

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, MO*

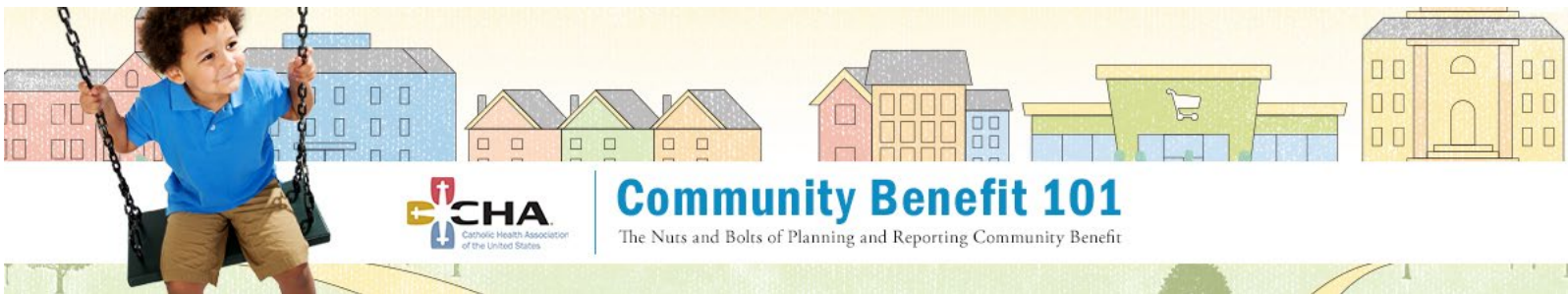
2:40 p.m. ET **Break**

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 Cullum, MSN, MBA
Director of Community Benefit, Volunteer, & Gift Shop Services
Mercy Medical Center, Cedar Rapids, IA*

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

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

*Michael Miller
Afia Griffith
Melissa Cullum*

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

Wednesday, October 26, 2022 - Reporters' Day

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

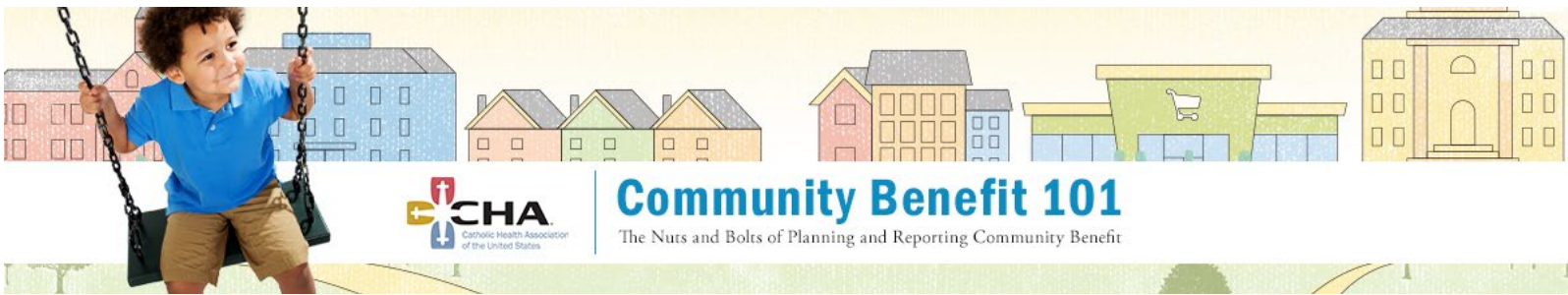
Jaime Dirksen

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

Julie Trocchio

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, MO*

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

Thursday, October 27, 2022

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

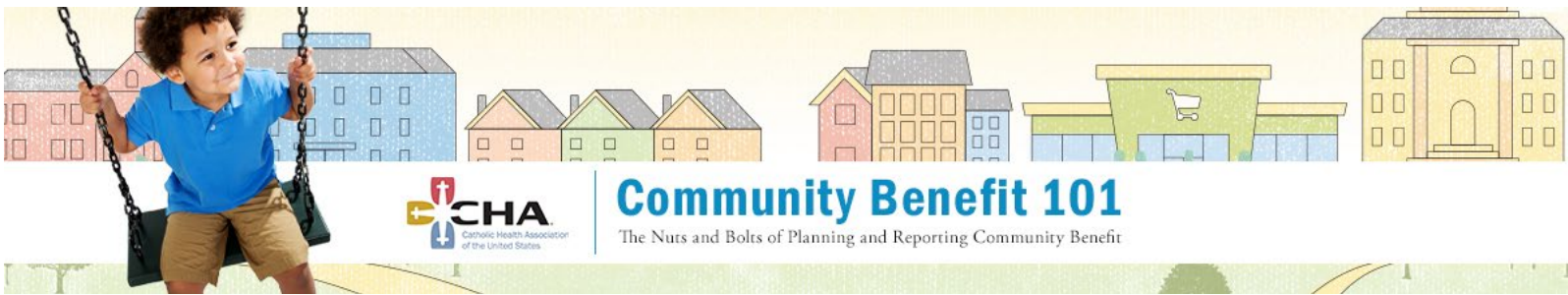
*Jaime Dirksen
Julie Trocchio*

2:10 p.m. ET **Presentation of Case Study**

*Rachel Smith, MPH
Program Manager, Social Determinants of Health
Providence Health & Services, Portland, OR*

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*



2:50 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

3:25 p.m.ET Break

3:40 p.m. ET **Evaluating Impact**
Evaluating programs to determine if the organization is meeting its community benefit goals.

Shivonne Laird Ph.D., MPH
System Director, Community Health Impact
Bon Secours Mercy Health, Ellicott City, MD

4: 15 p.m.ET **Getting Started**
How to jump start your program and prepare for the unexpected. and an opportunity to ask additional questions of the program's speakers.

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