



Media Advisory – Oct. 5, 2009

Contact: Christopher Schwarzen

Office: 425-388-3883

Email: Christopher.Schwarzen@snoco.org

Transforming health care goal of Oct. 13 summit

Join Snohomish County Executive Aaron Reardon and the Puget Sound Health Alliance as they challenge some of the regions' most important leaders to transform Washington state's health care.

The free "Transforming Health Care" summit, scheduled for Tuesday, Oct. 13, is the fourth in a series of Competitiveness Summits during 2009. Previous summits on building, entrepreneurial prospects and aerospace have given a voice to the public, businesses and organizations that seek solutions to issues affecting the local economy and quality of life in the Puget Sound region.

As the topics of health care and reform rage on, more than 160 local businesses, governments and medical professionals of the Puget Sound Health Alliance will show what it really takes to improve employee health and medical care quality through keynotes speakers, panel discussions and a call to action.

"We can't wait for Congress to change the health care system, we have to take control of local issues," said Snohomish County Executive Aaron Reardon. "There isn't one organization that can fix the system. Companies, unions, employees and the medical community all have a role."

With Mary McWilliams, the Puget Sound Health Alliance's executive director, regional medical experts will examine local health-care challenges, on-the-ground reform possibilities and the prospect for regional change from 8 a.m. to noon at the Lynnwood Convention Center, 3711 196th ST. SW.

Joining Reardon and McWilliams will be leaders from the Everett Clinic, the Regence Group, Providence Regional Medical Center, Group Health Cooperative as well as the Boeing Company, Premera Blue Cross, REI and the Association of Washington Cities Employee Benefit Trust.

Presenting the two keynotes will be McWilliams and Dr. Jeff Harris, director of the Health Promotion Research Center at the University of Washington.

"We can draw awareness to medical concerns and issue reports, but without collaboration, action and accountability, there won't be any results offering our communities the improvements they deserve. "

In the Puget Sound area, 41 percent of the time the health care system provides services that are inconsistent with recommended standards for quality care that improves health.

The Puget Sound Health Alliance was formed as a regional partnership involving employers, physicians, hospitals, patients, health plans and others working together to improve health care across the region. The shared goal of Alliance participants is to increase health-care quality across King, Kitsap, Pierce, Snohomish and Thurston counties.

The Alliance produces the “Community Checkup” report, comparing health care in the region. To view the report, go to www.WACommunityCheckup.org.

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GLOBAL COMPETITIVENESS

TRANSFORMING HEALTH CARE

Tuesday, October 13, 2009, No Charge

8 a.m. – Noon

Lynnwood Convention Center
3711 196th Street S.W., Lynnwood

Please join Snohomish County Executive Aaron Reardon, Mary McWilliams, Executive Director, Puget Sound Health Alliance and distinguished members of the medical professional and business community in a dialogue of how health care is being transformed right here, right now in the Puget Sound.

8:00 am Gather, Coffee

8:30 am Welcome, Introductory Remarks
Aaron Reardon, Snohomish County Executive

8:40 am **The Health Care Challenge: What's Needed for Transformation**
Mary McWilliams, Exec. Dir., Puget Sound Health Alliance

9:00 am Panel Discussion: **Health Reform 'On the Ground' in the Puget Sound Region**
Moderator: Susie Dade, Dir. of Quality Improvement, Puget Sound Health Alliance
Dr. Al Fisk, MD, Chief Medical Officer, The Everett Clinic
Dr. Joseph Gifford, MD, Senior Medical Director, The Regence Group
Dr. David McCullough, MD, FRCP, Medical Dir., Clinical Improvement, Group Health Cooperative
Dr. Lawrence Schecter, MD, Chief Medical Officer, Providence Reg. Medical Center

9:45 am Q&A

10:00 am Break

10:25 am **Connecting the Dots: A Prescription for Change, One Person at a Time**
Dr. Jeff Harris, MD, MPH, MBA, Director, Health Promotion Research Center, University of Washington

10:50 am Panel Discussion: **Employers and Health Plans Making a Difference**
Moderator: Mary McWilliams, Exec. Dir., Puget Sound Health Alliance
Marilyn Guthrie, Manager, Benefits, Wellness & Recognition, Recreational Equipment, Inc.
Theresa Helle, Manager, Health Care Quality & Efficiency Initiatives, The Boeing Company
Jim Messina, Vice President and General Manager, Premera Blue Cross
Julie McDowell, Health Promotion Supervisor, Association of Washington Cities Employee Benefit Trust

11:35 am Q&A

11:50 am Closing Remarks
Aaron Reardon, Snohomish County Executive