
Medical Homes and Retail Clinics: Complementary Care or Conceptual Clash?

April 7, 2009

Agenda

- 9:00 – 9:10 am Welcome and Introductions by Tom Oliver, UW Population Health Institute
- 9:10 – 10:10 am Presentations:
- Barbara Starfield, Johns Hopkins Bloomberg School of Public Health
- Lowell Keppel, Wisconsin Academy of Family Physicians
- Ken Berndt, Bellin Health
- 10:10 – 10:20 am Reaction by Jason Helgerson, Wisconsin Department of Health Services
- 10:20 – 11:00 am Questions and Discussion

Barbara Starfield, a physician and health services researcher, is university distinguished professor and professor of health policy and pediatrics at Johns Hopkins University. She is internationally known for her work in primary care. Her books, *Primary Care: Concept, Evaluation, and Policy* and *Primary Care: Balancing Health Needs, Services, and Technology*, are widely recognized as the seminal works in the field. Dr. Starfield was the co-founder and first president of the International Society for Equity in Health, a scientific organization devoted to furthering knowledge about the determinants of inequity in health and ways to eliminate them. Her work focuses on quality of care, health status assessment, primary care evaluation, and equity in health. Dr. Starfield is a member of the Institute of Medicine and served on its governing council, as well as many other government and professional committees and groups. She has a BA from Swarthmore College, an MD from the State University of New York, Downstate Medical Center, and an MPH from Johns Hopkins University School of Public Health.

Lowell Keppel has enjoyed a medical career in several different roles and sectors of the healthcare industry, including almost 30 years of experience in both clinical practice and health care management. Dr. Keppel is currently Immediate Past President and Chairman of the Board of the Wisconsin Academy of Family Physicians, where he served as secretary and treasurer from 1987-1995 and on the Board of Directors 2000 -2007. He is Immediate Past President and Treasurer of the Waukesha County Medical Society and is on the board of directors of the Wisconsin Medical Society. He is also a member of the American College of Physician Executives and the American Academy of Family Practice. Dr. Keppel graduated from Boston University School of Medicine, holds a Bachelor of Science degree in mathematics from Yale University, and completed his residency in family medicine at Oregon Health Science University in Portland, Oregon. Dr. Keppel is a Fellow of both the American Academy of Family Physicians and the American College of Physician Executives.

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Ken Berndt is the Director of Business Development for Bellin Health. He is a 1977 graduate of University of Wisconsin – Green Bay and the St. Vincent Hospital School of Medical Technology. He has been with Bellin Health for 25 years. Mr. Bellin is a board member of the Convenient Care Association, which is a national association that governs retail clinics. He played an integral role in the development of the FastCare brand for Bellin Health.

Jason Helgerson is the Medicaid Director for the State of Wisconsin. As Administrator of the Division of Health Care Access and Accountability, he is also responsible for Wisconsin's SCHIP program, its Pharmacy Plus waiver, SeniorCare, FoodShare (Food Stamp program), Wisconsin's Chronic Disease Aids program and BadgerCare Plus. Mr. Helgerson has served as the principle project sponsor for BadgerCare Plus, Governor Doyle's signature health care initiative, and as Executive Assistant/Policy Director to the Secretary of the Wisconsin Department of Health Services (DHS). Prior to joining DHS, he served as the Executive Assistant for the Wisconsin Department of Revenue; as the Senior Education Policy Advisor for Mayor Ron Gonzales of the City of San Jose; and as both the chief lobbyist for the district and a deputy budget director for Milwaukee Public Schools. Mr. Helgerson received his Masters of Public Policy degree from the University of Chicago in 1995, and his BA in Political Science from American University in Washington, DC in 1993.

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