

Center for
Global Health
and **Medical Diplomacy**

*Solutions through science,
ethics and caring*

Caring Community Conference

September 26-28, 2007

AMELIA ISLAND, FLORIDA





CARING COMMUNITY CONFERENCE CHAMPIONS

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The Center for Global Health and Medical Diplomacy at the University of North Florida was founded in February, 2007, with the mission of promoting global understanding and



collaborative action for improving health and medical care. One of the first action steps was to plan and organize a community conference to address health issues in northeast Florida. This idea became the Caring Community Conference, which was held at the Ritz Carlton, Amelia Island, Florida, September 26 to 28, 2007.

Community leaders were integrally involved in the process of planning the conference. The Center for Global Health and Medical Diplomacy (the Center) was honored to serve as the planning and implementing organization for the conference. The Honorable Fred Schultz, Chair of the 1974 Amelia Island Conference, served as Honorary Chair. Jacksonville Mayor John Peyton, UNF President John Delaney, and Center Director Yank Coble, MD served as Co-Chairs.

The conference was built on the premise that northeast Florida has enormous and highly effective healthcare, medical care, and biomedical assets. Through enhanced community understanding and collaborative action, northeast Florida should be better able to address serious health issues in the community and enhance healthcare, medical care, and bioscience industries. Cities that have been successful at fostering and nurturing these assets also enjoy a significantly higher per capita income.

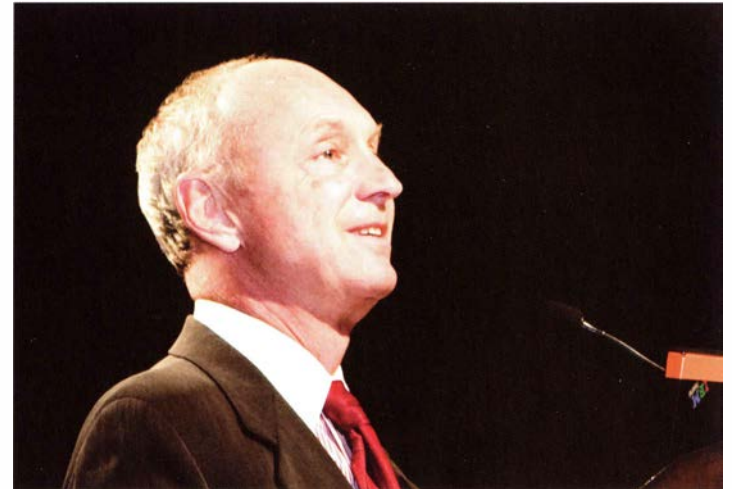
In recent years, two Florida cities, Orlando and Miami, have been inspired to enhance their health care and biomedical assets. Through collaborative community efforts they obtained legislative approval and funding for two new medical schools and additional funding for hospitals and research and educational facilities. This should have a tremendous, positive impact on the medical and economic health of central and south Florida.

Day 1

The Caring Community Conference was designed to encourage collaboration among northeast Florida community leaders, providing a forum for exploring opportunities to expand healthcare, medical care, and biomedical industries. Over 100 conference participants represented leadership of community, civic, government, educational, and healthcare organizations in northeast Florida. Participants convened for two and a half days, examining health issues and assets, and formulating specific recommendations designed to support and enhance the community's health, medical care, and bioscience industries.

Dr. Coble introduced the Honorable Fred Schultz and Mayor John Peyton. Each thanked participants for contributing time and talent to investigate the critical link between healthcare issues and a vibrant economy. Dr. Coble thanked the sponsors of the Caring Community Conference and the Center for Global Health and Medical Diplomacy for their support.

Welcoming remarks by Dr. Coble focused on the fundamental and enduring traditions of American health and medical care: caring, ethics, and science. "Caring inspires hope and trust; ethical practice ensures that the interests of the patient/community are paramount; science is the unifying element, without which caring and ethics are just well-intentioned kindness."

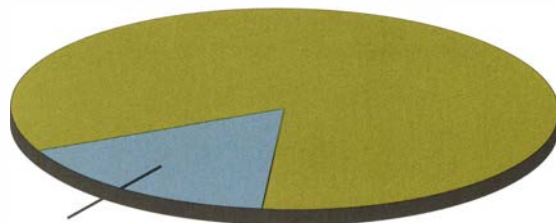


Keynote Address

Jeff Goldsmith, PhD, President, Health Futures, Inc., delivered the keynote address sharing optimistic views on health futures. He discussed macroeconomic trends in healthcare, detailing downward trends in healthcare costs, healthcare spending, hospital admissions, and pharmaceutical spending. Concurrently, he explained, we are seeing remarkable advances in the development of health information technology (HIT) and progress in disease prevention, particularly heart disease, cancer, and stroke. Dr. Goldsmith explained that the 77 million Americans who make up the baby boomer generation are significantly healthier,

wealthier, and better educated than previous generations. Their health status and their options in healthcare have improved over the past 25 years, resulting in a large, aging workforce, living able and independent lives, with less chronic disease and less disability. Dr. Goldsmith recommended that the community build the economic infrastructure that would make northeast Florida “a practice site of choice.” Three specific suggestions included: increasing use of health information technology (HIT) to positively impact delivery and quality of healthcare; encouraging advancement in remote physiological monitoring (RPM) digital technology to increase efficiency and ensure quality control; and maximizing development of clinical research trials.

**Healthcare Industry
1/6 of the Jacksonville Workforce**



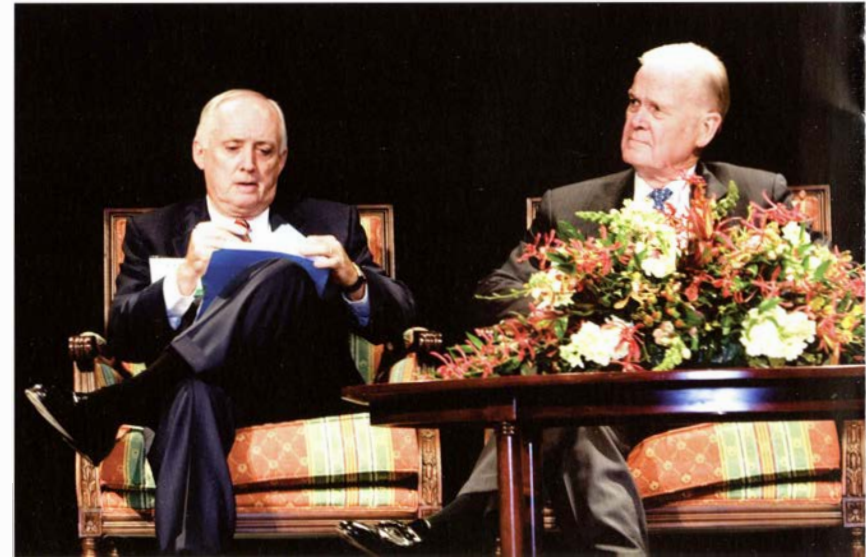
16.5% of Jacksonville Workforce

Northeast Florida Healthcare and Bioscience Industry Economic Impact Study

Paul Mason, PhD, Professor and Chair, Dept. of Economics and Geography, UNF, presented the Northeast Florida Healthcare and Bioscience Industry Economic Impact Study commissioned in 2007 by the Center. Results showed that in 2005, healthcare and related industries in Jacksonville, Florida, employed 1/6th of the workforce and contributed almost \$22 billion in direct economic impact. The total direct, indirect, and induced impact was greater than \$40 billion. Data provided by the study allows for comparison to other cities and indicates that healthcare industries make a very significant contribution to the Jacksonville economy. The study provides a benchmark against which future growth in healthcare and bioscience will be measured.

Healthcare and Bioscience Industry Forum

The Healthcare and Bioscience Industry Forum was presented by **John Howe**, MD, President and CEO, Project HOPE and **Charles Sanders**, MD, former Chairman and CEO, Glaxo Inc. This forum addressed the economic impact of healthcare industries in comparison cities. Both doctors hail from communities which have been successful at nurturing biomedical industries. Dr. Sanders explained the development of the highly successful Research Triangle in Durham, NC. Dr. Howe shared his perspective on San Antonio, TX, which emerged from economic crisis by focusing on the future of healthcare and biomedical industry. They emphasized the need for: attracting and retaining qualified professionals and industries; acquiring land and facilities for bioscience industries; raising capital for investment in research and development; training and retraining the workforce; providing an attractive quality of life; and creating a neutral party to facilitate the community's efforts. Sanders and Howe stressed the importance of collective action to build regionally based, public-private partnerships to support a research incubator.



*“We know there is a critical link
between the health of our community
and the vibrancy of our economy.
We are blessed to have phenomenal assets
in the health care industry, great facilities,
great people, and a willingness to work together.”*

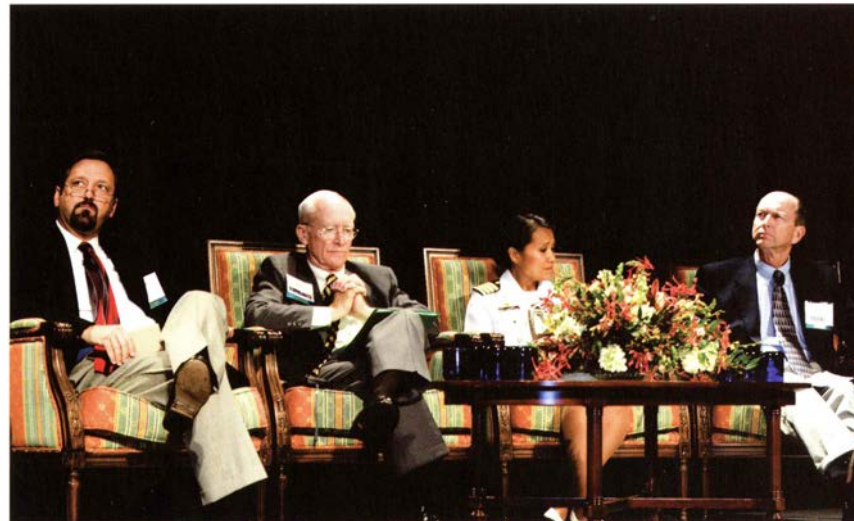
**Mayor John Peyton
City of Jacksonville**

Day Two of the conference began with five panel discussions focused on community health issues, trends in patient care, medical education, research, and bioscience industry. Panels were facilitated by Ceci Connolly, a national staff writer for the *Washington Post*, currently chronicling healthcare issues in America. Twenty-one local health and medical care leaders participated as panelists.

Panel 1 addressed **Health Issues in Our Community**. Panelists were Jim Burkhart, President and Administrator, Shands Hospital, Jacksonville; Jim Borland, MD, Associate Chief of Staff, North FL/South GA Veteran's Health System; Capt. Raquel Bono, MD, Commanding Officer, Naval Hospital Jacksonville; and Robert Harmon, MD, Director, Duval County Health Department. Panelists shared their recommendations for improving the individual and economic health of the community:

- acquire funding (perhaps through special taxation) to increase access to care for the uninsured (which would help to address healthcare disparities in the community)
- create an integrated electronic medical records (EMR) system for the uninsured

- provide seamless healthcare interface across all healthcare services in the community
- increase the number of resident spots in Florida (which increases retention of graduating doctors)
- improve literacy and health literacy
- improve continuing education opportunities for physicians.





Panel 2 addressed **Our Healthcare / Medical Care Assets**. Panelists were Hugh Greene, President and CEO, Baptist Health, Jacksonville; Scott Whalen, PhD, President and CEO, St. Vincent's HealthCare, Jacksonville; Bob Nuss, MD, Dean of the Regional Campus, University of Florida (UF) College of Medicine, Jacksonville; Bob Brigham, CAO, Mayo Clinic, Jacksonville; and Paul Pitel, MD, Associate Medical Director of Nemours Children's Clinic, Jacksonville.

Recommendations from this panel included:

- improve access to primary care, including the working uninsured population (in anticipation of a looming crisis of access to care, due to low Medicare reimbursement)
- encourage businesses to invest in employee wellness (addressing lifestyle issues that contribute to poor health)
- create a forum to develop and find sustainable funding for city-wide EMRs
- collaborate to attract more physicians to the northeast Florida region
- create a forum/facility for professional interchange of ideas among the medical community
- create a method for sharing high-tech resources among facilities, educational institutions, and research partners
- attract and infuse academic strength into the region
- address the epidemic of childhood obesity
- create a forum to address quality and inefficiency in healthcare.

Panel 3 addressed **Professional Medical / Health Education**. Panelists were Bob Watson, MD, Senior Associate Dean for Educational Affairs, UF College of Medicine, Gainesville; (Ceci Connolly, Facilitator); Pam Chally, PhD, Dean, Brooks College of Health, UNF, Jacksonville; Pam Am, MD, Director of Education & Chair, Nemours Children's Clinic, Jacksonville; and Connie Haan, MD, Associate Dean for Educational Affairs, UF College of Medicine, Jacksonville.

Recommendations from this panel included:

- work with the public school system to increase the quality, quantity, and diversity of pre-medical school students (increasing science and health literacy)
- form regional partnerships to increase medical residents, per the recommendations from the Florida Board of Governor's Council for Education Policy, Research and Improvement (CEPRI): Medical Needs Analysis 2004
- address the shortage of nurses and allied healthcare professionals through retention efforts and increased professional education
- Improve recruitment of medical professionals to the region to include financial assistance, loan repayment assistance, tort reform and planning for employment of the "trailing spouse"



- enhance continuing education opportunities and accessibility for physicians
- build on the community attributes that attract and retain physicians and other allied health professionals (i.e., quality schools, recreation, safety.)

*“The most important thing is caring,
so do it first, for the caring physician
best inspires hope and trust.”*

Sir William Osler



Panel 4 addressed **Research: Bench to Bedside**. Panelists were Vicky Funanage, PhD, Director of Biomedical Research, Nemours Foundation, Wilmington, DE; Tom Brott, MD, Director of Research, Mayo Clinic, Jacksonville; Alan Berger, MD, Assistant Dean for Research, UF College of Medicine, Jacksonville; and Bruce Kone, MD, Dean, UF College of Medicine, Gainesville.

Recommendations from this panel included:

- improve communication and collaboration among research facilities
- invest in human capital for life sciences (creating a well-educated, science-driven workforce to enter the research field)
- leverage the population for clinical trials
- collaborate among institutions to recruit research “stars” to relocate in northeast Florida
- expand research partnerships to collaborate when working on the same projects
- educate the community on the value of research and the results of research
- increase research facilities to recruit and retain researchers (perhaps adding an animal laboratory)
- engage the region’s political leaders to help obtain our fair share of federal and state research funding.

Panel 5 presented **Our Healthcare and Bioscience Industry**. Panelists were Bob Blankemeyer, VP, Medtronic; Michael Koren, MD, Director and Founder, ENCORE Research Group, Jacksonville; Art Wotiz, President/CEO, Novabone, Inc., and Chair, International Committee, Life Science, Chamber of Commerce; and David R. Smith, Franchise VP, Worldwide Marketing and Sales, Johnson and Johnson Vision Care, Inc. Recommendations from these panelists included:

- create a community environment that will attract and retain high quality professionals
- build the IT infrastructure to create a connected environment (wireless city)
- develop a unique bioscience “brand” for the region (“medical field of dreams”)
- foster an economic development corridor: Jacksonville (clinical trials) to Gainesville (resources and research incubator)
- nurture existing bioscience companies
- develop the infrastructure that protects intellectual property, helping small businesses to grow by patenting and trade-marking ideas
- attract additional medical device businesses, bioscience companies, and researchers
- create a program for employment for the “trailing spouse” of recruited professionals.



On conclusion of Panel discussions, conference participants divided into five Breakout Sessions (inside back cover) to further consider and consolidate recommendations. Breakout Sessions were co-chaired by non-health professional leaders from the community. Each Session created and prioritized five top recommendations to be presented to the General Assembly for final discussion and decisions.

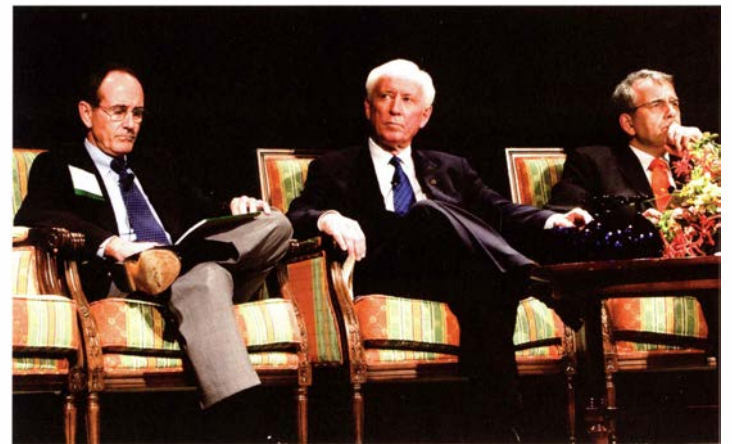
Global Opportunities and Challenges Forum

Following the Breakout Sessions, the final forum addressed Global Opportunities and Challenges.

Dr. Douglas Barrett, Sr. Vice President for Health Affairs, University of Florida, discussed regional issues and assets. He recommended that the community focus on becoming pre-eminent in translational clinical trials and create tools of contemporary education to address the problems of shortages in healthcare professionals as well as healthcare educators.

Dr. Cecil Wilson, Immediate Past Chair, American Medical Association, examined national trends and emerging challenges in healthcare, such as the growing aging population. Dr. Wilson spoke on major determinants to health status, explaining that 10% of health status is determined by "access to care"; 20% by "genetics"; 20% by "environmental factors"; and a surprising 50% of health status is determined by "health behaviors." He recommended that the community continue collaborative efforts at the leadership level across all fields and, in particular, identify a healthcare "champion."

Dr. Otmar Kloiber, Secretary General, World Medical Association, discussed global trends and challenges, and described the critical, global healthcare human resource shortage. Kloiber explained that there is a need for the U.S. to produce more healthcare professionals, to avoid drawing them away from developing countries (where there is a higher burden of disease and a lower share of the global healthcare resources.) Dr. Kloiber stated that whatever is done in America makes a global impression, so we should make it a good one. "It is important," Kloiber noted, "for the world to recognize that healthcare has a vital and positive impact on the overall economy of nations, in addition to its humanitarian value. This conference is the right approach."



On the final day, facilitator Ceci Connolly recapped the conference highlights, briefly reviewing the issues and assets relating to the medical and economic health of the community.

Breakout Session Co-Chairs presented and explained the merits of each session's top five recommendations. During these discussions, a motion was made and embraced that the essential first step is to: "Create a Healthcare and Bioscience Council" to address the recommendations. Following a multi-step voting process, the recommendations were prioritized and reduced to a list of 12 Final Recommendations (page 12.)

Dr. Coble concluded the conference, thanking participants, panelists, speakers, sponsors, and Center staff, Heather Samorisky and Jeanne Lancaster. He reminded the participants that American medical education, research, and care are globally respected; emulated; and considered, perhaps, our nation's most effective diplomacy. Economists make compelling arguments that the healthcare and bioscience industry is a strong economic driver and provides an excellent return on investment, even beyond the human and humanitarian value, raising per capita income and quality of life.

Enthusiasm and optimism prevailed throughout the conference. The resounding conclusion was that the northeast Florida community is fully capable of becoming a destination of choice for patients, professionals, and industries of health care, medical education, and bioscience. Through collaborative efforts, northeast Florida can create "The Caring Community" of health and medical care excellence benefiting patients, public health, and the economy.

*"The quality of the healthcare system
depends on the amount of
democracy and debate within a society.
We can't take freedom for granted.
Healthcare systems are dependent
upon this freedom."*

**Dr. Otmar Kloiber, Secretary General
World Medical Association**

CARING COMMUNITY CONFERENCE

September 26-28, 2007

Essential Next Step: Create a Healthcare and Bioscience Council

12 FINAL RECOMMENDATIONS

2 Fundamental Recommendations

Foster Collaboration

*Delivering Patient Care
Research and Education
Public Health
Quality and Safety
Efficiency/Reduction
of Barriers*

Increase Funding

*Healthcare
Bioscience
Education*

10 Recommendations by Category

Education

**Increase
Medical Residencies**

**Enhance the
Regional Medical School
in Jacksonville**

**Develop a Public
Education Pipeline for
Bioscience**

Health and Medical Care

**Improve
Access to Care**

**Reduce Health
Disparities and
Inequities**

**Promote Wellness/
Health**

**Advance Health
Information Technology**

Research and Bioscience

**Establish a NE Florida
Bioscience Industry Campus**

**Establish a Regional
Bioscience Academic
Institute in Jacksonville**

**Create a Branded
Economic Corridor
Jacksonville to Gainesville**



CARING COMMUNITY CONFERENCE BREAKOUT SESSIONS AND CO-CHAIRS

Enhancing Our
Individual and Community
Health

**Bill Mason
Jim Winston**

Healthcare,
Medical Care, and
Our Economic Health

**Preston Haskell
Bill Scheu**

Enhancing Our Delivery
and Systems

**Michael Boylan
Fran Kinne**

Healthcare and
Medical Care Professions:
Our Human Capital

**Susan Black
Laurie DuBow**

Growing Our Research and
Bioscience Industry

**Deborah Pass
Steve Wallace**





Brooks
College of Health

Please visit our website to view all or part
of the Caring Community Conference
www.unf.edu/brooks/center

Center for
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ethics and caring*

Caring Community Conference Participants

Barry Allred
Pam Arn, MD
Doug Baer
Doug Barrett, MD
Alan Berger, MD
Judge Susan Black
Bob Blankemeyer
Capt. Raquel Bono, MD
Jim Borland, MD
John Bottaro
Michael Boylan
Samuel "Pete" Braud
Bob Brigham
Tom Brott, MD
J. Brooks Brown, MD
Jim Burkhart
Jim Burt, MD
Carl Cannon
Mike Cascone*
Pam Chally, PhD, RN*
John Clark
Yank Coble, MD*
Luther Coggin
Adrienne Conrad
Sandy Cook
Skip Cramer
Marshall Criser

Barbara Darby, PhD
John Delaney
T. O'Neal Douglas*
Lawrence DuBow
Randy Evans
Betsy Fallon
Timothy Flynn, MD
Vicky Funanage, PhD
George Gabel
Allan Geiger
Nat Glover
Tim Goldfarb
Connie Green
Hugh Greene
Jack Groover, MD
Constance Haan, MD
Ceree Harden
Robert Harmon, MD
Barbara Harrell
Preston Haskell
Connie Hodges
Michael Holmes
Pat Hutton, MD
Helen Jackson
Leerie Jenkins
Ray Johnson
Russ Jollivette

Don Jones
Fran Kinne, PhD
Bruce Kone, MD
Michael Koren, MD
Mark LaBorde
Rev. Robert Lee, PhD
Wally Lee
John Lovejoy, MD
Henry Luke*
Jerry Mallot
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Marilyn McAfee
Jay Millson
Mitch Mongell
John Montgomery, MD
Bob Nuss, MD
Isabelle Owen Spence
Deborah Pass
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Mayor John Peyton
Paul Pitel, MD
Rhonda Poirier, DrPH
Susan Ponder-Stansel
Sandra Ramsey
Kyle Reese, PhD
Carleton Rider*
Kerry Romesburg, PhD

Sherriff John Rutherford
Bill Scheu
Fred Schultz
Capt. John Scorby
Guy Selander, MD
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Jane Vance
David Vukich
Anne Waldron, MD
Steven Wallace, PhD
Nina Waters
Bob Watson, MD
Scott Whalen, PhD
Claudette Williams, PhD
John "Jack" Williams
Myra Dee Williams, PhD
Floyd Willis, MD
Jim Winston
Art Wotiz

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