



NATIONAL ASSOCIATION OF  
COMMUNITY HEALTH CENTERS®



# Introduction to the Health Center Program:

*Tools for Building and Enhancing Your Health Center*

January 29–30, 2025 • Virtual

This program is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$6,625,000 with 40 percent financed with nongovernmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov).



## Introduction to the Health Center Program:

### *Tools for Building and Enhancing Your Health Center*

**January 29–30, 2025**

By attending the Introduction to the Health Center Program offered by National Association of Community Health Centers, participants may earn up to 11 ACHE Qualifying Education Hours toward initial certification or recertification of the Fellow of the American College of Healthcare Executives (FACHE) designation. NACHC will issue a certificate of participation for 11 continuing education units (CEUs) upon the completion of this training.

**Delivery Method:**

Group Internet-Based

**Program Level:**

Basic

**Prerequisites and/or**

**Pre Work:**

None

**Duration of Training:**

Two Days

**Who Should Attend:**

This training workshop is targeted to Health Center Leadership & Staff new to the Health Center Program.

To register online for these seminars, visit:

**[www.nachc.org](http://www.nachc.org)**

and click ***Training & Events***.

For questions about registration, please email [eventlogistics@nachc.org](mailto:eventlogistics@nachc.org).

For questions about training content, please email [eventlogistics@nachc.org](mailto:eventlogistics@nachc.org) or call 301-347-0400.

## Introduction to the Health Center Program: *Tools for Building and Enhancing Your Health Center*

Are you a health center leader looking for an in-depth orientation to the Health Center Program?

Join NACHC for its annual virtual training workshop: Introduction to the Health Center Program: Tools for Building and Enhancing Your Health Center.

This two-day virtual event provides a comprehensive, nuts-and-bolts training for leaders and organizations seeking a true foundational course on the Health Center Program. This training workshop is specifically targeted to new health center leaders seeking a foundational overview of HRSA's Health Center Program Requirements and promising practices.

### **Learning Objectives:**

As a result of this training, participants will be able to:

- ▶ Outline HRSA's Health Center Program Requirements and key compliance pain points;
- ▶ Highlight key components of operating and financing a Federally Qualified Health Center; and
- ▶ Reflect and apply key strategies and concepts to deepen their own understanding of their Health Center

### **Faculty**

- ▶ Representatives from the Bureau of Primary Health Care/Health Resources & Services Administration.
- ▶ NACHC Subject Matter Experts.
- ▶ Current and Former Health Center Leaders, Board Members, and OSV Reviewers.

*See Agenda for Full Details*

## **Virtual Only • January 29–30, 2025**

Please note: This event will take place LIVE in Eastern Time (ET).

Experience the online virtual platform, as well as NACHC's Online Resource Library at: [conferences.nachc.org](http://conferences.nachc.org).

Login using your credentials (use the 'Forgot Password' function if unsure of your password), or reach out to our team at [trainings@nachc.org](mailto:trainings@nachc.org) to get login assistance.

### **Training Pricing Information**

Enjoy a 10% group discount on the third or more attendee registration from the same organization, whether virtual or in-person. Applies to Early Bird and Regular Registration rates for National Workshops.

**Early Bird Registration Fee:** \$875 if received by January 15, 2025.

**Regular Registration Fee:** \$975 if received after January 15, 2025.

\*Registration Cutoff Date (Last day to register online): January 26, 2025.



Day 1: Wednesday, January 29, 2025

## HEALTH CENTER FOUNDATIONS

- |                          |   |
|--------------------------|---|
| <b>11:00am – 11:30am</b> | <b>Welcome: Training Overview and Introduction</b><br><i>Ted Henson, MS, Director, Health Center Growth &amp; Development, NACHC</i><br>0.5 CEU   |
| <b>11:30am – 12:30pm</b> | <b>Health Center Foundations: Introduction to HRSA’s Health Center Program</b><br>This broad overview of the Health Center Program will lay the foundation for the in-depth content you will receive throughout the two-day training, providing valuable background on what a health center is and how to become part of the Health Center Program. HRSA staff will also address your questions in a Q&A.<br><i>Erica Clift, MPH, Director, Ongoing Investments, Office of Policy and Program Development, Bureau of Primary Health Care, HRSA</i><br><i>Erin Davis, MSHA, Deputy Office Director in the Office of Health Center Program Monitoring, Bureau of Primary Health Care, HRSA</i><br><i>Olivia Shockey, Expansion Division Director, Office of Policy and Program Development, Bureau of Primary Health Care, HRSA</i><br>1.0 CEU      |
| <b>12:30pm – 1:00pm</b>  | <b>Break</b>  |
| <b>1:00pm – 2:15pm</b>   | <b>Health Center Foundations: Continuous Compliance</b><br>Continuous compliance with HRSA’s expectations is central to the Health Center Program and critical to your health center’s success. This session will provide an orientation to the Health Center Program Requirements and HRSA Compliance Manual. You will also learn what to expect during HRSA’s operational site visit (OSV) and how to prepare for not just a successful OSV but a state of continuous compliance as well.<br><i>Jennifer Genua-McDaniel, CHCEF, Chief Executive Officer, Genua Consulting</i><br>1.25 CEU   |
| <b>2:15pm – 2:30pm</b>   | <b>Break</b>  |
| <b>2:30pm – 3:30pm</b>   | <b>Health Center Foundations: Needs Assessment and Strategic Planning</b><br>Conducting a community needs assessment is an important compliance requirement, as is engaging in long-range strategic planning. This session will cover HRSA requirements, tools, and methods for conducting a comprehensive needs assessment. This session will also highlight how one Health Center has leveraged the needs assessment process to inform its strategic plan and key decision-making around service delivery, scope, and more. You will leave this session more prepared to connect the needs of your community to your health center’s overall strategy and operations.<br><i>Scott Stewart, MPA, CEO, Wisconsin Primary Health Care Association</i><br><i>Ted Henson, MS, Director, Health Center Growth &amp; Development, NACHC</i><br>1.0 CEU |
| <b>3:30pm – 3:45pm</b>   | <b>Break</b>  |



## Day 1: Wednesday, January 29, 2025

### HEALTH CENTER FOUNDATIONS

- 3:45pm – 5:00pm**      **Health Center Foundations: Scope of Project - Sites, Services, and Other Activities**  
Your health center's scope of project defines what your health center does and what your approved budget can cover. This session will describe the five key elements of scope of project – sites, services, providers, service area, and target population—and provide strategies for determining your health center's scope. Specifically, this session will walk you through Forms 5A, 5B, and 5C, discuss changes in scope, and answer all your scope questions in a Q&A session.  
**Jennifer Genua-McDaniel, CHCEF**, Chief Executive Officer, Genua Consulting  
1.25 CEU
- 5:00pm – 5:30pm**      **Day 1 Wrap Up & Workbook Review**  
**Ted Henson, MS**, Director, Health Center Growth & Development, NACHC  
0.5 CEU
- 5:30pm**                      **Adjourn**

## Day 2: Thursday, January 30, 2025

### HEALTH CENTER OPERATIONS, FINANCE, AND GOVERNANCE

- 11:00am – 11:15am**      **Welcome: Training Overview and Introduction**  
**Ted Henson, MS**, Director, Health Center Growth & Development, NACHC  
0.25 CEU
- 11:15am – 12:30pm**      **Health Center Operations: Building & Optimizing Your Model of Care**  
Building off the Day 1 Sessions around Health Center Program Compliance and Scope of Project, this session will examine how your health center operationalizes its model of care. Ensuring you have the optimal team in position is crucial for effectively delivering your services, staffing your health center, and offering exceptional customer service and care. Topics will include creating your health center operations plan, staff composition, productivity, and hiring diverse care team models to meet the needs of your community. This session will highlight elements of the HRSA Program Compliance Manual related to Health Center operations (i.e. Accessible Hours, Continuity of Care, and Required and Additional Health Services, etc.) and staffing (Key Management Staff).  
**Amanda Laramie**, Chief Operations Officer, Coleman Associates  
1.5 CEU
- 12:30pm – 1:00pm**      **Break**



**Day 2: Thursday, January 30, 2025**

## HEALTH CENTER OPERATIONS, FINANCE, AND GOVERNANCE

- |                        |   |
|------------------------|---|
| <b>1:00pm – 2:15pm</b> | <b>Health Center Operations: Leveraging Data to Cultivate a Performance-Driven Culture</b><br>Prepare to elevate your leadership skills and empower your Health Center staff with the essential ingredient: data-driven results! In this session, we will delve into the process of transforming your clinical, operations, finance, and management teams into dedicated mission-driven champions, by collecting, monitoring, and reporting data. This includes highlighting data collection and reporting efforts ranging from HRSA's Uniform Data Systems (UDS) requirements to establishing quality dashboards. Uncover the pivotal performance metrics required for your Health Center, leading you towards value-based care, recognition for quality achievements, acknowledgment as a Patient-Centered Medical Home (PCMH), and a happier, high-performing Health Center.<br><i>Amanda Laramie, Chief Operations Officer, Coleman Associates</i><br>1.0 CEU |
| <b>2:15pm – 2:30pm</b> | <b>Break</b>  |
| <b>2:30pm – 3:30pm</b> | <b>Health Center Finance: An Introduction to Health Center Finance</b><br>For Health Centers, there is no mission without margin. Operationalizing your model of care depends on your health center's financial sustainability. This session will highlight the fundamental components of Health Center finance such as 330-grant funding, the Medicaid Prospective Payment System (PPS) rate, and other sources of income. This session will also provide a high-level recap of the key compliance requirements regarding sliding fee discount program, financial management and accounting systems, billing and collections, and budget.<br><i>Gervean Williams, MS, MIT, Director, Health Center Finance Trainings, NACHC</i><br>1.0 CEU   |
| <b>3:30pm – 3:45pm</b> | <b>Break</b>  |
| <b>3:45pm – 5:00pm</b> | <b>Health Center Governance: An Introduction to Health Center Boards</b><br>Governance is a fundamental and defining aspect of the Health Center Program. Health center boards are unique because federal law requires 51% of board members to be patients of the center, which helps the center be responsive to patient and community needs. This session will provide clarity about the roles and responsibilities of a health center board, describe characteristics of high-performing boards, and outline strategies for health center leadership and staff to partner successfully with their board.<br><i>Emily Heard, MA, Associate Vice President, Health Center Governance, NACHC</i><br><i>Steven Sera, AAMS, Board Chair, MHC Healthcare</i><br>1.25 CEU   |
| <b>5:00pm – 5:30pm</b> | <b>Day 2 Wrap Up &amp; Workbook Review</b><br><i>Ted Henson, MS, Director, Health Center Growth &amp; Development, NACHC</i><br>0.5 CEU   |
| <b>5:30pm</b>          | <b>Adjourn</b>  |

# REGISTRATION FORM

## Introduction to the Health Center Program:

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### PARTICIPANT INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

### COST INFORMATION\*

Enjoy a 10% group discount on the third or more attendee registration from the same organization, whether virtual or in-person. Applies to Early Bird and Regular Registration rates for National Workshops.

Early Bird Registration \$875 per person \$ \_\_\_\_\_  
(if received after January 15, 2025)

Regular Registration \$975 per person \$ \_\_\_\_\_  
(if received after January 16, 2025)

\* Registration cutoff date (Last day to register online): January 26, 2025.

### PAYMENT INFORMATION

Check (payable to NACHC)  MasterCard  Visa  American Express

Total amount enclosed \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print name as it appears on credit card \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

**Note: Registration is not final until NACHC confirmation is received. This may take up to two weeks from NACHC's receipt of REGISTRATION FORM. DO NOT mail after January 8, 2025 or fax your forms after January 22, 2025.**



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Virtual Only

### THREE WAYS TO REGISTER



#### ELECTRONICALLY

Online registration is available. Go to [www.nachc.org](http://www.nachc.org). Click Training & Events, find the date and name of the training and click "Register Now."



#### MAIL

Mail Registration to:  
NACHC Meetings/Acct. Dept.  
7501 Wisconsin Avenue  
Suite 1100W  
Bethesda, MD 20814

**Mail Registration by  
January 8, 2025.**



#### FAX

Send registration form with credit card information to (301) 347-0457.

**Fax Registration by  
January 22, 2025**

**NOTE: Registration forms will not be processed without payment.**

### ATTENDEE CANCELLATION POLICY:

All Cancellations must be in writing and must be received at NACHC on/before **January 15, 2025.**

- Cancellations received on/before **January 15, 2025** will be assessed a \$100 processing fee.
- Cancellations received after **January 15, 2025** are not refundable.
- Cancellations after the conclusion of the training are non-refundable.
- Substitutions are encouraged.
- "No Shows" are non-refundable.

To cancel your reservation, please send a request in writing to [eventlogistics@nachc.com](mailto:eventlogistics@nachc.com).

### NACHC CANCELLATION POLICY:

If NACHC cancels or postpones a conference or online offering, NACHC will automatically issue a 100% registration refund.

For more information on our cancellation policies please contact our offices at 301-347-0400.