

HEALTHY STATE SUMMIT 2024 IMPACT REPORT



EVENT TITLE: KNOW IT, OWN IT, LIVE IT: Working Together to Create a Thriving Louisiana

DATE: October 24, 2024

LOCATION: Hilton Baton Rouge Capitol Center
201 Lafayette St, Baton Rouge, LA 70801

HOSTED BY: Ochsner Health

Overview of the Healthy State Summit

The inaugural Healthy State Summit, held on October 24, 2024, at the Hilton Baton Rouge Capitol Center, serves as a pivotal gathering for leaders from health, education, and economic development sectors across Louisiana. This landmark event is designed to confront the state's most pressing public health challenges while fostering collaborative solutions to enhance the health and well-being of Louisiana's communities. The summit featured keynote addresses, panel discussions, and breakout sessions focused on actionable strategies for improving health outcomes.

Theme and Goals

With the theme "Know It. Own It. Live It: Working Together to Create a Thriving Louisiana," the summit emphasized the importance of collective action in improving community health outcomes. By uniting stakeholders, the summit aimed to inspire innovative approaches and shared commitments to tackle poor health and promote a culture of wellness throughout the state.

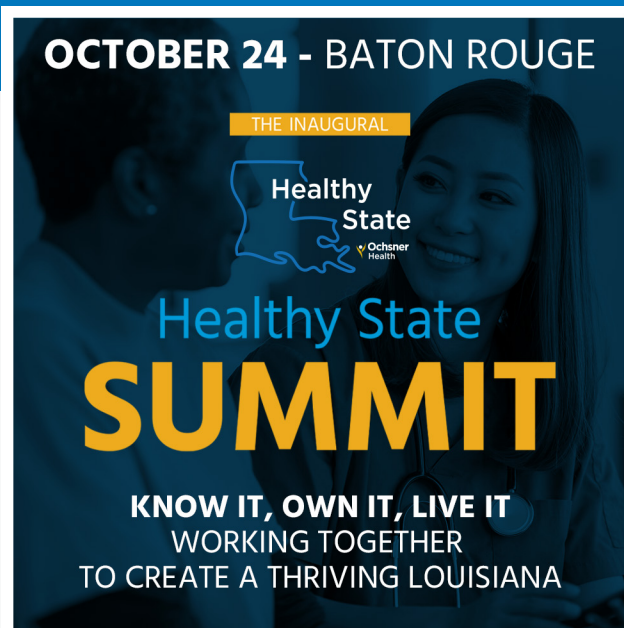
About Healthy State

Launched by Ochsner Health in 2020, the Healthy State initiative represents a bold commitment to transform the health landscape of Louisiana. By engaging healthcare providers, community organizations, educational institutions, and policymakers, Healthy State addresses the leading causes of poor health and works towards building a healthier, more future for all Louisiana communities. Events like the Healthy State Summit exemplify this mission by creating platforms for collaboration and knowledge-sharing.

About Ochsner Health

Ochsner Health, a leading integrated healthcare system with over 80 years of service, is at the forefront of delivering patient-centered care and driving health innovations. As Louisiana's top hospital network, Ochsner is dedicated to improving community health through initiatives like Healthy State. With a strong focus on disease prevention and access to quality care, Ochsner's extensive resources and expertise position it as a key player in realizing a healthier Louisiana.

Find out more about our work and how you can improve your own health at LiveHealthyState.org.



OVERVIEW OF THE INAUGURAL HEALTHY STATE SUMMIT

KNOW IT, OWN IT, LIVE IT: WORKING TOGETHER TO CREATE A THRIVING LOUISIANA

The inaugural Healthy State Summit, set to take place on October 24, 2024, will focus on improving health in Louisiana through collaborative efforts across various sectors. The summit will bring together thought leaders, healthcare professionals, policymakers, and community advocates to discuss and devise strategies to enhance the health and well-being of Louisiana's residents. The event will feature a series of keynote addresses, panel discussions, and breakout sessions, all designed to inspire actionable change.

HEALTHY STATE INAUGURAL SUMMIT AGENDA: 8:30AM - 3:30PM

WELCOME: SETTING THE STAGE

The summit will commence with a welcome and introduction of the Summit, the Healthy State initiative and the first speakers:

- **Deborah Grimes**, Senior Vice President and Chief Diversity Officer, Ochsner Health
- **Matthew Block**, Executive Vice President and Chief Administrative Officer, Ochsner Health
- **John Spain**, Baton Rouge Area Foundation and Master of Ceremonies for the Summit



KNOW IT: LDH VISION FOR A THRIVING LOUISIANA

Pete November will interview Surgeon General Ralph Abraham. They will discuss the current state of Louisiana's health and outline LDH's vision and priorities for the future. This session will include a Q&A segment and provide a comprehensive overview of the state's health landscape and strategic goals.

- **Pete November**, CEO, Ochsner Health
- **Ralph Abraham, MD**, Surgeon General, Louisiana Department of Health



HOW WORKFORCE AND ECONOMIC DEVELOPMENT IMPACT HEALTH OUTCOMES

This session will feature an interview, moderated by Beverly Haydel, with Secretary Susan Bonnet Bourgeois, Secretary Susana Schowen, and Stephen Moret. They will discuss how workforce development can positively impact health outcomes using Strada's Virginia model, and highlight the state's leadership in integrating workforce and economic development initiatives to improve public health.

- **Beverly Haydel**, CEO, Sequitur Consulting
- **Secretary Susan Bonnet Bourgeois**, Louisiana Economic Development
- **Secretary Susana Schowen**, Louisiana Workforce Commission
- **Stephen Moret**, President and CEO, Strada Education Foundation



LUNCH: NETWORKING AND LEADERSHIP

OWN IT: COURAGE AND LEADERSHIP TO DRIVE CHANGE

Deb Grimes will moderate a panel focusing on employee and family-centered programs and the role of public-private partnerships in addressing social determinants of health. The discussion will cover practical insights on overcoming challenges, unexpected outcomes, and advice on finding the courage to initiate such efforts.

- **Christy Reeves**, Vice President, Community Engagement and Impact, Ochsner Health
- **Mary 'Toni' Flowers**, Chief Diversity and Social Responsibility Officer, LCMC Health
- **Bivian 'Sonny' Lee III**, founder and CEO, Son of a Saint
- **Michael Rolfsen, MD**, Baton Rouge Clinic



LIVE IT: COMMUNITIES IN ACTION

BREAKOUT SESSION 1

TRACK 1: Disruptive Innovation Social Solutions will explore the link between food systems, food security, and health outcomes in Louisiana, emphasizing sustainable agriculture and local food production.

TRACK 2: Emerging Technologies that Narrow Health Gaps will discuss the role of digital medicine, maternal health remote patient monitoring, and rural health access, focusing on innovative healthcare technologies and their impact.

BREAKOUT SESSION 2

TRACK 1: The Impact of Workforce Development on Reducing Economic Disparities and Improving Health Outcomes will address economic factors influencing health, workforce shortages, and strategies to promote diversity in healthcare professions.

TRACK 2: Smoking Prevention & Cessation will focus on the landscape of smoking prevalence in Louisiana, effective interventions for smoking cessation, and innovative solutions to combat smoking-related health issues.



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MAIN STAGE PANEL DISCUSSIONS

Welcome and Introduction

Session Summary

Premature Deaths in Louisiana: Louisiana ranks 47th in the nation for premature deaths, with heart disease and cancer as the leading causes, particularly lung cancer, which accounts for a third of all cancer-related deaths. Contributing factors such as smoking, obesity, and uncontrolled hypertension and diabetes are critical areas for intervention.

Social Drivers of Health: While clinical care plays an important role in health outcomes, it's the social drivers, such as socioeconomic factors and the physical environment, that influence 80% of overall health. In fact, the ZIP code you live in can account for half of the factors affecting your health, highlighting the need for targeted, community-based interventions.

Parish-Specific Health Drivers: As we work to improve Louisiana's health rankings, a shift to a regional focus is important to impact the unique needs of each parish and region.

Celebrating Successes in Health: While Louisiana often ranks at the bottom in national health metrics, we also have areas where we are excelling, such as being ranked 4th in the nation for breast cancer screening and making significant strides in colorectal cancer screening. These successes should be celebrated and used as a foundation to drive further improvements across the state.

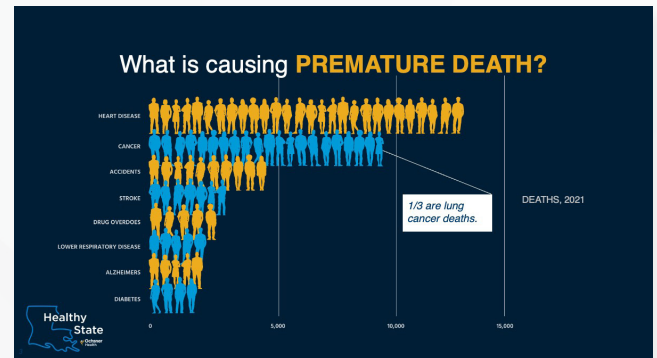
Progress and Partnerships: Louisiana is making progress in several areas, such as smoking reduction, food security, and clinical care, thanks to the collaborative efforts of partners like the Tobacco Free Living Coalition, food banks, and primary care providers. These improvements show that change is possible, and continued partnerships are essential to drive further advancements in the state's health.

Key Lessons, Takeaways, Calls to Action

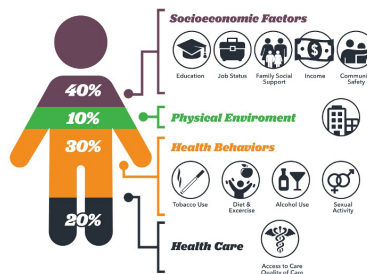
Engaging various sectors—such as healthcare, education, government, and private industry—is crucial for developing sustainable solutions that will create a thriving Louisiana. This multi-sectoral approach allows for the sharing of resources, knowledge, and expertise, which can lead to more comprehensive and effective strategies. Collaborative efforts can help align policies and practices across sectors, fostering a more cohesive response to health challenges.



Speakers: Deborah Grimes RN, JD, MSHQS, Senior Vice President and Chief Diversity Officer, Matthew Block, Esq. Executive Vice President and Chief Administrative Officer.



Social Drivers of Health



World Health Organization

The conditions in which people are born, grow, live, work and age.

These circumstances are shaped by the distribution of money, power and resources at global, national and local levels.

Only 20% includes those improvements in a healthcare environment.

Source: Institute for Clinical Systems Improvement, Using Regional Clinical Models to Address Complex Problems (October 2014)



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MAIN STAGE PANEL DISCUSSIONS

PANEL DISCUSSION 1: LDH Vision for a Thriving Louisiana

Session Summary

A clear vision emerged focused on ensuring equitable access to comprehensive medical care, preventive services, and rehabilitation for all Louisianans. The Surgeon General outlined key priorities from the Louisiana Department of Health ([LDH](#)) [roadmap](#), emphasizing the need to recognize that health encompasses not only physical well-being but also education, community safety, economic prosperity, and behavioral health. Dr. Croughan highlighted that the number one cause of maternal mortality in our state is overdose. He advocated for expansion of naloxone distribution efforts and substance use treatment programs with considerations for special populations like expecting mothers. The panelists further shared that LDH opened the behavioral health pipeline by allowing for reimbursement of providers in clinical training. The interview also highlighted the importance of tackling chronic diseases through preventive screenings and increasing access to care in rural areas as well as addressing maternal-child health challenges by providing essential resources for mothers and infants. Dr. Croughan emphasized that “one of the biggest policy challenges is how [to] measure an averted event and translate that to resources [for] preventative care. That’s where the creative financial models come in.”

Key Lessons, Takeaways, Calls to Action

Overall, the panel session stressed the importance of effective communication to engage healthcare providers, community leaders, elected officials, and residents throughout the state. Expansion of services for substance use disorder treatment across the state and implementation of innovative care models in rural communities is imperative. Value-based preventive care models that generate shared savings are needed to guide changes in health policy.



Moderator: Pete November, Ochsner Health CEO

Panelists: Ralph Abraham, MD, Louisiana Surgeon General, and Pete Croughan, MD Louisiana Department of Health, Deputy Secretary



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MAIN STAGE PANEL DISCUSSIONS

PANEL DISCUSSION 2: How Workforce and Economic Development Impact Health Outcomes

Session Summary

The session emphasized the crucial role of workforce development in enhancing health outcomes and fostering economic growth. Panelists shared their expertise on initiatives aimed at improving workforce readiness, highlighting the state's strategic partnerships between the [Louisiana Workforce Commission \(LWC\)](#) and [Louisiana Economic Development \(LED\)](#). The panelists emphasized the correlation between raising wages and better health outcomes while promoting coordination among employers, educational institutions, and regional organizations. Panelists discussed [Louisiana Act 330 of 2024](#) which directs several state agencies (e.g. Department of Education; Department of Children and Family Services) and institutions (e.g. Louisiana State University system) to collaborate on initiatives that promote workforce development in the state.

Additionally, the panel addressed the integration of higher education and training programs with the Louisiana Community and Technical College System (LCTCS) to meet economic needs. Secretary Schowen emphasized that health outcomes and economic outcomes are “inextricably linked”, and highlighted the need for alignment of our education system and better integration of our social service system. Mr. Moret noted that “Louisiana is one of the few states leading the way to want to capture not only earnings but also occupation...which is critical” —emphasizing the need for analytical capacity to extract useful information to guide impactful decisions for the state.

Panelists also provided real-world examples of how some companies are tackling workforce and economic development. Stephen Moret shared an example of a start-up tech company that is trying to make it easier for employers to manage work-based learning programs with a pilot program of 10,000 students. Sec. Bourgeois shared an example of how Mississippi works with a shipyard company to pay trainees at the starting hourly wage for employment. By the end of training, the company had a full cohort of employees ready to work.

Key Lessons, Takeaways, Calls to Action

By investing in workforce training, communities can create jobs that contribute to economic development and improve community health. A skilled workforce is essential for addressing the social drivers of health, such as housing, employment, and education.



Moderator: Beverly Haydel, Sequitur Consulting

Panelists: Sec. Susan Bonnett Bourgeois, Louisiana Economic Development (LED), Sec. Susana Schowen, Louisiana Workforce Commission (LWC), and Stephen Moret, Strada Education



MAIN STAGE PANEL DISCUSSIONS

PANEL DISCUSSION 3: Courage and Leadership to Drive Change

Session Summary

The purpose was to inspire Summit participants to get involved in driving change. The discussion covered practical insights on overcoming challenges, unexpected outcomes, and advice on finding the courage to initiate such efforts.

Dr Flowers shared her journey from being a hospital environmental services worker to a C-suite healthcare executive role. She described an instance where she spoke up as cleaning staff to the care team and saved a patient who was in ICU. It was in that moment of courage that she realized a larger purpose in life. Dr. Rolfson spoke about his experience with stepping into the food security space after a presentation on hunger at a Healthy State Advisory Board meeting triggered enough outrage for him to pull together high-level leaders and community stakeholders to address hunger in the Baton Rouge region. His role as a physician speaking up for socially disadvantaged populations created a powerful voice to advocate for social responsibility. Mr. Lee shared his journey starting Son of a Saint, a nonprofit that supports boys whose fathers are deceased or incarcerated, and spoke about how the boys in the program have excelled in their own lives with the right mentorship. He described how his experience growing up without a father shaped his understanding and sensitivity of the importance of having adult males mentor young boys.

Key Lessons, Takeaways, Calls to Action

Anyone can lead change. There are a wide range of ways to be inspired to drive change. The key to being a change leader is being open to opportunity when it is given to you and having the courage to stand up for what you believe is the right thing to do.



Moderator: Christy Reeves, System Vice President, Community Affairs, Ochsner Health

Panelists: Bivian 'Sonny' Lee III, founder and CEO, Son of a Saint, Dr. Michael Rolfson, Baton Rouge Clinic and Alliance to Defeat Hunger, and Dr. Toni Flowers, Chief Diversity and Social Responsibility Officer, LCMC Health



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BREAKOUT SESSIONS 1: LIVE IT

Disruptive Innovation Social Solutions

Session Summary

Panelists shared their insights on innovative social solutions to address food insecurity. Dr. Holston began with an overview of the current state of food security and systems in Louisiana, highlighting the impact of food insecurity on health outcomes. The panelists discussed the Louisiana Small-Scale Agriculture Coalition's elements that make it ripe for investment, emphasizing its role in supporting and coordinating existing efforts. Chelsea Jackson elaborated on creating community-sustained models for local farmers, noting the importance of accessibility and affordability of food, particularly in rural areas.

Key Lessons, Takeaways, Calls to Action

The session underscored the collaboration needed to tackle food system gaps and foster local economic growth, concluding with an emphasis on the importance of partnerships in enhancing food security and health outcomes across the state.



Moderator: Dr. Denise Holston, Associate Professor, LSUAgCenter

Panelists: Kate Masuch, MPH, Director, Corporate Sustainability and Social Impact, Novo Nordisk, investor in the Louisiana Small-Scale Agriculture Coalition, Chelsea Jackson, Director, Greaux the Good, Market Umbrella, Darlene Adams Rowland, Executive Director, BREADA

BREAKOUT SESSIONS 1: LIVE IT

Emerging Technologies to Narrow Health Gaps

Session Summary

Panelists discussed the current landscape of digital technology in healthcare and its application to at-risk populations, such as expecting and new mothers. Each panelist highlighted their specific innovations and how these technologies address health challenges. The conversation also explored the obstacles and opportunities associated with scaling successful interventions to reach diverse communities. The panelists emphasized actionable next steps that can be taken within local communities to advance these innovative healthcare solutions, underscoring the importance of collaboration and targeted outreach in improving maternal health outcomes.

Key Lessons, Takeaways, Calls to Action

By utilizing innovative technologies, health systems can enhance patient engagement, streamline care delivery, and make healthcare more accessible, especially in underserved areas, by allowing patients to connect with providers remotely. Embracing digital health solutions addresses disparities in healthcare access and has been shown to improve health outcomes.



Moderator: Jason Hill, MD, Sr Physician-Clinical Innovation Officer, Ochsner Health

Panelists: Kenny Cole, MD, System VP, Clinical Improvement, Ochsner Health, Rebecca Arriaga, AVP-Digital Medicine Commercialization, Ochsner Health, Veronica Gillispie-Bell, MD, Senior Site Lead/Section Head, Women's Services, Ochsner Kenner, Ochsner Health, Emily Harville, PhD, Professor of Epidemiology, Tulane University Public Health and Tropical Medicine, Raven Jackson, PharmD, Clinical Associate Professor, Xavier University



BREAKOUT SESSIONS 2: LIVE IT

The Impact of Workforce Development on Reducing Economic Disparities and Improving Health Outcomes

Session Summary

The session highlighted the critical link between economic factors and health outcomes, emphasizing the need for collaborative partnerships to address these intersections. Panelists underscored the importance of partnerships in workforce development, examining how collaboration can enhance funding, scalability, and the quality of programs designed to train a diverse healthcare workforce. The discussion identified the root causes of healthcare workforce shortages in Louisiana, with panelists sharing strategies, such as targeted recruitment and educational initiatives, to mitigate these challenges. Additionally, they addressed their organizations' efforts to promote diversity within the healthcare workforce, emphasizing the necessity of these initiatives in fostering a more equitable healthcare system.



Moderator: Missy Hopson, PhD, Vice President of Talent Management, Ochsner Health

Panelists: Marguerite Gigutte, Provost, Xavier University of Louisiana, Larissa Littleton-Steib, PhD, Chancellor, Delgado Community College, Kristi Anderson, PhD, Chief Strategy Officer, University of Louisiana Lafayette

Key Lessons, Takeaways, Calls to Action

Collaboration and innovation are necessary to retain and grow the healthcare workforce in the state.

BREAKOUT SESSIONS 2: LIVE IT

Smoking Prevention & Cessation

Session Summary

The session addressed the current landscape of smoking prevalence in Louisiana, effective interventions for cessation, and innovative solutions to combat smoking-related health issues. Panelists provided insights into key demographic and socio-economic factors influencing smoking and cancer rates in the state. The discussion highlighted successful interventions that have driven down smoking rates, as well as policy challenges and opportunities drawn from successful initiatives in other regions. Panelists also explored access to care challenges and programmatic hurdles beyond funding, emphasizing the importance of reaching diverse populations through trauma-informed cessation approaches. They shared innovative strategies aimed at combating smoking prevalence and improving health outcomes by treating smoking more like a chronic condition, automatically prescribing medication to get started rather than waiting for the patient's "readiness to quit" or relying on the provider's perceptions of readiness in an office visit.



Moderator: Taslim van Hattum, LCSW, MPH Chief Program Officer, Louisiana Public Health Institute

Panelists: Michael D. Celestin, Jr., PhD, MA, CHES, CTTS, Assistant Professor, Community Health Science & Policy, LSUHSC New Orleans, Alice Klein, Louisiana Government Relations Director, American Cancer Society, Stephen Kantrow, MD, Professor of Medicine; Program Director, Pulmonary/Critical Care Fellowship, LSUHSC New Orleans

Key Lessons, Takeaways, Calls to Action

Leveraging data and research to apply new approaches to cessation services is critical to close health gaps. Success in smoking cessation requires meeting people where they are and treating smoking as a chronic condition. To address health gaps, we need to consider populations with higher prevalence of smoking, like those with mental health conditions like anxiety and PTSD, and focus the treatment plan accordingly.

OVERVIEW OF ATTENDEES/VIEWERS

Summary

Approximately 283 leaders from across Louisiana attended the event. Higher education (9%), health insurance companies (18%), healthcare provider organizations (24%), pharmaceutical companies (6%), business and industry leaders (24%) and state government officials (8%) were in attendance.



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"We just have to stay the course, and remember it is doable."

—DEBORAH GRIMES

"What a healthier Louisiana looks like is people will have longer healthier lives; we will have more educated individuals; more individuals provide economic value to our state. They will have good paying jobs, and oh by the way—this long journey they call life they will enjoy more."

—DEBORAH GRIMES

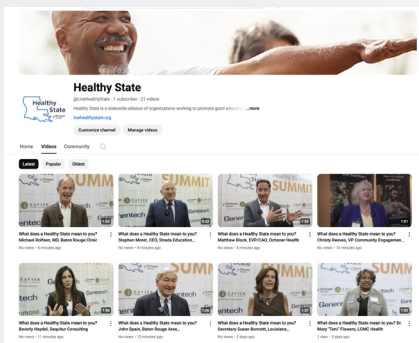


"What does a healthy state look like...this room is what it looks like. We know what the problem is, we know what can make a difference, there is hope and possibility for change. The fact that we are all here today from various organizations and stakeholders throughout the state... this is what is going to make a difference."

—MATTHEW BLOCK



POST EVENT OUTCOMES



Speaker Reflections on Healthy State

Watch individual speaker interviews on the Healthy State [YouTube Channel](#).

Attendee plans to create a Healthy State: Common Themes

- Advocacy, Networking & Partnership for workforce development and health policy
- Community Outreach, Education and Engagement to take action locally
- Behavioral Health
- Addressing food insecurity (e.g. food pantries; farmers market) among community and one's own organization

Attendee Feedback

A post-event survey was conducted to gather feedback on overall satisfaction, insights gained, and suggestions for improvement. Please see below for average scores and comments.

Survey Results (Scale of 1-5)

4.9 Overall Summit Rating

Main Stage Panel Discussions

4.5 KNOW IT: LDH Vision for Louisiana

4.1 KNOW IT: How Workforce and Economic Development Impact Health Outcomes

4.6 OWN IT: Courage and Leadership to Drive Change

Breakout Sessions (Communities in Action)

4.5 LIVE IT: Disruptive Innovation

4.6 LIVE IT: Emerging Technologies that Narrow Health Gaps

4.2 LIVE IT: The Impact of Workforce Development on Reducing Economic Disparities

4.2 LIVE IT: Smoking Prevention

Examples of General Feedback

"Well done! **Nice to see so many diverse groups attending the meeting.** Overall enhances the perspectives of necessary solutions needed to improve the health of our state."

"This was greatly appreciated! Very informative and so inspirational. I was not sure what to expect but I left very energized. **Need more hospitals and clinic leaders to attend.** It is great to hear about the work going on around the state."

"**I was so inspired by all of the sessions,** and the information shared by each of the panelists."

"**Need to hold our payors accountable and bring them to the table.**"

"Looking forward to recordings! Enhance dissemination of the audience for Healthy State, **invite people closer to the front line to present.**"

"Impressive. **Left with a feeling of optimism that there can be collaboration when it comes to caring for our Louisianans.**"

"Amazing summit that **helped connect the vision to action and provide understanding of tools/resources** to be a part of the change/impact. I'm excited for the future and to be a part of this movement."

"It was mainly inspirational. Loved the talks by the courage panel. **I would have liked to hear more about actionable next steps for each of us.**"

"Loved this event! It truly highlighted the great relationship between Ochsner, LDH, and key community stakeholders. **The discussions held space for important topics like racial inequities and the reality of the world we live in.** I also appreciated the way behavioral health was front and center throughout all the discussions, regardless of whether that was intended or not!"

POST EVENT OUTCOMES

Best Practices/Lessons Learned

- Effective networking sessions facilitated collaboration among diverse stakeholders.
- Engaging community leaders in discussions promoted trust and actionable outcomes.
- Increased engagement of frontline workers in the community, healthcare and other sectors are needed to generate actionable solutions

Progress Updates and Next Steps

- Optimize dissemination of summit content captured via videography and recorded interviews (e.g. YouTube and social media).
- Summarize key takeaways to be shared with attendees and wider community through newsletters and social media.
- Establish a follow-up plan for continued collaboration and initiatives arising from the summit discussions.
- Update regional Healthy State data toolkits
- Develop geographically-driven strategic plan for driving community action of a regional level across the state



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