

Virtual Community Benefit 101 October 25 – 27, 2022

**Please note that times are offered in Eastern Time. Adjust times for your location.*

Tuesday, October 25, 2022

2:00 p.m. ET

Welcome

*Jaime Dirksen
Vice President, Community Health and Well-Being
Trinity Health, Livonia, MI*

2:10 p.m. ET

Community Benefit: The Mission Imperative

How community benefit expresses not-for-profit health care's mission and values.

*Michael Miller, Jr., MA
System Vice President of Mission and Ethics
SSM Health, St. Louis*

2:40 p.m. ET

Break

2:50 p.m. ET

The Public Policy Imperative

Review of public policies for tax-exempt hospitals, including the IRS 990, Schedule H and Affordable Care Act requirements.

*Stephen Clarke, JD
Managing Director, Exempt Organization Tax Services Division
Ernst & Young LLP*

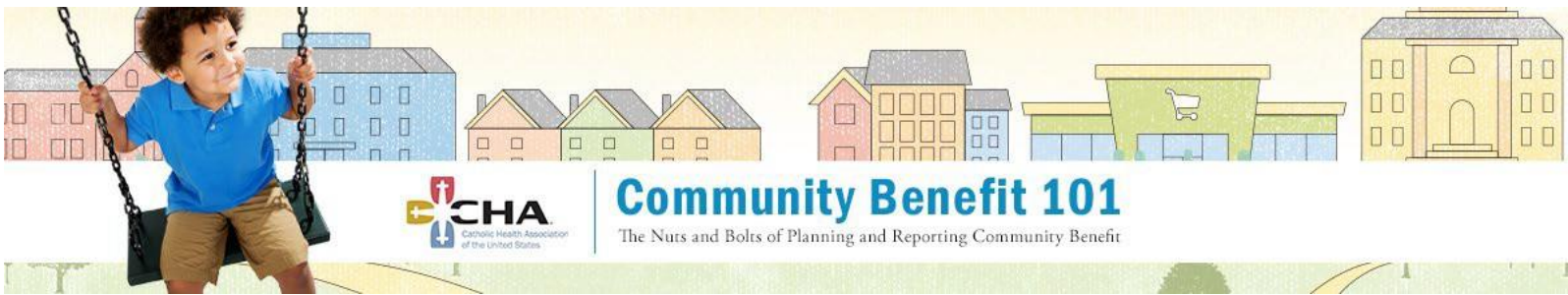
3:20 p.m. ET

Break

3:30 p.m. ET

Building a Sustainable Infrastructure

Using mission as a guiding framework, and how to align governance, management, and operations through organizational structure and policies.



*Afia Griffith, MA, MPA
Community Benefit Director
Ascension St. Vincent Indiana, Indianapolis, IN*

*Melissa Dean, MSN, MBA
Director of Community Benefit, Volunteer and Gift Shop Services
Mercy Medical Center, Cedar Rapids, IA*

4:00 p.m. ET **Closing**

4:10 p.m. ET **Join the Conversation (optional)**
An opportunity to ask additional questions of the day's speakers.

*Indu Spugnardi
Director, Advocacy and Resource Development
Catholic Health Association, Washington, DC*

Melissa Dean, Jaime Dircksen, Afia Griffith, Michael Miller

4:45 p.m. ET **Adjourn**

Wednesday, October 26, 2022 - Reporters' Day

2:00 p.m. ET **Welcome and Reflection**

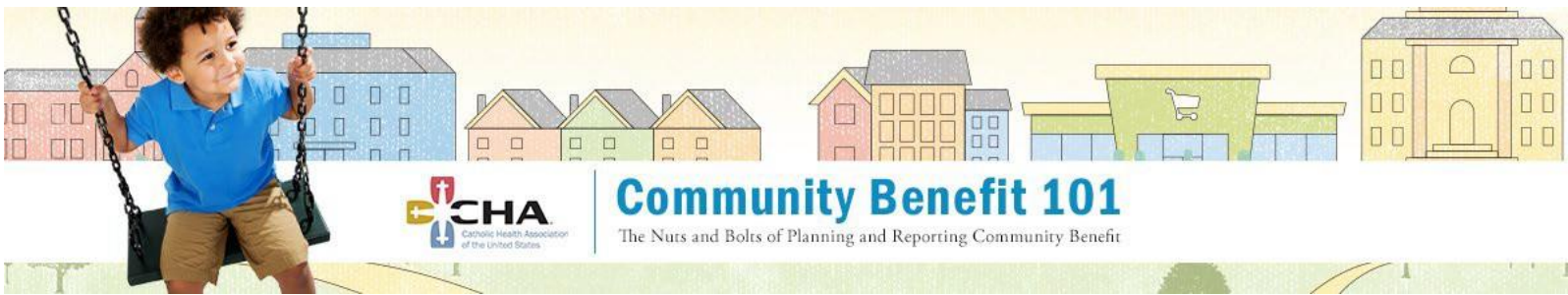
Jaime Dircksen

2:05 p.m. ET **Requirements for What Counts and Accounting**

*Julie Trocchio, BSN, MS
Senior Director, Community Benefit and Continuing Care
Catholic Health Association, Washington D.C.*

2:15 p.m. ET **What Counts as Community Benefit and Accounting for
Community Benefit**

Criteria for what counts (and doesn't count) as community benefit, IRS definitions, and navigating the gray areas, principles for measuring, reporting, and accounting for community benefit.



Trina Hackensmith
Vice President
Lyon Software, Concord, NC

Toni Conley, CPA
Director, CHWB Compliance and Community Investing, Community Health and Well-Being
Trinity Health, Plymouth, MI

4:00 p.m. ET **Break**

4:15 p.m. ET **Telling the Community Benefit Story**
Telling the story with the IRS Form 990, Schedule H and beyond.

Brian Reardon, MA
Vice President, Communications and Marketing
Catholic Health Association, St. Louis

Brad Haller
Social Media Manager
Mercy, St. Louis

4:45 p.m. ET **Adjourn**

Thursday, October 27, 2022

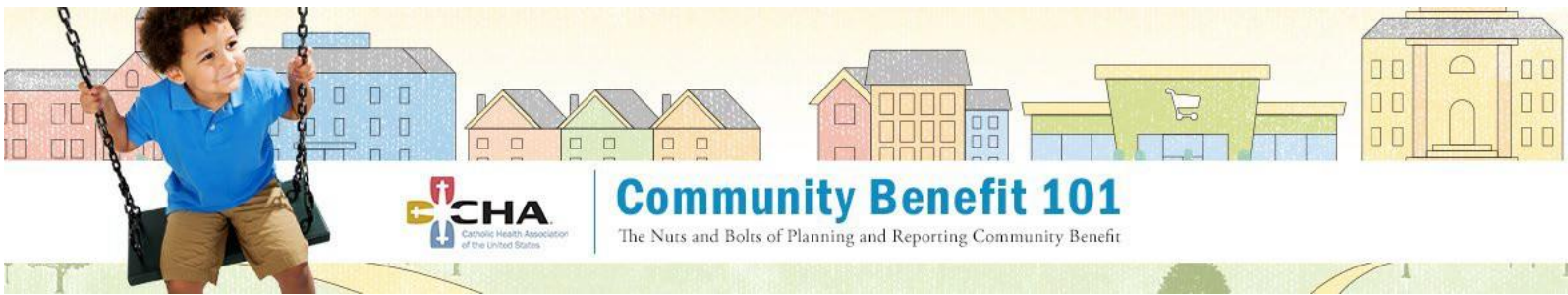
2:00 p.m. ET **Welcome, Reflection, Overview of Planning and Evaluation Requirements**

Jaime Dirksen

2:15 p.m. ET **Community Health Needs Assessment and Priority Setting**
Assessing needs using available public health data and working with community members to collect new information, set priorities, and apply an equity lens.

Vondie M. Woodbury, MPA
Consultant
Woodbury Group Consulting, Muskegon, MI

2:45 p.m. ET **Planning to Address to Community Health Needs**
Using public and community health principles to develop an implementation strategy.



*Michael Bilton, MPP
System Director, Community Health and Community Benefit
CommonSpirit Health, Chicago, IL*

3:15 p.m. ET

Break

3:25 p.m. ET

Evaluating Impact

Evaluating programs to determine if the organization is meeting its community benefit goals.

Julie Trocchio, BSN, MS

3:55 p.m. ET

Putting it All Together

Review a community health improvement program that shows how assessment, planning and evaluation concepts are used in a real-world situation.

*Barry Ross
Executive Director, Justice Partnerships
Sisters of St. Joseph of Orange*

4:15 p.m. ET

Getting Started

How to jump start your program and prepare for the unexpected. Also, an opportunity to ask additional questions of the program's speakers.

All

4:45 p.m. ET

Adjourn