadership - to foster a culture of data stewardship. Attendees will leave understanding the impact of data hygiene, how to implement strategies to ensure data integrity, and best practices to foster a continuous culture of data stewardship.

AM Breakout Session - Sustainable Health Center Workforce

 **10:30 - 11:30 AM Central**

 **Busting Myths on Employee Recruitment and Retention**

 **Bob Pacanovsky, Speaker & Chief Hospitality Officer – The Black Tie Experience**

 **Room TBD | Sonesta Hotel**

 **CHC Leaders, Managers, and Workforce Staff**

Are you ready to move beyond the same old excuses about employee shortages and high turnover rates? It's time to debunk the myths and uncover real strategies for attracting and retaining top talent. In this interactive seminar, we'll dive deep into the common misconceptions surrounding employee recruitment and retention. Just like the popular TV show "MythBusters," we'll put these myths to the test and reveal the truth about:

- **Employee Experience:** Learn how to create a positive and engaging work environment that fosters loyalty and productivity.
- **Workplace Culture:** Understand the importance of a strong company culture and how to cultivate one that attracts and retains top talent.
- **Hiring, Onboarding, and Training:** Discover effective strategies for finding, welcoming, and developing exceptional employees.

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PM Breakout Session - Financial Health & Stability

 **1:30 - 2:30 PM Central**

 **Process, Leading & Outcomes - Three Levels of Metrics to Deliver on Value-based Care**

 **Michael Ceballos, Senior Director – Facktor**

 **Room TBD | Sonesta Hotel**

 **CEOs, CFOs, COOs, Data Analysts**

As opportunities to engage value-based care (VBC) continue to grow in Tennessee, community health centers are uniquely positioned to lead the charge in delivering high-quality, equitable care while achieving financial sustainability. However, to succeed in value-based payment models, organizations must adopt a more strategic framework for measurement—one that captures progress across three essential levels: process, leading, and outcomes metrics.

This session will provide a practical and actionable framework to help community health centers build and implement a measurement strategy aligned with their VBC goals. Attendees will explore how to define and differentiate between process metrics (what we're doing), leading metrics (early indicators of success), and outcome metrics (what we're achieving) to drive performance and accountability.

PM Breakout Session – Clinical Quality

 **1:30 - 2:30 PM Central**

 **The Health Center Success Formula: From Clinic Chaos to Coordinated Care**

 **Melissa Stratman, CEO – Coleman Associates**

 **Room TBD | Sonesta Hotel**

 **CHC Leaders, Managers, and Frontline Staff**

In today's fast-moving healthcare world, health centers are expected to do more with less - delivering high-quality, patient-centered care while staying financially stable. Many teams face what we call Clinical Chaos Syndrome - a daily struggle with disorganized workflows, poor communication, and technology that doesn't always help. This leads to frustrated patients and overwhelmed staff. Through real-world examples and hands-on activities, attendees will learn how to redesign care team roles so that everyone - from front desk to providers - can do their best work; improve workflows to promote coordinated efforts; build stronger communication habits that keep everyone aligned and accountable.

PM Breakout Session - Sustainable Health Center Workforce

 **1:30 - 2:30 PM Central**

 **Strategic Workforce Development:**

Building Physician and Leadership Pipelines for Community Health Centers

 **John Baldwin, Associate Principal – Health Management Associates**

 **Shannon Brown Jospeh, Senior Consultant – Health Management Associates**

 **Room TBD | Sonesta Hotel**

 **CHC Leaders, Managers, and Workforce Staff**

Recruiting and retaining the next generation of clinical and administrative leaders is one of the most urgent challenges facing community health centers today. Traditional hiring approaches are no longer enough to meet the demands of a competitive and evolving healthcare environment. To build organizational resilience, workforce development must be treated as a strategic priority, not a reactive

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process.

This session will provide a clear, actionable roadmap for building sustainable physician and leadership pipelines. Drawing on successful models from hospitals, multisite systems, and safety-net providers, participants will learn how to align workforce development with long-term strategic goals, design onboarding programs that accelerate engagement and retention, and leverage academic and community partnerships to strengthen the talent pool. Special focus will be given to growing internal leadership capacity, expanding advancement pathways, and positioning the health center as an employer of choice.

General Session

 **3:00 - 4:00 PM Central**


 **Becoming REMEMORABLE - Transforming Service into Storytelling**

 **Bob Pacanovsky, Speaker & Chief Hospitality Officer – The Black Tie Experience**

 **Cumberland Ballroom | Sonesta Hotel**

 **All Conference Attendees, TPCA Partners, Exhibitors, and Sponsors**

Why do some organizations effortlessly capture the hearts and minds of their customers, while others struggle to stand out in the crowd? What sets these exceptional organizations apart? In today's competitive landscape, it's no longer enough to simply provide good service. To thrive, organizations must create memorable experiences that leave a lasting impression. This seminar will equip you with the strategies and tools to elevate your hospitality and service excellence, transforming your organization into a customer-centric powerhouse.

 **Thursday, September 25**

Networking Breakfast

 **8:30 - 10:30 AM Central**

 **Networking Breakfast for CEOs, Operations Staff, Finance Staff, & Clinical Staff**

 **Cumberland Ballroom | Sonesta Hotel**

 **CHC Conference Attendees**

Please note, Sponsors, exhibitors, and other vendor participants are not eligible to attend the Networking Breakfast Session.

General Session

 **10:30 - 11:30 AM Central**

 **From the Clinic to the Capitol: 340B Advocacy Insights for Future Change**

 **Panelists:**

- **Senator Richard Briggs**
- **Shannon Burger, DSc, MBA, CPA, Cempa Community Care**
- **Representative Esther Helton-Haynes**
- **Garrett Johnson, Johnson Capitol Solutions LLC**

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All Conference Attendees

Passing legislation is never simple—but it’s possible with the right mix of strategy, coalition-building, and persistence. In this session, key advocates and stakeholders share the behind-the-scenes story of a successful 340B policy win. Panelists will unpack what worked, what didn’t, and how those lessons can inform advocacy around future health care policy challenges. Attendees will leave with practical insights on engaging policymakers, mobilizing support, and navigating the legislative process to protect access to care.