Publications, Media and Other Public Events
August 2015

PEER-REVIEWED PUBLICATIONS


[http://www.ajmc.com/publications/supplement/2012/AF4Q/A413_12sep_CebulPrspctv_S112to14](http://www.ajmc.com/publications/supplement/2012/AF4Q/A413_12sep_CebulPrspctv_S112to14)


MEDIA COVERAGE

Miller, Andy. “A good omen for Georgia Medicaid waiver plan? Ohio findings may significantly impact Georgia.” Albany Herald.com (Atlanta), July 8, 2015.  


Article was reposted August 29, 2013 on American Hospital Association’s Physician Leadership Forum.

Schneider, Mary Ellen. “PCP’s Drive Reduction in Cleveland Hospitalizations.”
familypracticenews.com, March 8, 2013.  
http://www.familypracticenews.com/index.php?id=2934&type=98&tx_ttnews[tt_news]=141233&cHash=da03e20e36 also in: 


“Electronic Records Boost Quality of Care.”  Medicus newsletter, Case Western Reserve University School of Medicine, Winter 2012.


Editorial.  “Greater Cleveland Should Grab the Chance to Shift to Medical Homes.”  The Plain Dealer, December 10, 2011.  

Rowe, Jeff. “One Study is Not the End of the Road.” HealthIT News Blog, September 6, 2011. 
http://www.healthcareitnews.com/blog/one-study-not-end-road


http://thehealthcareblog.com/blog/2011/09/06/the-cleveland-experiment/

Shaw, Glenna. “EHRs Beat Paper in Head-to-Head Competition.” HealthLeaders Media, September 6, 2011. 
http://www.healthleadersmedia.com/content/TEC-270523/EHRs-Beat-Paper-in-HeadtoHead-Competition.html##


Cebul, Randall D. “New Research Finds EHRs Improve the Quality of Diabetes Care.” Office of the National Coordinator’s Health IT Buzz Blog, September 1, 2011. 


http://www.physiciansbriefing.com/Article.asp?AID=656451


http://nationaljournal.com/healthcare/study-e-records-keep-patients-healthier-20110831

http://www.modernhealthcare.com/article/20110831/NEWS/308319949/study


Magaw, Timothy. "Hospitals Eye Improved Readmission Rates to Avoid Medicare Cut; Feds Target Chronic Diseases, 'the Drivers of Cost.'" Crain's Cleveland Business, February 21, 2011.  
http://www.crainscleveland.com/article/20110221/FREE/302219948

“Electronic Health Records, Meaningful Use Focus of Recent Presentation.” In MetroHealth Information Village. February 1, 2011.


http://www.hschange.org/CONTENT/1154/

Davis, Pamela. “Going Digital.” Medicus newsletter, Case Western Reserve University School of Medicine 2010; 3(2), pg. 2-3.


Colan, Kathleen M. “Cleveland Coalition Reports Improved Care and Outcomes.” Medicus newsletter, Case Western Reserve University School of Medicine 2010; 3(1), pg. 24.


http://www.crainscleveland.com/article/20090127/FREE/901279952


“Quality Reporting to Improve Chronic Disease Care in Greater Cleveland.” Greater Cleveland Local Health, September 2, 2008. 


Cebul, Randall D. “Better Health, Greater Cleveland; Extending its Reach to Improve Care for Patients with Chronic Conditions.” Northern Ohio Physician, September-October, 2008, 11-12.

http://blog.cleveland.com/lifestyles/2008/06/local_project_tackles_diabetes.html


Vanac, Mary. “Grant to help Doctors Assess Quality of Care.” The Plain Dealer, February 3, 2007.

“Northeast Ohio Shares in $14 Million Award to Improve Care for the Chronically Ill.” MetroHealth in the News, February 1, 2007.

**Grantee Profiles**


**AWARDS AND RECOGNITION**

Cebul, Randall D. Health Center Hero Award. National Health Center Week Celebration, Cleveland, Ohio, August 11, 2015.

Cebul, Randall D. 2015 Crain's Health Care Hero Award as an “Innovation All-Star.” Cleveland, OH.

Cebul, Randall D. 2012 Community Champion Award. North Coast Health Ministry. Cleveland, OH.

Cebul, Randall D. American Red Cross Hero. American Red Cross, Cleveland, OH. November, 2010.


**REGIONAL AND NATIONAL PRESENTATIONS**


Shari Bolen MD, MPH; Peter Greco MD; Heather Ways MD; Aleece Caron PhD; Randall Cebul MD. “Disseminating Best Practices of Positive Deviants: Hypertension as an Example.” Workshop at

Randall D. Cebul. “Better Health Partnership: Improving Chronic Illness Care in Northeast Ohio.” Block 1 Lecture to Medical Students, Case Western Reserve University, Cleveland, Ohio, August 4, 2015.


Randall D. Cebul. “Red Carpet Care for Patients in Greatest Need: Greater Cleveland’s ‘Super-Utilizer’ Project.” Presentation, Medical Mutual of Ohio, Cleveland, OH, August 11, 2014.


Randall D. Cebul. “Shortening the Path to Patient-Centered Care: Roles of Different Stakeholders.” Presentation, Ohio State Medical Association, 12th Annual Education Symposium, Columbus, OH, April 4, 2014.

Aleeece Caron, Rehan Waheed, James Campbell, Brook Watts, Bode Adebambo, Steven Ricanati. “Engaging Physicians and Patients in Conversations about Overuse of Medical Tests and Procedures: Application of the Choosing Wisely® Campaign.” Case Western Reserve University Medical School Education Retreat, Cleveland, OH, March 6, 2014.


Randall D. Cebul. Panelist, “Place-based Interventions to Address Obesity – a Role for EHRs; The Local Obesity Experiment: A Northeast Ohio Case Study.” 2013 Medical Innovations Summit, Cleveland, OH, October 15, 2013.


Alice Petrulis. “Red Carpet Care Presentation.” Presentation, Super-Utilizer Project Year 2 Summit, Chicago, IL, July 30, 2013.

Randall D. Cebul. Panelist, “Health Information Exchange in an Urban Setting.” 2nd Annual Ohio Health Data Symposium sponsored by Ohio Department of Health and Case Western Reserve University Office of Strategic Initiatives, Case Western Reserve University, Cleveland, OH, June 5, 2013.


Randall D. Cebul. “Shortening the Path to Better Care, Better Health, and Lower Costs.” Presentation, Ohio Patient-Centered Primary Care Collaborative Fall Conference, Columbus, OH, November 30, 2012.

Randall D. Cebul, “Shortening the Path.” Presentation at the National Academies of Practice Interprofessional Conference, September 15, 2012, Cleveland, OH.

Randall D. Cebul, “Shortening the Path to Patient-Centered Care: The Role of HIT in a Regional Health Improvement Collaborative.” Presentation, Ohio Hospital Association Annual Meeting, Columbus, OH, June 12, 2012.


Randall D. Cebul. “Using EHRs to Improve Quality and Reduce Costs.” Medical Informatics Grand Rounds, Cleveland Clinic, Cleveland, OH, January 27, 2011.


Randall D. Cebul. “Meaningful Use” panelist with U.S. Secretary of Health and Human Services Kathleen Sebelius, Cuyahoga Community College Metro Campus, Cleveland, OH. November 30, 2011.

Randall D. Cebul. “Better Health Greater Cleveland: “Lessons We’re Learning about Population Health.” Presentation to 2nd year medical students at Cleveland Clinic Lerner College of Medicine, Cleveland, OH, November 22, 2011.

Randall D. Cebul. “Helping Greater Cleveland Become a Healthier Place to Live and a Better Place to do Business.” Northeast Ohio Academy of Family Physicians, Cleveland, OH, November 15, 2011.

Randall D. Cebul. “Engaging People as Patients and Employees in Better Care: Lessons We’re Learning in ‘Better Health Greater Cleveland.’” SMART Center Conference sponsored by the Frances Payne Bolton School of Nursing, Cleveland, OH, October 17, 2011.

Randall D. Cebul. “Helping Greater Cleveland Become a Healthier Place to Live and a Better Place to do Business. What we can do together.” Leadership Conference, Ritz Carlton Hotel, Cleveland, OH, October 11, 2011.

Randall D. Cebul. “Better Health Greater Cleveland: Helping Greater Cleveland to be a Healthier Place to Live and a Better Place to do Business” Case Western Reserve University, Dialogue on Discover event, Cleveland, OH, September 22, 2011.

James Misak. “Helping Greater Cleveland Become a Healthier Place to Live and a Better Place to Do Business.” Presentation, Visiting International Delegation, MetroHealth Medical Center, Cleveland, OH, August 1, 2011.


Randall D. Cebul. “Better Health Greater Cleveland / Aligning Forces for Quality Heart Failure Readmission Regional Strategy.” Presentation, Heart Failure Hospital Quality Network, Center for Health Affairs, Cleveland, OH, March 15, 2011.


Randall D. Cebul. “Better Health Greater Cleveland.” Presentation, CEO, Cleveland Clinic Health System Regional Hospitals, Cleveland, OH, November 8, 2010.


Randall D. Cebul. “Introduction to Better Health Greater Cleveland.” University Hospitals Geauga Medical Center Primary Care Institute, Chardon, OH, November 11, 2009.


Randall D. Cebul. “Measuring and Improving Care and Outcomes in Diabetes: Greater Cleveland under the National Quality Microscope.” Medical Grand Rounds, Lakewood Hospital, Cleveland, OH, January 28, 2009.


Randall D. Cebul. “Better Health Greater Cleveland: Using Electronic Medical Records to Catalyze Improvements in Care for People with Chronic Conditions.” Presentation, Ohio Quality Improvement Institute, Columbus, OH, November 18, 2008.

Randall D. Cebul. “Using Health IT to Measure and Improve Health Care Quality for all Patients: Better Health, Greater Cleveland.” Presentation at Health Policy Institute of Ohio, Annual Ohio Health IT Summit, Columbus, OH, October 27, 2008.


**Learning Collaborative Summits**

Summit XVI. “A New Era: Providers and Employers Transforming Health Care Together.” April 17, 2015. **Keynote Speaker Elizabeth Mitchell, President and CEO, Network for Regional Healthcare Improvement.** One-day learning session attended by 172 stakeholders in health and health care, Warrensville Heights, OH.

Summit XV. “Finding Solutions to Health Equity.” September 26, 2014. **Keynote Speaker David Baker, MD, MPH, Northwest University.** One-day learning session attended by 190 stakeholders in health and health care, Warrensville Heights, OH.

Summit XIV. “Accelerating the Pace of Accountable Care.” April 11, 2014. **Keynote Speaker Alan Glaseroff, MD, Co-Director, Stanford Coordinated Care, Stanford University.** One-day learning session attended by 176 stakeholders in health and health care, Warrensville Heights, OH.

Summit XIII. “Can We Talk? Having Conversations that Help Patients Make Wise Choices.” October 4, 2013. **Keynote Speaker John Santa, MD, MPH Medical Director, Consumer Reports Health.** One-day learning session attended by 185 stakeholders in health and health care, Warrensville Heights, OH.

Summit XII. “Bridging Care and Community: Patient Centered Medical Home + Community Partnerships to Achieve Population Health.” March 8, 2013. **Keynote Speakers Theodore E. Wymyslo, MD, Director, Ohio Department of Health and Terry Allan, Health Commissioner, Cuyahoga County Board of Health.** One-day learning session attended by 202 stakeholders in health and health care, Warrensville Heights, OH.

Summit XI. “Hiking through the Healthcare System: Shortening the Path to Value, Quality and Cost.” September 14, 2012. **Keynote Speaker Ron Copeland, MD, FACS, President and Executive Medical Director, Ohio Permanente Medical Group.** One-day learning session attended by 155 stakeholders in health and health care, Warrensville Heights, OH.


Summit IX. “Our Patients, Our Partners: Strategies for Improved Patient Engagement.” September 23, 2011. **Keynote Speaker Jack Cochran, MD, FACS, Executive Director, The Permanente Federation, LLC.** One-day learning session attended by 175 stakeholders in health and health care, Lyndhurst, OH.
Summit XIII. “Building an Accountable Care Community.” March 11, 2011. **Keynote Speaker Ronald A. Paulus, MD, MBA, President and CEO, Mission Health System, Asheville, NC.** One-day learning session attended by 160 stakeholders in health and health care, Lyndhurst, OH.

Summit VII. “Meaningful Use of the Electronic Medical Record: Best Practices for Improving Hypertension Care.” October 1, 2010. **Keynote Speaker R. James Dudl, MD, Diabetes Lead, Care Management Institute, Kaiser Permanente, Oakland, CA.** One-day learning session attended by 160 stakeholders in health and health care, Lyndhurst, OH.

Summit VI. “Topics in Replicable Best Practices.” March 5, 2010. **Keynote Speaker Eric B. Larson, MD, MPH, MACP, General Internist, Professor of Medicine at the University of Washington and Executive Director of the Group Health Research Institute.** One-day learning session attended by 185 stakeholders in health and health care, Lyndhurst, OH.

Summit V. “Topics in Patient-Centered Care.” September 18, 2009. **Keynote Speaker Dr. Richard J. Baron, MD, FACP.** One-day learning session attended by 78 stakeholders in health and health care, Lyndhurst, OH.

Summit IV. “Hypertension, Heart Failure and Coronary Artery Disease.” March 13, 2009. All-day learning session attended by 70 stakeholders in health and health care, The Learning Xchange, Louis Stokes Cleveland VA Medical Center, Cleveland, OH.

Summit III. “Heart Failure.” September 11, 2008. All-day learning session attended by 100 stakeholders in health and health care, The Learning Xchange, Louis Stokes Cleveland VA Medical Center, Cleveland, OH.

Summit II. “Diabetes and Cardiovascular Disease.” March 14, 2008. All-day learning session attended by 100 stakeholders in health and health care, The Learning Xchange, Louis Stokes Cleveland VA Medical Center, Cleveland, OH.

Summit I. “Quality Improvement Learning Collaborative.” September 28, 2007. All-day learning session attended by 100 stakeholders in health and health care. The Learning Xchange, Louis Stokes Cleveland VA Medical Center. Cleveland, OH.

**COMMUNITY HEALTH CHECKUPS**

15th Community Health Checkup. “Raising the Gaze to Promote Health Across Boundaries.” June 17, 2015. **Keynote Speaker Kurt Stange, MD, PhD, Family Physician, Neighborhood Family Practice Professor of Family Medicine & Community health, epidemiology & Biostatistics, Oncology and Sociology, CWRU, Executive Summary, Summer, 2015.**


5th Community Health Checkup. “We’re Getting Better.” June 29, 2010. **Keynote Speaker Wayne J. Riley, MD, MBA, President and Chief Executive Officer, Meharry Medical College.** Executive Summary Summer 2010  [http://www.betterhealthcleveland.org/getdoc/05d3058a-8e2a-4011-b867-14e04b13b4c9/ExecSummary_Summer_2010.aspx](http://www.betterhealthcleveland.org/getdoc/05d3058a-8e2a-4011-b867-14e04b13b4c9/ExecSummary_Summer_2010.aspx)
http://betterhealthcleveland.org/Misc--Documents/BHGC-Executive-Summary-Winter-2010.aspx

Keynote Speaker David Cutler, Ph.D., Otto Eckstein Professor of Applied Economics at Harvard University Top health advisor to the Obama presidential campaign. Executive Summary Summer 2009 http://betterhealthcleveland.org/getdoc/6ad04049-5c85-4202-87c2-f5b51d3451b6/Executive-Summary-BHGC-8-5x11.aspx

http://betterhealthcleveland.org/getdoc/8f1a75c9-8aae-43be-bb54-dc15197ec881/0708_Executive_Summary.aspx


**Better Health Webinars**


“The Good, the Bad and the Ugly: A Panel Discussion with Five New EHR Adopters.” Webinar, partnered with St. Vincent Charity Medical Center, February 24, 2011.

C. Martin Harris, MD, Chief Information Officer and Chairman of the Information Technology Division of the Cleveland Clinic. “Understanding Meaningful Use: A National Perspective,” January 10, 2011.

**OTHER CONVENING EVENTS**

“We Get What We Pay For: Ohio's Plan to Transform Payments to Improve Health.” Keynote Speaker Greg Moody, Director, Governor’s Office of Health Transformation. The City Club Friday Forum in collaboration with The City Club of Cleveland, January 27, 2015.

“Red Carpet Care Graduation Ceremony.” MetroHealth Medical Center Atrium to celebrate the graduation of the Red Carpet Care patients. July 9, 2014.


“When Less is More at the Doctor's Office.” 90.3 WCPN Sound of Ideas broadcast, featuring the Choosing Wisely® initiative. Dr. John Santa, Director of Consumer Reports Health Rating Center; Randall D. Cebul, MD, Director of Better Health Greater Cleveland; and J.B. Silver, PhD, Professor of Finance, CWRU. Moderated by Plain Dealer reporter Mike McIntyre, October 3, 2013.


“Improving Quality and Reducing Cost of Chronic Disease Care in Cleveland, A Leadership Summit.” Keynote Speaker and Facilitator Harold D. Miller. The Ritz Carlton Hotel, Cleveland, OH, October 11, 2011.

“Care About Your Care.” Cleveland, OH, Corporate College East September 15, 2011.

“The Good, the Bad and the Ugly: A Panel Discussion with Five New EHR Adopters.” Webinar, in collaboration with St. Vincent Charity Medical Center. February 24, 2011.
Community Event. Dave’s Mercado Supermarket, Cleveland, OH. Better Health, the Diabetes Association of Greater Cleveland, Neighborhood Family Practice and Dave’s Supermarket partnered to produce two afternoon events on health eating at Dave’s Mercado location, Cleveland, OH, January 20 & January 27, 2011.


Corporate Executives Breakfast Meeting on Value-based Purchasing, featuring Martín J. Sepúlveda, MD, IBM Corp., Cleveland Clinic Campus, November 1, 2010.

BROCHURES

Better Health Partnership. Lake Health Primary Care Project Improves Health Care Services. April, 2015.
The Power of ... (Partnership, Knowledge, Me, Courage), series of 6 posters. December, 2008.

WEB SITE

betterhealthpartnership.org. New name and new organizational web site launched April 17, 2015.

Better Health August, 2015

within3.com. Web site launched January/February 2008 for internal communications with the AF4Q physician community.

VIDEOS


**Partnering for High Value Health Care - Ted Wymyslo, MD**
In health care today, we usually get exactly what we pay for: more volume, more cost, more variation in treatment and little accountability for results. We can get health care right in Ohio when we start paying for better outcomes, and over time, achieve lower total cost of care. To learn more, visit: [http://tinyurl.com/npthysf](http://tinyurl.com/npthysf), July 17, 2014.

**Creating Population Health Strategies - Alice Stollenwerk Petrulis, MD**
Better Health Greater Cleveland has led efforts in Northeast Ohio to identify and document population health strategies among its member health provider organizations and share them so that others can improve, as well as to design strategies for special populations. To learn more, visit: [http://tinyurl.com/omlddpk](http://tinyurl.com/omlddpk), July 17, 2014.

**Leading Practice Transformation - Jim Misak, MD**
The pace of change in health care delivery is quickening, and patient-centered, coordinated primary care is center stage. Better Health has long been a leading proponent of the Patient Centered Medical Home model and leads efforts to optimize its impact in Northeast Ohio. To learn more, visit: [http://tinyurl.com/nuwgux7](http://tinyurl.com/nuwgux7), July 17, 2014.

**Measuring What Matters - Randall D. Cebul, MD, FACP**
There’s a saying attributed to Deming: “In God we trust, all others must bring data.” Better Health brings data. Our growing network is committed to public reporting, because they know that timely and trusted data are the foundation for transformative change in health care. To learn more, visit: [http://tinyurl.com/qxzn2w5](http://tinyurl.com/qxzn2w5), July 17, 2014.

**Focusing on Disparities - Ronald Adams, MD**
Achieving equitable health for all patients is a persistent challenge across the country. The burden of poor health affects our community and our economy, in addition to individuals and their families. Better Health identifies disparities, the first step to finding solutions. To learn more, visit: [http://tinyurl.com/oj5trs6](http://tinyurl.com/oj5trs6), July 17, 2014.

DATA CENTER VIDEOS

**Data Website Introduction - Summer 2014** Thomas Love, PhD, Director, Data Center for Better Health Greater Cleveland, gives an overview of the findings of our 13th Community Health Checkup as well as ways to interact with our data. July 9, 2014.

**Analyses and Reports Available at Better Health’s Data Site**
Thomas Love, PhD - Director, Data Center for Better Health Greater Cleveland gives an overview of the findings of our 12th Community Health Checkup as well as ways to interact with our data. February 10, 2014.
Results from Better Health’s 12th Community Health Checkup
Thomas Love, PhD - Director, Data Center for Better Health Greater Cleveland gives an overview of the findings of our Winter 2014 12th Community Health Checkup. February 10, 2014.

Good Control of High Blood Pressure for African-American Patients
Shari Bolen, MD, MPH, General Internist, CWRU Center for Health Care Policy and Research at MetroHealth Medical Center, gives some insight into Better Health partner practice HealthSpan’s (formerly Kaiser Permanente) program to control high blood pressure in African-American patients. February 5, 2014.

Interacting with the Data Available at Better Health’s Data Site
Thomas Love, PhD, Director, Data Center for Better Health Greater Cleveland, outlines the useful tools and ways to interact with Better Health data available at http://www.betterhealthcleveland.org/..., September 11, 2013.

Better Health Greater Cleveland - Executive Summary June 2013 - Video 1 J.B. Silvers, PhD, Professor of Health Care Finance at CWRU Weatherhead School of Management, provides background on the health care transformation landscape and Better Health's role within it. June 18, 2013.

Better Health Greater Cleveland - Executive Summary June 2013 - Video 2 Ron Adams, MD, Senior Physician Director of Quality at Kaiser Permanente Ohio, discusses Better Health's positive role in transforming primary care. June 18, 2013.