Mission
Help people and communities achieve better health

Vision
A leading innovator enabling healthy communities

Guiding Principles and Values
Respect, Integrity, Imagination, Courage, Excellence

Focus Areas
The Florida Blue Foundation has enhanced its focus areas and programming, with a focus on health solutions in delivery systems, multicultural and growing populations, and critical issues of affordability, access and quality. Our four focus areas will:

Advance innovation and promote solutions in the health care system
- Focus on innovative ideas, programs and best practice models for new health solutions serving underserved populations
- Focus on access to affordable, nontraditional health service delivery

Build healthy, strong communities
- Local grants to meet local community needs in the areas of Education/Literacy, especially birth through 5; Health and Human Services; Arts and Culture; and Community Development

Improve consumer health with focus on healthy lifestyles to promote better health in communities
- Use already demonstrated sound evidence-based materials for programs for family wellness in multicultural populations

Improve quality and safety of patient care
- Continue to co-lead Florida Action Coalition
- Develop health professional programs with focus on workforce shortages and expertise to serve special populations (seniors, disabled, etc.)
- Explore opportunity for caregiver education and support for “aging in place” programs
2014 Sapphire Awards and Symposium

Recognizing excellence and innovation in community health

Renaissance World Golf Village Resort Convention Center
St. Augustine, Florida
April 23 – 24, 2014
Welcome to the 2014 Sapphire Awards and Symposium

Florida Blue Foundation is committed to its mission – help the people and communities of Florida achieve better health – through strategic grant making to nonprofits that provide services to all 67 Florida counties.

The Sapphire Awards embody our desire to recognize and award excellence and innovation among organizations, programs and individuals that have made a significant, positive impact on health-related outcomes for Florida’s at-risk people and communities.

The Sapphire Awards honor outstanding individuals, programs and nonprofit organizations in community health care, or health care related fields, whose work is distinguished by leadership, innovation and achievements in community health.

The 2014 Sapphire Awards Honorees all embody thoughtful, creative and innovative leadership. They are committed to using all resources possible to create improvements in the daily lives of the people of Florida who are underserved in health care. Their accomplishments and unselfish dedication to improving health care services and best practices for the people of Florida are laudable.

Please join Florida Blue and Florida Blue Foundation in saluting the 2014 Sapphire Awards Honorees!
2014 Sapphire Awards and Symposium Schedule
Schedule at a Glance

Tuesday, April 22

9:00 a.m. – 5:30 p.m.  Pre-Symposium Session – Troon/Wentworth
                      Embrace a Healthy Florida Grantees Meeting

Wednesday, April 23

7:30 – 8:30 a.m.  Breakfast, Registration and Market Place Time – Foyer

8:35 – 8:55 a.m.  Welcome and Update on the Florida Blue Foundation

8:55 – 10:00 a.m.  Opening Plenary Session – St. Augustine ABC

10:00 – 10:15 a.m.  Market Place Time

10:15 – 11:45 a.m.  Plenary Session 2 – St. Augustine ABC

11:45 a.m. – 12:15 p.m.  Market Place Time – Foyer

12:15 – 1:30 p.m.  Networking Lunch and Visit Mobile Health Care Units – La Terrazza

1:30 – 5:30 p.m.  Breakout Sessions – Various Locations

5:30 – 6:45 p.m.  Market Place Time – Foyer

6:15 – 6:45 p.m.  Reception – Foyer

6:45 – 8:45 p.m.  Dinner and Keynote Speaker – St. Augustine ABC
Thursday, April 24

7:00 – 8:10 a.m.  Breakfast, Registration and Market Place Time – Foyer and St. Augustine ABC

8:10 – 8:15 a.m.  Welcome

8:15 – 10:15 a.m.  Plenary Session 3 – St. Augustine ABC

10:15 – 10:30 a.m.  Market Place Time – Foyer

10:30 – 11:45 a.m.  Plenary Session 4 – St. Augustine ABC

11:45 a.m. – 12:20 p.m.  Market Place Time – Foyer

12:30 – 2:15 p.m.  Sapphire Awards Luncheon and Presentations – St. Augustine DEFG  
Closing Remarks and Adjourn
9:00 a.m. – 5:30 p.m.
Pre-Symposium Session
Troon/Wentworth

Embrace a Healthy Florida Grantees Meeting

Luncheon Speaker

*Ashley Smith Juarez* currently serves as the Clinton Health Matters Initiative Regional Director for Northeast Florida. Prior to joining The Foundation, she served as the Executive Director of The Chartrand Foundation, a family foundation committed to expanding opportunities and excellence in early childhood through grade 12 public education. Smith Juarez has a background in teaching and dropout prevention and serves as the President of the Family Support Services Board of Directors, a member of The Women’s Giving Alliance Steering Committee and a member of the WJCT Board of Trustees. She is a trustee at The Emily Balz Smith Foundation and a member of the Duval County School Board representing District 3. She holds a Bachelor of Science in History and Secondary Education from Vanderbilt University.

7:30 – 8:30 a.m.
Breakfast, Registration and Market Place Time
Foyer and St. Augustine ABC
Wednesday, April 23

8:35 – 8:55 a.m.
St. Augustine ABC

Welcome and Update on the Florida Blue Foundation

Welcome
Susan B. Towler, Vice President, Florida Blue Foundation, and Executive Director, Corporate Social Responsibility, has responsibility for the company’s philanthropic strategy. She is a member of the Council on Foundations, Southeastern Council of Foundations, and the Donors Forum of Northeast Florida. She serves on the board of directors for Florida Philanthropic Network, Florida Chamber Foundation and the Cummer Museum of Art & Gardens. She is a graduate of Leadership Florida and serves on its board of directors, and served as the 2012-13 Chair. She chairs Volunteer Florida, the Governor’s Commission on Volunteerism and Community Service, and is a past chair of the University of Florida Public Relations Advisory Council. Towler is an honorary member of Leadership Jacksonville and Florida Blue Key. She holds a Bachelor of Science in Public Relations from the University of Florida.

8:55 – 10:00 a.m
St. Augustine ABC

Opening Plenary Session
Foundations and Health Care Reform: What is the “Right” Role?

Introduction of Opening Speaker
Charles S. Joseph, Chair, Florida Blue Foundation Board, and Senior Vice President, General Counsel and Corporate Secretary, Florida Blue, is accountable for leading the company’s Corporate Affairs Group. He also serves as the senior legal advisor to management and the board of directors. He holds a Bachelor of Arts in Economics from Hamilton College and a Juris Doctorate from the University of Virginia School of Law.
Mark D. Smith, M.D., M.B.A., was the founding President and Chief Executive Officer of the California HealthCare Foundation (CHCF). He served from 1996 through 2013, guiding the organization to be one of the most forward-thinking foundations in the country. Under his leadership, CHCF has granted significant funds and resources to develop and promote innovative solutions, including Health-e-App, the first fully automated Web-based application in the United States for enrolling low-income children and pregnant women in public health insurance programs. More recently, Smith spearheaded the creation of CHCF’s Health Innovation Fund, an investment fund to support entrepreneurs with business concepts that have the potential to significantly lower the total cost of care and substantially improve access to care for Californians.

Smith is a clinical faculty member at the University of California-San Francisco, and an attending physician at the Positive Health Program for AIDS Care at San Francisco General Hospital. Prior to joining CHCF, he served as Executive Vice President at The Henry J. Kaiser Family Foundation. He previously served as Associate Director of AIDS Services and Assistant Professor of Medicine and of Health Policy and Management at Johns Hopkins University. He has served on the board of the National Business Group on Health, the performance measurement committee of the National Committee for Quality Assurance, and the editorial board of *Annals of Internal Medicine*.

He was elected a member of the Institute of Medicine in 2001 and chaired the IOM’s Committee on the Learning Healthcare System, which produced the widely-publicized 2012 report, Best Care at Lower Cost. He serves on the boards of the Institute for Healthcare Improvement and the Archstone Foundation, and on the National Governors Association’s State Health Policy Advisory Board. He has been honored by the California Legislature and the California Hospital Association. Grantmakers in Health recognized Smith with The Terrance Keenan Leadership Award in March 2014. The award pays tribute to health grantmakers whose work is distinguished by leadership, innovation and achievement, as well as creativity, risk taking and boldness.

Smith received a bachelor’s degree in Afro-American studies from Harvard College; a medical degree from the University of North Carolina at Chapel Hill; and a master’s degree in business, with a concentration in health care administration, from the Wharton School at the University of Pennsylvania.
Wednesday, April 23

10:00 – 10:15 a.m.
Market Place Time
Foyer

10:15 – 11:45 a.m.
Plenary Session 2
St. Augustine ABC

Panel Discussion

Emerging Trends – Innovations in Health Care Delivery Systems

Introduction of Panel

Camille I. Harrison is Group Vice President, Service and Business Process Management and Chief Customer Experience Officer, Florida Blue, and a member of the Board of Directors of the Florida Blue Foundation. She oversees the company’s business process management strategy and deployment of Continuous Improvement and Six Sigma methodologies. Harrison holds a Bachelor of Science in Business Education from Montclair State University in New Jersey.

Moderator

Renée Finley is Vice President, Innovation and Market Research, Florida Blue, and a member of the Board of Directors of the Florida Blue Foundation. She promotes an enterprise-wide culture of innovation and imagination to successfully transition Florida Blue to a health solutions company. Finley provides leadership to Florida Blue’s Imagination Center, and serves as the executive champion for key innovation partnerships including TedMed, the Lake Nona Institute, and Healthbox. Finley holds a Master of Business Administration from Jacksonville University and has completed executive development programs at University of Virginia’s Darden School of Business and Northwestern University’s Kellogg School of Business.
10:15 – 11:45 a.m.
Plenary Session 2
St. Augustine ABC

Panel Discussion – Continued

Emerging Trends – Innovations in Health Care Delivery Systems

Panelists

Thaddeus Seymour, Jr., Ph.D., is Senior Vice President, Lake Nona, where he leads planning, marketing, sales and business development. He also serves as President of the Lake Nona Institute, whose mission includes innovating and modeling best practices in healthy and sustainable community development. He holds a Bachelor of Arts from Dartmouth College, a Master of Arts and a doctorate from the University of Wisconsin, and a Master of Business Administration from the Kellogg Graduate School of Management at Northwestern University.

Ginny Ehrlich, Ed.D., Chief Executive Officer, Clinton Health Matters Initiative (CHMI), Clinton Foundation, has spent more than 20 years in public health and education. Prior to her role with the CHMI, Ehrlich served as the Chief Executive Officer for the Alliance for a Healthier Generation, where she built high-level strategic partnerships leading to more than 30 million children and youth having access to healthier foods and more physical activity in schools, communities, and in their homes. She holds a doctorate in Educational Policy and master’s degrees in both Public Health and Special Education.

David Metcalf, Ph.D., is Senior Researcher and Director, Mixed Emerging Technology Integration Lab (METIL), UCF Institute for Simulation and Training that explores leading edge innovations in learning. He holds a Bachelor of Arts in Art/Computer Graphics from the University of Texas, a Master of Science in Computer-based Learning and his doctorate in Information Systems from Nova Southeastern University.

Lynn Banaszak Brusco is Executive Director of the Disruptive Health Technology Institute, Carnegie Mellon University. She is a graduate of the Coro Center for Civic Leadership’s Women in Leadership Program and Leadership Pittsburgh XXIV. She was recently nominated for the 2014 Martin Luther King Jr. Distinguished Coro Alumni Leadership Award and the 2013 Athena Award and was named one of the Pittsburgh Business Times 2013 BusinessWomen First award winners. She has a Bachelor of Science in Marketing and Education from the University of Pittsburgh and is currently pursuing her Master in Business Administration.
Wednesday, April 23

11:45 a.m. – 12:15 p.m.
Market Place Time
Foyer

12:15 – 1:30 p.m.
Networking Lunch and Visit Mobile Health Care Units
La Terrazza

1:30 – 5:30 p.m.
Breakout Sessions
A total of 7 sessions that will repeat. The first sessions are scheduled for 1:30-3:30 p.m. All sessions repeat again 3:30-5:30 p.m.

Session 1 – Strategies and Benefits of Strategic Planning

Legends 1
Wilhelmina L. Tribble, Founder and President, LTA, Inc., provides training, facilitating and coaching services to private, public and not-for-profit sectors since 1986. She has served on the boards of directors of the Foundation of Central Florida; Quantum Immunologics, a cancer research firm; the Beacon Network; The Florida Bar Board of Governors; and the Florida Supreme Court Commission on Professionalism. She earned a master’s degree in Education Administration from California State University and a Bachelor of Science in Education from the City University of New York.

Session 2 – Addressing Program Performance Through Metrics and Evaluations

Legends 2
Fred Seamon, Ph.D., is Senior Partner, MGT of America, Inc., a national management consulting and research firm headquartered in Tallahassee, Florida, that specializes in helping to improve the efficiency and effectiveness of public sector agencies and organizations. He directs most of MGT’s projects related to program evaluation, strategic planning, organizational capacity building, community engagement, community philanthropy, and performance management.

Terry J. Rhodes, D.Min., Director, Research Evaluation and Systems, The Ounce of Prevention Fund of Florida, has extensive senior management experience in not-for-profit, faith-based and social service organizations. He joined The Ounce of Prevention Fund in 1998 and established the evaluation unit in 2001 to expand the organization’s capacity. He received his Bachelor of Arts in Sociology and Religion from Stetson University and his Master of Divinity and Doctor of Ministry degrees from Southern Baptist Theological Seminary.
Wednesday, April 23

1:30 – 5:30 p.m.

Breakout Sessions

A total of 7 sessions that will repeat. The first sessions are scheduled for 1:30-3:30 p.m. All sessions repeat again 3:30-5:30 p.m.

Session 3 – 5 Nonprofit Challenges Solved Through Social Media

Legends

**Kate Warnock**, Business Strategist, Florida Blue, manages the company’s corporate social media platform and works with internal business partners to help them reach their business goals using social methods. She joined the Florida Blue social media team at its inception and has enjoyed seeing the social community grow to nearly 50,000 followers in the past four years. She has more than 11 years’ experience in marketing and communications and earned her bachelor’s degree from New College of Florida in Sarasota.

**Annie Erstling**, Senior Director, Emerging Media, Florida Blue, is responsible for new communication mediums including Florida Blue social media, blogger outreach and program, podcasting and rich media development. Previously, she was director of Product Marketing & Strategy for Benefitfocus. She has also led marketing initiatives for Viacom, M&M Mars, Hewlett Packard, Bayer and Sotheby’s while working with marketing agencies in Boston and Atlanta. She earned a master’s degree in Business Administration from the Goizueta Business School at Emory University and an undergraduate degree from the University of North Carolina at Chapel Hill.

Session 4 – Lobbying vs. Advocacy

**Dawn T. Steward**, Consultant, is skilled in all aspects of nonprofit management, board development, fundraising and organizing conferences and other special events. She also serves as Director of Operations, Healthy Start Coalition, Orange County, coordinates the outreach activities for Florida KidCare in Orange and Seminole counties and monitors public policy discussions/decisions as it relates to maternal child health, health insurance for uninsured children and public education issues. She also serves as the current Chair of the Florida Covering Kids and Families Coalition and serves on the Florida PTA legislation committee.
Wednesday, April 23

1:30 – 5:30 p.m.

Breakout Sessions

A total of 7 sessions that will repeat. The first sessions are scheduled for 1:30-3:30 p.m. All sessions repeat again 3:30-5:30 p.m.

Session 5 – Putting it Together: Tips and Tools for Preparing Successful Grant Proposals

St. Augustine E

Cindy Holmes, President, Holmes Consulting, provides proposal writing and program evaluation support to client organizations. Her clients include various types of health care organizations, a major national foundation, and local nonprofits. She has experience writing proposals to foundations as well as government agencies (state and federal); her federal health care grant portfolio exceeded $50 million in a recent 12-month period. Her program evaluation background allows her to develop evaluation plans, create measurable objectives, and apply other evaluation tools required for grant proposal submissions.

Session 6 – Chat with the 2013 Sapphire Award Winners About Their Winning Programs, Organizations and Individual Accomplishments

St. Augustine F

Individual Category Winner

Nancy Sisson Hardt, M.D., Director, Health Disparities and Service Learning Programs, and Professor of Pathology and Obstetrics and Gynecology, College of Medicine, University of Florida, fosters collaborations with community leaders to address local health equity issues. She is serving her second term as President of the College of Medicine Faculty Council. She was recently a Robert Wood Johnson Foundation Health Policy Fellow during which time she worked as a health legislative advisor for Senator Jeff Bingaman of New Mexico and Speaker of the House Nancy Pelosi.

Program Category Winner

Estella Mouzon, Manager, St. Vincent’s Mobile Health Outreach Ministry, oversees a program that brings fully staffed doctors’ offices on wheels to provide free patient services to the neighborhoods where its services are needed the most. MHOM focuses on the underserved, uninsured and underinsured through its Rural Outreach Ministry, Urban Outreach Ministry and Pediatric Outreach Ministry. She received a bachelor’s degree in Nursing from University of North Florida and a Master of Science in Management from Troy State University.

Organization Category Winner

Edwin Moure is President and Chief Executive Officer, Community Smiles, the oldest and largest provider of comprehensive dental and oral health care services to underserved populations in Florida. Moure is the founder and principal owner of the Critical Strategies consulting group, where he provided a broad range of advisory services to a diverse clientele that included private foundations, non-profit organizations, individuals and small businesses. He earned a Bachelor of Arts in Managerial Studies from Rice University and a Juris Doctorate from the University of Miami School of Law.

Organization Category Honorable Mention

Kim Romano, Executive Director, Womankind, manages the Key West-based medical and wellness center that provides affordable health care to women, teens and men. Services include gynecological care, basic primary care, mental health counseling, smoking cessation seminars and wellness workshops. She earned her degree from Harvard University and spent 10 years as Executive Director of the Florida Keys Healthy Start Coalition. She is also the Director and Producer of “MURIEL,” an award-winning documentary.
1:30 – 5:30 p.m.

Breakout Sessions

A total of 7 sessions that will repeat. The first sessions are scheduled for 1:30-3:30 p.m. All sessions repeat again 3:30-5:30 p.m.

Session 7 – Mobile Health: An Interactive Experience

Parking Lot

This session will showcase the exceptional primary and mental health care being provided to Florida’s at-risk population by mobile health units. Symposium attendees will have an opportunity to tour the mobile units and interact with the staff that operate the units.

St. Vincent’s HealthCare Mobile Health Outreach Ministry

Founded in 1991, the Mobile Health Outreach Ministry uses four fully-staffed doctors’ offices on wheels to provide free patient services to the inner city working poor and their families, and disadvantaged children in the rural, agricultural and metropolitan regions within Clay, Duval, Nassau, Putnam and St. Johns counties in northeast Florida. The scope of programs and services includes detecting and treating chronic illnesses like asthma, hypertension, diabetes and cardiovascular conditions; patient education; health screenings; case management; connections with other services (Medicaid, KidCare, etc.); specialty referrals; and outreach services that include food, clothing and medications.

Teen Xpress – Arnold Palmer Hospital for Children, The Howard Phillips Center for Children & Families

Teen Xpress is a 40-foot mobile health unit staffed by a multidisciplinary team of professionals that provides comprehensive medical and mental health care, free-of-charge, to Orange County’s uninsured and underserved adolescents and teens. The services are provided on school grounds and accessible during lunch, elective classes and immediately after the school day. The program also partners with a local YMCA so that students can access services when school is not in session. The team’s holistic approach to wellness provides a convenient model of care for youth who lack access to basic health resources.
Wednesday, April 23

5:30 – 6:45 p.m.
Market Place Time
Foyer

6:15 – 6:45 p.m.
Reception
Foyer

6:45 – 8:45 p.m.
Dinner and Keynote Speaker
St. Augustine ABC

Rural Healthcare in Florida

Introduction of Speaker

Jason Altmire, Vice Chair, Florida Blue Foundation Board, and Senior Vice President, Public Policy and Community Engagement, Florida Blue, is a key spokesperson for the company’s health care policy efforts and social responsibility programs. He served three terms as a U.S. Congressman and was a key participant in the congressional debate on health care reform. Before being elected to Congress, he led the Department of Government Relations and Community Health at the University of Pittsburgh Medical Center. Earlier in his career, he helped lead the legislative effort for the Federation of American Hospitals in Washington, D.C. He holds a Master of Science in Health Services Administration from George Washington University and a Bachelor of Science in Political Science from Florida State University.
Keynote Speaker

Mary Wakefield, Ph.D., R.N., Administrator, Health Resources and Services Administration (HRSA), U.S. Department of Health and Human Services, was appointed to her position in 2009 by President Barack Obama. HRSA expands access to quality health care for people who are outside the economic and medical mainstream. She joined HRSA from the University of North Dakota, where she was Associate Dean for Rural Health at the School of Medicine and Health Sciences.

Wakefield brings experience on Capitol Hill to her post at HRSA. In the 1990s, she served as chief of staff to two North Dakota senators: Kent Conrad (D) and Quentin Burdick (D).

She also has served as Director of the Center for Health Policy, Research and Ethics at George Mason University in Fairfax, Va., and worked on-site as a consultant to the World Health Organization’s Global Programme on AIDS in Geneva, Switzerland.

Wakefield is a Fellow in the American Academy of Nursing and a member of the Institute of Medicine (IOM). She served on the IOM committee that produced the landmark reports To Err is Human and Crossing the Quality Chasm. She also co-chaired the IOM committee that produced the report Health Professions Education and chaired the committee that produced the report Quality through Collaboration: Health Care in Rural America.

In addition, she has served on the Medicare Payment Advisory Commission, as chair of the National Council for the Agency for Healthcare Research and Quality, as a member of President Clinton’s Advisory Commission on Consumer Protection and Quality in the Health Care Industry, and as a member of the National Advisory Committee to HRSA’s Office of Rural Health Policy.

In 2013, she was named as one of the top 25 women in health care by Modern Healthcare.

She has a Bachelor of Science in Nursing from the University of Mary in Bismarck and a master’s degree and a doctoral degree in Nursing from the University of Texas at Austin.
Thursday, April 24

7:00 – 8:10 a.m.
Breakfast, Registration and Market Place Time
Foyer and St. Augustine ABC

8:10 – 8:15 a.m.
Welcome
St. Augustine ABC

8:15 – 10:15 a.m.
Plenary Session 3
St. Augustine ABC

Panel Discussion

Improving Population Health: The Affordable Care Act and Future Innovative Approaches

Introduction of Panel

Joyce A. Kramzer, Senior Vice President, Business Operations, Florida Blue, and Member, Florida Blue Foundation Board of Directors, has primary accountability for the business strategies and operations of delivery system, service, IT and business process management, as well as the execution of integrated business transformation across these areas. She holds a Bachelor of Arts in Business Administration with a concentration in marketing from Duquesne University.

Moderator

Carl W. Patten, Jr., J.D., M.P.H., Director, Florida Blue Center for Health Policy, Florida Blue, oversees alignment of Florida Blue’s public policy positions with its mission and strategy and is responsible for informing key stakeholders about a range of public policy issues. Patten is a graduate of Claremont McKenna College, the University of Chicago Law School and the Harvard School of Public Health and is licensed to practice law in Massachusetts. Patten also serves as an adjunct professor at the University of North Florida Brooks College of Health.
Panelists

**Roderick King, M.D.**, Executive Director, Florida Public Health Institute, focuses on improving the health of underserved populations and building healthy communities. He also holds faculty appointments at the University of Miami Miller School of Medicine, Department of Epidemiology and Public Health. He earned a bachelor’s degree in Biomedical Engineering from Johns Hopkins University and a medical degree from Cornell University Medical College. In 1997, he was selected for the Commonwealth Fund/Harvard University Fellowship in Minority Health Policy Program where he completed his master’s degree in Public Health from the Harvard School of Public Health.

**James Corbett, J.D.**, Senior Vice President, Community Health and Values Integration, Centura Health, and Fellow at Harvard Medical School, Division of Medical Ethics, provides strategic and operational leadership for community health, behavioral health, ethics and organizational diversity. Prior to joining Centura, he was the Vice President of Community Health and Ethics at Steward Health Care, LLC. He received his bachelor’s degree in International Relations from Syracuse University, a Juris Doctorate from Saint John’s Law School, and a Master of Divinity from Duke University.

**Dawn Emerick, Ed.D.**, President and Chief Executive Officer, Health Planning Council of Northeast Florida, began her career as a chronic disease health educator with the Duval County Health Department. She crafted her leadership, evaluation, and health communication skills at various nonprofit organizations in Northeast Florida. She was voted as one of the Top 40 Influencers in Healthcare in Northeast Florida by 904 Magazine for two consecutive years and was named by the Surgeon General of the Florida Department of Health to the Statewide Steering Council charged with developing Florida’s Health Improvement Plan.

**Kirk Fischer**, Vice President, Provider Network Operations, Florida Blue, is responsible for providing leadership for network operations, credentialing, provider issues management, provider communications and education, statewide ancillary contracting, professional relations and provider connectivity solutions. Prior to joining Florida Blue, he has held network management and network operations leadership positions with Multiplan, Inc., Cigna Healthcare, Great-West Healthcare and Aetna. He holds a Bachelor of Science in Economics and a Master of Business Administration from University of San Diego.
Thursday, April 24

10:15 – 10:30 a.m.
Market Place Time
Foyer

10:30 – 11:45 a.m.
Plenary Session 4
St. Augustine ABC

Panel Discussion

**Strengthening the Health Care Safety Net for Floridians Living in Rural Areas**

**Introduction of Panel**

**Darnell Smith**, Market President, North Florida Region, Florida Blue, and Member, Board of Directors, Florida Blue Foundation. He is responsible for Florida Blue’s business market growth, as well as customer and community engagement across 36 North Florida counties, stretching from Palm Coast through Pensacola. Smith holds a Bachelor of Science in Electrical Engineering from Florida State University. He is a graduate of the Advanced Management Program at Harvard Business School, the Advanced HR Executive Program at University of Michigan and Leadership Jacksonville.

**Moderator**

**Jannifer Harper, M.D., C.P.E.**, Vice President and Chief Medical Officer, Florida Blue, is responsible for the development of the company’s overarching clinical strategy and leading clinical activities including care management, health promotions and wellness, pharmacy, quality, and clinical retail health initiatives. She holds a medical degree from Case Western Reserve University in Cleveland, Ohio, and is a Certified Physician Executive from the Certifying Commission in Medical Management. She is also board certified in internal medicine.

**Panelists**

**Daniel J. Van Durme, M.D., F.A.A.F.P.**, is Professor and Chair, Department of Family Medicine and Rural Health Director, Florida State University College of Medicine Center on Global Health. He was named chair of the department in 2004 after spending 15 years in academic and private practice in the Tampa Bay area. He earned his bachelor’s degree from the University of South Florida and his medical degree from the University of South Florida College of Medicine.

**Arch G. Mainous, III, Ph.D.**, is Chair and Florida Blue Endowed Professor in the Department of Health Services Research, Management and Policy, University of Florida. Prior to joining the University of Florida in 2013, he was a Professor in the Department of Family Medicine and the Associate Dean for Assessment and Evaluation at the Medical University of South Carolina. He is an accomplished researcher having published more than 300 peer-reviewed articles and his work has been cited in more than 10,000 other scientific articles. He is also the Deputy Editor of the journal, Family Medicine. He received his Bachelor of Arts from the University of Kentucky and a Master of Arts and a doctorate from the University of Texas at Austin.
Patrick J. Geraghty is Chairman and Chief Executive Officer, Florida Blue, the state’s largest health plan serving more than 7 million people in Florida and providing Medicare payment services to beneficiaries across 15 other states. He is leading a transformation at Florida Blue from insurance company to health solutions company with a strong health, wellness and prevention orientation. Prior to joining Florida Blue in 2011, Geraghty was President and Chief Executive Officer of Blue Cross and Blue Shield of Minnesota.

Throughout his career, Geraghty has been active in community and professional organizations. He is a board member for a diverse group of organizations, including the National Institute of Health Care Management (NIHCM), Sanford-Burnham Medical Research Institute, America’s Health Insurance Plans (AHIP) and the Oliver Wyman Innovation Center Advisory Board. He is a member of United Way’s Board of Trustees, and, in 2011, was appointed to the Florida Council of 100. In addition, he chaired the Minnesota chapter of CEOs Against Cancer and was selected the National CEO of the Year for 2011 by the American Cancer Society. Geraghty has also received many awards from the community. He received the 2013 Humanitarian of the Year Award from Kappa Alpha Psi for his leadership on diversity issues, the American Values Award for his outstanding leadership and commitment to the community from the North Florida Council Boy Scouts of America, The Jefferson Award for Public Service at BCBSMN, the 2012 Game Changer Award from Politic365 and the Gold Standard from the CEO’s Roundtable in support of the American Cancer Society with BCBSMN and Florida Blue. In 2014, Geraghty was named Floridian of the Year by Florida Trend magazine for his outstanding leadership.

He holds a Bachelor of Arts from Colgate University and has participated in executive education programs at Harvard University School of Public Health and the Wharton School at the University of Pennsylvania.
2014 Sapphire Awards and Symposium

Honorees
Individual Category

Paul R. Ahr, Ph.D., M.P.A.
President and Chief Executive Officer, Camillus House, Miami-Dade

Nominator

Sam Gil
Vice President, Marketing and Communications, Camillus House

Paul R. Ahr is a psychologist with more than 40 years of experience in the mental health and substance abuse rehabilitative fields and a nationally recognized consultant to not-for-profits and corporate management. Ahr has distinguished himself throughout his career as a trail blazer, visionary and advocate for persons suffering with mental illness.

Since 2004, Ahr has served as President and Chief Executive Officer of Camillus House, a nonprofit organization that provides humanitarian services to persons who are poor and/or homeless, providing housing to 1,000 persons per night. Throughout his tenure, he has consistently called for greater responsibility and support of this important issue within the local business community as well as to civic and neighborhood groups, paving the way for greater cooperation and understanding of the issues that affect the homeless population in Miami.

Major Accomplishments

• Developed and leads implementation of the strategic plan to guide Camillus House’s efforts to end chronic homelessness in Miami
• Completed an $84 million expansion program to construct a state-of-the-art campus comprised of seven LEED-certified buildings housing: 340 beds for physical and behavioral health treatment, job training and placement, emergency/transitional/permanent housing, and other programs/services (including a kennel); offices for partner agencies, including a Career Center; a chapel; and administration
• Resized the programs and staffing of Camillus House to match the charitable and governmental funds available to maintain and, where warranted, expand operations
• Established the Courtyard Program that provides overnight shelter, three meals a day, showers, clothing, case management and health care to 280 men and women daily; unlike other shelters, clients are not required to leave during the day. In the first half of 2011, two-thirds of the Courtyard clients moved to a more structured residential setting.
• Reconfigured behavioral health treatment program to a comprehensive co-occurring (mental illness and addiction) disorder treatment program, a model program for Florida
• Launched the Institute of Homelessness Studies to focus the organization’s experience, knowledge and resources on issues surrounding the elimination of homelessness
• Established professional development scholars program for staff to build organizational capacity
• Youngest Director of Missouri’s Department of Mental Health, the largest agency in state government, serving more than 90,000 mentally ill, developmentally disabled, and drug and alcohol abusing persons annually
• Served as President of the National Association of Health Program Directors

For more information, visit www.camillus.org.
2014 Sapphire Awards Honoree
Individual Category

Estrellita “Lo” Berry, M.A.
President and Chief Executive Officer,
REACHUP, Inc., Tampa

Nominator
Donna Petersen, Sc.D.
Dean, College of Public Health, University of South Florida

Berry is the founder of REACHUP, Inc., one the most successful maternal and infant health initiatives in the nation serving low-income minority communities. A highly respected national leader in eliminating racial and ethnic disparities in maternal and infant health, Berry is known for her innovative strategies that have proven impact on reducing low preterm birth weight and infant mortality.

Berry also plays a lead role in increasing awareness of the persistent racial disparities in health outcomes and health care and the importance of engaging the community in creative research to find solutions. She demonstrates how, with minimal resources, different communities can solve common health problems by sharing information and resources, and learning from each other’s challenges, successes, and failures.

Major Accomplishments

• In 2009, successfully transitioned the project and staff from the University of South Florida to the governance of REACHUP Inc., a nonprofit nationally recognized for significantly lowering chances for low preterm birth, low birth weight and infant mortality for program participants

• Created innovative programs in the community, including doula services; male engagement to support new fathers; screening and treatment for mothers experiencing depression; a community education campaign on Black Infant Health; and a mini-grant program that involves mentoring community organizations to build capacity in grant writing and management

• Led efforts in 2006 to secure a state allocation of $1 million to establish the Black Infant Health Practice Initiative (BIHPI) to examine racial disparities in infant mortality and report findings and recommendations to the Legislature. The Black infant mortality rate in Hillsborough County decreased from 22.7 in 2005 to 12.6 in 2010. The rate in the REACHUP catchment area actually dropped to 9.4.

• Contracted with six faith organizations for an array of services, including meeting space and transportation for high risk pregnant women and infants to medical appointments

• Served as the President of the National Healthy Start Association and held Leadership role with the Central Hillsborough Healthy Start Project

• Led an effort to develop common logic models for the six federal Healthy Start Projects in Florida

• Member, Hillsborough Healthy Start Coalition Board; chair, Florida Chapter, March of Dimes Committee on Racial Disparities; Immediate Past President, National Healthy Start Association Board; and member, Blue Ridge Institute for Southern Community Service Executives

For more information about REACHUP, Inc., visit www.reachupincorporated.org.
Individual Category

Susan Widmayer, Ph.D.
Founder and Former Executive Director, Children’s Diagnostic & Treatment Center, Fort Lauderdale

Nominator
Frank Nask
President and Chief Executive Officer, Broward Health

Susan Widmayer, a licensed psychologist, is distinguished by her life-long dedication, determination and passion for helping the most vulnerable children and their families.

Widmayer founded the Children’s Diagnostic & Treatment Center (CDTC) in 1983 as a state-sponsored follow-up clinic for infants discharged from the seven neo-natal intensive care units in Broward County. Under Widmayer’s leadership, CDTC grew from a staff of five located in a storage closet into seven different programs located in a 40,000 square-foot, kid-friendly center with a multi-disciplinary, multi-lingual staff of 188, serving annually more than 11,000 children with disabilities, developmental delays, and chronic and terminal illnesses and their families, many of whom live in impoverished conditions. Since its inception, more than 200,000 children have been served.

Major Accomplishments

- Led CDTC to be one of the largest children’s agencies in South Florida and nationally recognized as a Center of Excellence by the U.S. Department of Health and Human Services
- Served as a Consultant to the U.S. Secretary of Health’s Panel on HIV Research
- Served on numerous funded research projects that directly benefitted children worldwide and provided invaluable research information to others in the field, including:
  - Ford Foundation “Fair Start” grant that helped establish CDTC as a grant-based community provider for children’s health care services and a nationally recognized, non-academic research institution
  - Maternal Child Health Bureau Pediatric HIV Demonstration Project
  - Federal Individuals with Disabilities Education Act grant for a program for children ages 0-3 with developmental disabilities, now the largest Early Steps program in Florida
  - Elizabeth Glaser’s Pediatric AIDS Research Foundation to study effects of AZT on pregnant, HIV-positive women; no CDTC clients delivered HIV-positive babies in more than eight years
- Authored, co-authored and presented over 75 conference papers in areas of high-risk infancy, maternal attachment and early intervention that have been presented to national and international psychological, neuroscience, pediatric research, infant studies and other groups
- Fostered and mentored an executive staff and team of physicians that have tenure ranging between 12 and 26 years
- Received numerous community awards, including: Health and Human Services Honoree, Fort Lauderdale Chapter of the Links, Inc., April 2013; 2-1-1 Non-Profit Academy Awards “Lifetime Achievement Award” nomination, January 2013; Non-Profit Leader of the Year Award, BankAtlantic Non-Profit Academy Awards, 2-1-1 Broward, 2011; Outstanding Mother of 2008 from Healthy Mothers, Healthy Babies Coalition of Broward County; among others
- Opened primary care and dental clinics, establishing a medical home for children and youth with special health care needs

Widmayer holds a Bachelor of Arts in Theology/Philosophy from Trinity College, Washington, D.C.; and Master of Science and doctorate in Psychology from the University of Miami.

For more information about Children’s Diagnostic & Treatment Center, visit www.childrensdiagnostic.org.
Green Family Foundation NeighborhoodHELP™ (Health Education Learning Program) at Florida International University Herbert Wertheim College of Medicine

Miami-Dade

Green Family Foundation Neighborhood HELP™ (Health Education Learning Program) is the centerpiece of the Herbert Wertheim College of Medicine’s curriculum at Florida International University, the first new medical college curriculum in more than 50 years and the only program of its kind in the nation. The interdisciplinary curriculum integrates classroom and clinical training across disciplines with hands-on care in underserved communities. The program provides interprofessional teams of medical, nursing, social work, and law students with community-based educational and service-learning experiences for the practical application of ethical, social, behavioral and clinical competencies to enable students to experience community-oriented primary care and place-based medicine. Supervised by faculty physicians, students assess, respond to and monitor the health of families. Household referrals come from community-based organizations (schools, churches, child care services, etc.).

GFF NeighborhoodHELP™ aims to:

• Enhance students’ understanding of the social determinants of health by working with households
• Increase students’ cultural competency by exposing them to multicultural communities
• Develop students’ team skills by communicating with other professionals to address factors that are impacting the health of household members and communities
• Offer a holistic approach to clinical medicine while honing students’ physical exam and communication skills
• Provide a framework for managing ethical issues
• Cultivate reflective practice

Notable Achievements

• Reduced emergency department visits, improved health literacy and increased preventive care through nearly 1,800 household visits to 344 households by 880 students, providing assessments, education, counseling, legal services, and referrals
• Households using the emergency department as a regular place of care decreased from 61% to 26%
• After one year of follow-up, households increased the rates of compliance with recommended preventive health measures, including physical exams, checking blood pressure and Pap smears
• A mobile health center was added to provide primary care in the communities, increasing access to care for the households engaged with GFF NeighborhoodHELP™

For more information about this program, visit http://medicine.fiu.edu/education/md/curriculum/service-learning/neighborhoodhelp/
Big Bend Cares
*Tallahassee*

Big Bend Cares was founded in 1985 as an all-volunteer organization in direct response to the AIDS epidemic across the United States. Today, the agency provides education and comprehensive support to individuals infected with or affected by HIV/AIDS. Big Bend Cares serves an eight-county area and provides services in two areas: HIV prevention for the community at large, and HIV care for those infected with HIV. It offers holistic care and HIV testing and education at no cost to its clients. Its “no wrong door” policy ensures all clients receive assistance, even if the requested service is outside the scope of what the agency provides. Big Bend Cares strives to live by the motto: “AIDS doesn’t care who you are. We do.”

**Services Provided**

- Free HIV testing and counseling
- Safer sex kits
- HIV/AIDS education
- Health fairs
- HIV medical care and services
- Transportation
- Specialty referrals
- Peer Counseling
- Case management

**Notable Achievements**

- Reached over 22,000 individuals for HIV/AIDS education and outreach in the last fiscal year, an increase from the previous year of 10%
- Enrolled 165 clients into HIV care this fiscal year; 162 were linked to care within 10 business days. This rate of 98% far exceeds the CDC average of 66% and the agency goal of 90%.
- Identified 16 new clients in the last fiscal year who were HIV-positive and unaware of their HIV status; 100% were linked to care and remain in treatment today
- Addressed linkage-to-care issues for program participants by using a holistic approach, removing all barriers, providing transportation, arranging child care and offering other services
- Piloted innovative retention program using Case Managers and Peer Counselors that reduced the number of clients no longer receiving care at 180 days from 14% to 3.8%, and increased the percentage of clients that have suppressed viral loads from 25% to 32% over the past year
- Recognized by The Elton John Foundation and ViiV Healthcare for best practices in retaining clients enrolled in care
- Presented at the United States Conference on AIDS in 2012 and 2013, and the International Conference on AIDS in 2012 on best practices for organizational structure as well as adapting to changes in funding strategies and priorities at the CDC
- Provided guidance to other agencies that have replicated Big Bend Cares’ program, including BASIC of Northwest Florida and two agencies in Louisiana
- Trained peers for local Federally Qualified Health Center clinics

For more information about this organization, visit [www.bigbendcares.org](http://www.bigbendcares.org).
2014 Sapphire Awards Honoree
Organization Category

Chapman Partnership

*Miami-Dade*

Chapman Partnership (formerly Community Partnership for the Homeless) is a Miami-Dade County provider of emergency housing for the homeless, operating two Homeless Assistance Centers with 800 beds in Miami and Homestead. The organization provides a comprehensive support program that includes emergency housing; meals; health, dental and psychiatric care; day care; job training and placement; and assistance with securing stable housing. Since 1995, Chapman Partnership reports nearly 96,000 admissions, including 19,000 children, and a 63% success rate of moving people from homelessness to self-sufficiency. As a private sector partner of the Miami-Dade County Homeless Trust, Chapman is recognized as a national model for its comprehensive approach to helping the homeless.

**Services Provided**

- Emergency housing
- Case management
- Medical, dental and mental health care; on-site primary care clinics
- Children’s services – pre-K and child care
- Job training, development and placement
- Housing placement, including initial moving expenses and household furnishings

**Notable Achievements**

- Reduced Miami-Dade County’s homeless rate from 8,000-plus in the mid-1990s to 839 street dwellers as of the January 2013 Homeless Trust Census
- Since inception, successfully outplaced 71.9% of families served with children under age 18, compared to the national average 15-20%
- October 1, 2012-July 31, 2013, successfully outplaced 69.2% of its 4,222 homeless intakes
- Launched National Program Development to share its model and best practices with other communities and internationally
- Established HOPE (Housing Opportunities and Personal Enrichment), a job development program, in 2010 that placed 714 residents in paid jobs from October 2011 to July 2013
- Clients receiving job placement assistance saw the average household income for a family of four increasing from $13,800 at intake to $47,520 upon outplacement
- Mobile dental unit served 8,544 clients through 70,265 services with a Medicaid reimbursement value of $5,592,740 since December 2005
- Clinic served 5,435 clients through 11,673 patient services, including physicals, triage, labs, and follow-up appointments since inception
- All medical programs accounted for emergency department diversion cost savings totaling $950,000
- Annually serves 1,300 children through onsite voluntary pre-K and child care through a Head Start collaboration managed and operated by Miami-Dade County Public Schools
- Reported significant increases in academic performance for 44% of the children regularly attending the Family Resource Center’s afterschool program during the Fall 2012 and Spring 2013 academic semesters
- Received second consecutive Charity Navigator 4-Star rating, the highest ranking bestowed to only 16% of nonprofit organizations based on sound fiscal management, transparency and accountability
- Recognized by Switchboard of Miami in November 2012 as the “Most Valuable Nonprofit”

For more information about this organization, visit [www.chapmanpartnership.org](http://www.chapmanpartnership.org) or call (305)329-3000.
Past Sapphire Awards Honorees

2013 Sapphire Awards Honorees

Individual Category

Winner ($30,000)
Nancy Sisson Hardt, M.D., Director, Health Disparities and Service Learning Programs; and Professor of Pathology and Obstetrics and Gynecology, College of Medicine, University of Florida, Gainesville

Program Category

Winner ($100,000)
St. Vincent’s HealthCare Mobile Health Outreach Ministry, Jacksonville

Organization Category

Winner ($100,000)
Community Smiles, Miami-Dade County

Honorable Mention ($30,000)
Womankind, Key West

2012 Sapphire Awards Honorees

Individual Category

Winner ($30,000)
Charles S. Mahan, M.D., Dean and Professor Emeritus, University of South Florida, College of Public Health, The Lawton and Rhea Chiles Center for Healthy Mothers and Babies, Tampa

Honorable Mention ($10,000 each)
Josephine Mercado, Founder and Executive Director, Hispanic Health Initiatives, Inc., Orlando

Richard C. Moss, Administrative Volunteer, Citrus County Family Resource Center, Hernando

Program Category

Winner ($100,000)
Teen Xpress, Arnold Palmer Hospital for Children, The Howard Phillips Center for Children and Families, Orlando

Honorable Mention ($30,000)
Cared Vision Program, Vision is Priceless Council, Jacksonville

2010-2011 Sapphire Awards Honorees

Winner ($120,000)
Susan B. Anthony Recovery Center, Broward County

Award of Distinction ($75,000 each)
Hebni Nutrition Consultants, Inc., Orlando
Tykes & Teens, Martin County

Honorable Mention ($50,000 each)
DLC Nurse & Learn, Jacksonville
Okaloosa AIDS Support & Informational Services (OASIS), Fort Walton Beach

2009 Sapphire Awards Honorees

Winner ($100,000 each)
Ann Storck Center, Fort Lauderdale
The Education Fund, North Miami

Award of Distinction ($75,000)
Comprehensive AIDS Program of Palm Beach County, Palm Springs

Honorable Mention ($25,000 each)
Capital Medical Society Foundation, We Care Dental Network, Tallahassee
Children’s Volunteer Health Network, Santa Rosa Beach
Hispanic Health Initiatives, Casselberry
Sulzbacher Center for the Homeless, Beaches Community Healthcare, Jacksonville
Past Sapphire Awards Honorees

2008 Sapphire Awards Honorees

Winner ($100,000 each)
All ‘Bout Children, Inc., Building Wellness, Resilience and School Readiness: A Preschool Preventative Intervention, West Palm Beach
Memorial Foundation, Inc., Health Intervention with Targeted Services (HITS) Program, Hollywood

Award of Distinction ($75,000 each)
BayCares, Inc., Panama City
Capital Medical Society Foundation, We Care Network, Tallahassee

Honorable Mention ($25,000)
Charlotte Behavioral Health Care, Healthy Families Charlotte County, Punta Gorda

2007 Sapphire Awards Honorees

Winner ($100,000)
Shands Vista PALS (Partners in Adolescent Lifestyle Support) Program, Alachua County

Award of Distinction ($75,000 each)
Epilepsy Foundation of Florida, Inc., Miami
HUG-Me, a program at the Howard Phillips Center for Children & Families, Orlando
Lakeland Volunteers in Medicine, Lakeland

Honorable Mention ($25,000)
Big Bend Cares, Inc., Tallahassee

2006 Sapphire Awards Honorees

Winner ($100,000 each)
Alachua County Organization for Rural Needs (ACORN Clinic), Brooker
Kristi House, Miami
The Bridge of Northeast Florida, Jacksonville

Honorable Mention ($25,000)
Neighborhood Health Clinic, Naples

Finalist ($5,000)
Henderson Mental Health Center Cottages in the Pines COURT Project, Fort Lauderdale

2005 Sapphire Awards Honorees

Winner ($100,000 each)
Camillus Health Concern, Miami
Crisis Center of Tampa Bay, Tampa
The Rubin Center for Healthy Aging at Senior Friendship Centers, Sarasota

Honorable Mention ($15,000 each)
BayCares, Inc., Panama City
Broward Children’s Center, Inc., Pompano Beach
The Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the College of Public Health, University of South Florida, Tampa
Wayside House, Delray Beach

Finalist ($5,000 each)
Epilepsy Foundation of South Florida, Miami
Neighborhood Health Clinic, Naples
WE CARE, Jacksonville
2014 Sapphire Awards Review Team

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Penny Ralston, Ph.D., Professor, Dean Emeritus and Director, Center on Better Health and Life for Underserved Populations, Florida State University; Tallahassee, Fla.

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Special Thanks to Those Involved with the Sapphire Awards and Symposium

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Susan F. Wildes, Senior Program Manager, Florida Blue Foundation

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Florida Blue
Experiential Marketing
Florida Blue Foundation
Florida Blue Human Resources
Florida Blue Social Media
Florida Center for Nursing and
Florida Action Coalition
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Convention Bureau
St. Vincent’s HealthCare Mobile
Health Outreach Ministry
Teen Xpress Mobile Healthcare
Unit – Arnold Palmer Hospital
for Children, The Howard Phillips
Center for Children & Families
The SPARK Program
Weight Watchers

List as of date of printing
About the Sapphire Awards Trophy

The hand-blown glass sculptures used for the Sapphire Awards Trophy are created by Nathan Nardi, a glass artist and sculptor based in Decatur, Georgia. When originally commissioned in 2005, Nardi was a glassblowing instructor at Jacksonville University.
Florida Blue Foundation

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