



# HEALTHIER TEXAS SUMMIT

A COLLABORATION BETWEEN

**IT'S TIME TEXAS**



THE UNIVERSITY OF TEXAS SYSTEM  
FOURTEEN INSTITUTIONS • UNLIMITED POSSIBILITIES

PRESENTED BY



**BlueCross BlueShield  
of Texas**

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,  
an Independent Licensee of the Blue Cross and Blue Shield Association

# 2019 IMPACT

This institution is an equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program-SNAP.  
To receive assistance purchasing healthy foods, sign up for SNAP benefits at [yourtexasbenefits.com](http://yourtexasbenefits.com).

# UNITING TO TRANSFORM HEALTH

---

A collaboration between It's Time Texas and the University of Texas System, the Healthier Texas Summit is Texas' premier conference on community and population health. Every year, the Summit brings together thought leaders, innovators, and health champions from across the state of Texas to exchange ideas, insights, and best practices.

We know that improving health in our communities requires collaborative work with partners outside of our organizations, disciplines, silos, sectors, and comfort zones. We also know that cross-sector collaboration can be difficult.

In 2019, the Summit convened 1,015 Texans to share stories and enter into conversations not only about their successes, but also about where it gets hard, and how challenges can be resolved, so we can more fully unite for a Healthier Texas.







**“Motivation is not enough. It takes hard work and cooperation across our sectors. Partnership is critical to build upon and get where we need to be. We need diversity and skill sets on our committees. We are looking for people who want to roll up our sleeves.”**

Dr. Courtney Philips,  
Executive Commissioner,  
Texas Health & Human Services

**Healthier Texas Summit Keynote Address, October 17, 2019**  
AT&T Executive Education & Conference Center



# LEARNING. NETWORKING. INNOVATING.

From TEDx-style lightning rounds, to networking events, to deep-dive conversations on some of the most pressing issues in community and population health, the Healthier Texas Summit offers attendees a one-of-a-kind opportunity to connect with the people, ideas, and information that will galvanize their work.



**63**  
Sessions



**191**  
Speakers



**24**  
Poster  
Presentations



**5**  
Lightning  
Rounds



**43**  
Networking  
Events &  
Meetups





# ATTENDEE FEEDBACK



"I love seeing these topics being moved to the forefront. It sets the pace so we are all moving together."



"What I enjoy most about the Healthier Texas Summit is being able to network with individuals that are trying to foster similar health promotion activities in their communities."



"I love being with like-minded people, feeling their energy and making connections. I love hearing about the good work so many people are doing and it gives me ideas for further movement on my own work."



"...the surprise MVPs were all of the vendors – they were phenomenal. So much that I accidentally missed a few sessions talking with the people at the booths."



"The breakout sessions provided opportunities for a wide range of tactical implementation."

# 94%

Said they plan to use the information they received at the Summit to benefit their collaborative health efforts.



# 92%

Said they met others with whom they intend to work to help strengthen their collaborative health efforts.



# BEST IN CLASS CONTENT



## Trending Topics

- » Health Equity
- » Social Determinants of Health
- » Data & Health Information
- » Cross-Sector Collaboration
- » Health Communication
- » Systems Change
- » Prevention & Wellness
- » Health & Legislation

## Top Sessions

- » FoodRX: Cross-Sector Partnerships to Improve Health Through Food Access and Nutrition
- » Dismantling the Legacy of Jamestown to Build Healthy Communities
- » Unlocking the Power of Connected Health Data to Address SDOH
- » Health Communication: Better Messages to Change Behavior
- » Texas-Sized Solutions for Improving Population Health: A Data-First Approach
- » Approaches to Obesity and Diabetes Prevention
- » The Role of Nursing in Advancing Population Health
- » Erasing the Stigma of Wellness
- » Social Support & Driving Outcomes: The Right People on the Right Page
- » A Prescription for Nature: Perspectives on Nature and Wellbeing





# BRINGING CRITICAL TOPICS TO THE FOREFRONT

*"We can't wait for the next Dr. King to start **health equity** work, we already had one. We need to start now."*

**Dr. Courtney N. Phillips,**  
Executive Commissioner,  
Texas Health & Human  
Services

*"Greater **health enables prosperity** and greater prosperity enables greater health."*

**Dr. John Hellerstedt,**  
Commissioner, Texas  
Department of State  
Health Services

*"Nurses need to be involved in policy. We need to show up and testify and back policies we're passionate about – whether it's tobacco or suicide prevention. Our voice has value and needs to be present. It's up to us to show up. Go meet your elected officials and tell your stories. Infuse your stories with data."*

**Nursing is political.**  
*And political is not a dirty word."*

**Lisa Campbell,**  
Professor, Texas Tech  
University Health Sciences  
Center School of Nursing

*"One of the things that really struck me with the sessions that I've attended is this idea of **connectedness** and how, if we can connect people, if we connect people to causes if we can connect people to resources, if we can connect people to community, we're really going to improve health because we're going to give people a sense of belonging. I really feel that that has the most potential to improve health overall here in Texas."*

**Colleen Marzilli,**  
Associate Professor  
of Nursing, UT Tyler

*"I think there's a real role for business in de-stigmatizing **[mental health]**... People could avoid really bad outcomes if they could get into treatment sooner. People are reluctant to seek help because it feels like a moral failure. I think businesses could really help to take the stigma out. Employee assistance programs are a good start, but I don't think I can stress the value of having an employer who is understanding and non-judgmental."*

**Regina Rogoff,**  
CEO, People's  
Community Clinic





# BRINGING CRITICAL TOPICS TO THE FOREFRONT

***"Health as a shared value** has to start at the top. Leadership's words and actions really have to speak to wellness. If I'm going to stand up and preach about wellness, I better be doing everything I can to take care of myself and put my health first."*

**Richard Gergasko,**  
President and CEO,  
Texas Mutual Insurance  
Company

*"Our big focus is to think about health and not just healthcare. Looking at the **Social Determinants of Health** and all of the things that really matter to somebody's health that have nothing to do with medical care—it's really important for us to drive that conversation and to make sure that we are reallocating some of the money that we're spending in ways that really do matter to people's health."*

**Troy Bush-DiDonato,**  
Community Engagement  
Officer, Episcopal Health  
Foundation

*"In **health communication**, your job is not to generate buzz. Health communication is a way to get people to change their behavior and health outcomes."*

**Mike Mackert,**  
Director, Center for Health  
Communication, UT Austin

*"If we really want to drive health in Texas, we need to get out of our **silos**."*

**Dr. David Lakey,**  
Vice Chancellor for  
Health Affairs and  
Chief Medical Officer  
at UT System

*"The social determinants of health (SDOH) are the conditions in which people are born, grow, work, live and age, and the wider set of forces and systems shaping daily life. The complexities of SDOH are beyond the capacity of any single organization or sector to address on their own. Connecting coordinated care collaborations is critical for **systemic impact**."*

**Heidi McPherson,**  
Co-Lead, Greater Houston  
Coalition on the Social  
Determinants of Health

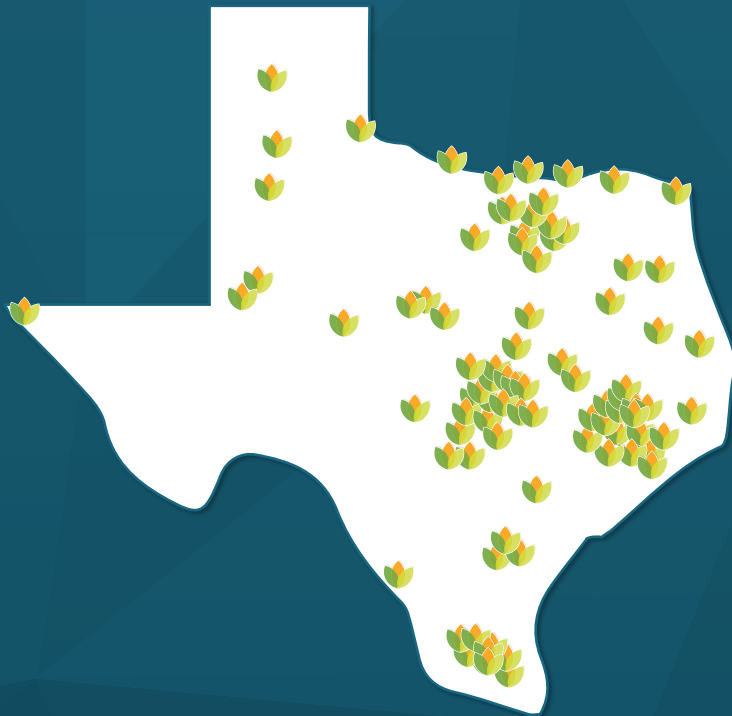
# ATTENDEE DEMOGRAPHICS



**1,015 Attendees**  
+10% Growth Year Over Year



**769 Communities  
Represented**



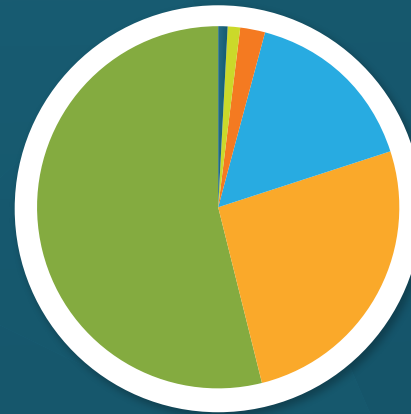
## FIRST-TIME ATTENDEES

65% Returning | 35% New  
**12 scholarships awarded**



## GENDER

74% Female | 26% Male



## RACE/ETHNICITY\*

White or Caucasian 51%  
Hispanic or Latino 25%  
Black or African American 15%  
Asian or Asian American 5%  
Prefer to self-describe 2%  
American Indian or Alaska Native 1%  
Native Hawaiian or Pacific Islander 1%



## AGE\*

18-29 21%  
30-39 31%  
40-49 20%  
50-59 35%  
60 or older 25%

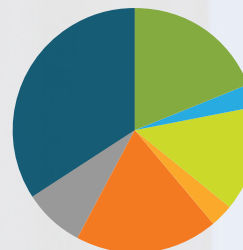
\*Figures represent the demographic profile of 20% attendees who participated in a follow up survey.



# FOSTERING CROSS-SECTOR COLLABORATION



## Sectors Represented



Academic/Research Institution	- 19%
Business/Workplace	- 3%
Government	- 19%
Health System/Organization	- 14%
K-12 Education	- 3%
Nonprofit/Community Organization	- 8%
Other / Not Specified	- 34%

## Occupations Represented

Founder / CEO	Chief Prevention Officer
Executive Director	Dietitian
Professor	Sr. Policy Planner
Chief Medical Director	Vice President
Marketing & Communicator	LCSW
Nurse/RN	Director for State Relations
Program Director	HR Specialist
Policy Analyst	Legislative Aid
Public Health & Prevention Specialist	Wellness Consultant
Director of Population Health Strategic Initiatives	Sr. Vice President
Epidemiologist	Chief Operations Officer
Health Services Director	Public Relations Director
Community Health Worker	Chief Analytics Officer
Community Health Education Specialist	K-12 Educator



# SUPPORTING PROFESSIONAL EDUCATION & DEVELOPMENT



## Continuing Professional Education (CPE) Credits

-  Nurses (CNE)
-  Health Education Specialists (CHES/MCHES)
-  Counselors (LPC)
-  K-12 Educators (TEA)
-  HR Professionals (HR)
-  Social Workers (SW)
-  Registered Dietetics (RD)
-  Community Health Workers (CHW)
-  Pharmacists (CPE)

**126 CPE certificates distributed**

*"If you're thinking of attending the Summit, I would really encourage you to. It's always something that I find inspiring. It helps you to network with other people in the field throughout Texas, it keeps you abreast of the current research and knowledge, and if you need continuing education hours for anything, it also can help there."*

**Kristen Pudleiner,**  
Wellness Coordinator, CentroMed



# DAY 1 SYMPOSIUM: HEALTH & THE 86TH LEGISLATURE

**Senator Nathan Johnson (D-Dallas)**  
**State Representative J.D. Sheffield (R-Gatesville)**

**Moderator: David Lakey, MD**  
Vice Chancellor for Health Affairs  
and Chief Medical Officer, UT System

*"I look at how many people smoked 20 years ago versus how many people smoke now. What did it take to make that happen? We're going to have to do the same thing about obesity...We're starting to see more headlines about obesity and the cost to our healthcare system. I hope there will be more ideas introduced this next session."*

**State Representative J.D. Sheffield**

*"Mental health affects physical health. It affects your job. It affects your family. I think we are coming around to the point of recognizing the social and economic costs of not addressing mental health. It is the precursor to so many larger problems that come later. If we can get some mental health care up front, there will be all sorts of things that it will be easier to do as a state. We are seeing some increases, but we are not seeing enough in my view."*

**Senator Nathan Johnson**





# DAY 2 SYMPOSIUM: C-SUITE ON HEALTH AS A SHARED VALUE

**Regina Rogoff,**

Chief Executive Officer, People's Community Clinic

**Richard Gergasko,**

President and CEO, Texas Mutual Insurance Company

**Dr. Mary Faria,**

Chief Executive Officer & Acting President,  
AOMA Graduate School of Integrative Medicine

**David Goldstein,**

Chief Talent Officer, Caliber Collision

**Nathan Ryan,**

Chief Executive Officer, Blue Sky Partners / Commissioner,  
City of Austin Economic Prosperity Commission

**Moderator: Dr. Paul Hain,**

Chief Medical Officer & Divisional Senior Vice President of Market  
Delivery, Blue Cross and Blue Shield of Texas

*"We've recognized that wellbeing is so important to overall health. There's so much stress in our environment and the workplace can be stressful, so if employers are remembering that they can be the cause of stress, they can think differently about how they can create wellness." – Dr. Mary Faria*

*"When you look at an employee through a family lens, you're certainly going to care about their wellbeing, right down to what they're eating. When you look at each other as a family, you're going to keep each other accountable." – David Goldstein*





# LEVERAGING TECHNOLOGY



## Data Petting Zoo

In this fully interactive exhibit, participants were able to work with real data sets and explore how leading health organizations are making use of data to fuel better decisions and tell more impactful stories.



## Mobile Event App



**753**

App  
Downloads

**27,331**

Sponsor  
Impressions

**11,185**

Agenda  
Page Views

**3,016**

Messages  
Sent

**255**

Photos  
Uploaded

**43**

Meetups  
Created



# CONNECTING WITH LIKE-MINDED PEOPLE.

# ENGAGING NEW PERSPECTIVES.

# RECHARGING BATTERIES.

## Top Meetups

- » Evening Networking Reception
- » Women in Health
- » The Future of Population Health: Data/Health
- » Information Exchange
- » Employer Wellness & Exhibitors Meetup
- » Community Health Collaborative Coaching Sessions
- » Rio Grande Valley Attendees

## Healthy Activities

  
**STRONGER**  
AUSTIN  
Morning Yoga

  
campGladiator  
Morning Workout





# IN THE NEWS

*"As people and communities, as much as we want to eliminate inequities, what we're starting to understand is that the most important way of doing that is creating the conditions for people to be well."*

**Dr. Jewell Mullen,**

Interview with Nathan Bernier of KUT Austin -  
August 29, 2019

## Radio & Newspaper

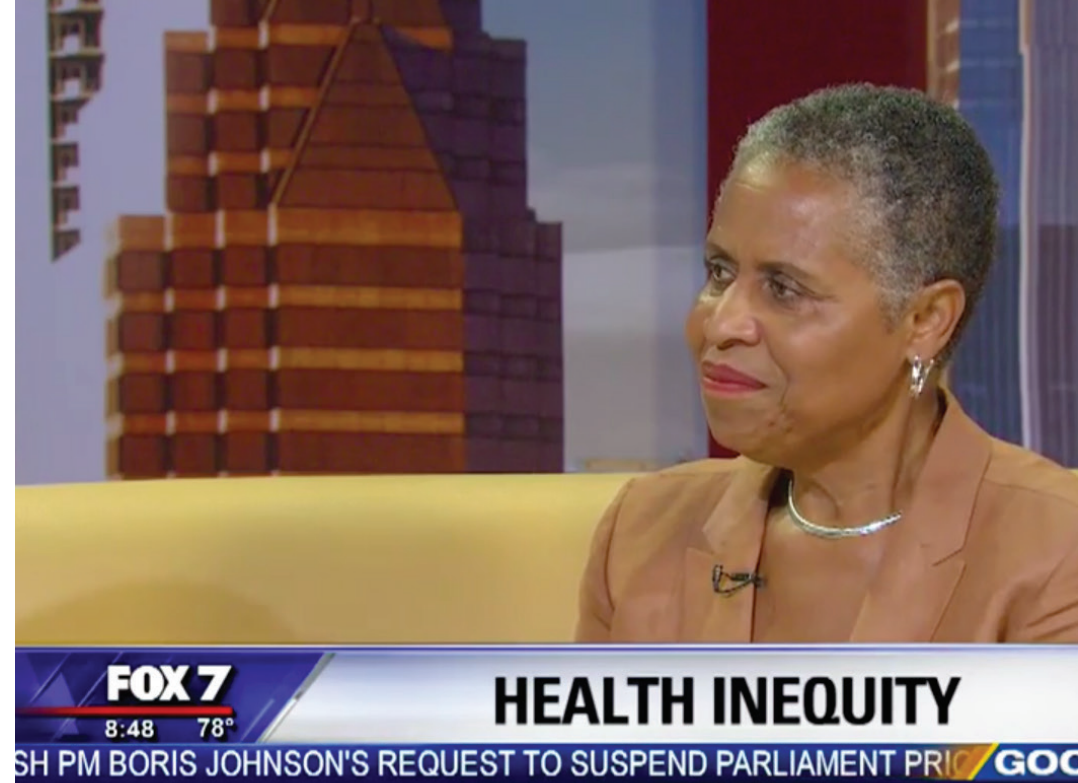


**22** Earned Media Placements  
**141,900+** Impressions

## Austin's NPR Station



**621,400+** On-Air Impressions  
**60,000+** Digital Impressions



# MARKETING EXPOSURE



## SOCIAL MEDIA

1,500+ Posts & Tweets  
355,000+ Impressions  
[#healthiertexasummit](#)



## EMAIL

64,200+ Email Impressions  
18,000+ Unique Opens



## WEB

19,900+ Website Visitors  
62,900+ Page Views  
[healthiertexasummit.com](#)

## OVERHEARD ON SOCIAL MEDIA



APPROACHES WORKSHOPS **LATEST** HEALTHIERTEXASSUMMIT **great** SCIENCE  
UNIQUE **KNOW** PUBLIC STORIES **DATA** JOIN ENTER PUBLIC HEALTH EDUCATION  
YEAR HEALTHY TEXANS UNIVERSITY SESSIONS **register** FORWARD  
**BEST** AUSTIN OPPORTUNITY PRESENTED **TIME** INFORMATIVE **HEALTH CHAMPIONS**  
TRANSFORMING COMMUNITY **COLLABORATION** SCHOOL DON'T MISS ATTEND  
**DIVERSE** PLEASED **NETWORKING** TODAY HEALTHIER TEXAS TRANSFORM  
SCHOLARSHIP HEART **It's Time Texas** IMPROVE **EMPOWER** UT SYSTEM



# THANK YOU TO OUR SPONSORS



**BlueCross BlueShield  
of Texas**

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,  
an Independent Licensee of the Blue Cross and Blue Shield Association



**American  
Heart  
Association**



**Helping Here.**



Supplemental  
Nutrition  
Assistance  
Program

**CVSHealth**

**DentaQuest**

natura)(y<sup>slim</sup>



**Humana.**



## 2019 Healthier Texas Summit Powering Partners





# GET IN TOUCH



Sign up for the latest  
Summit news & updates  
[healthiertexassummit.org](https://healthiertexassummit.org)



**#healthiertexassummit**

## Questions?

Contact us for more information

## Sponsor & Exhibitor Information

Candyss Bryant | [candyss@itstimetexas.org](mailto:candyss@itstimetexas.org)

## Speaker Information

Jenna Parro | [jenna@itstimetexas.org](mailto:jenna@itstimetexas.org)



**SAVE THE  
DATE**

---



---

**HEALTHIER  
TEXAS  
SUMMIT**

---

A COLLABORATION BETWEEN

**IT'S TIME TEXAS**



THE UNIVERSITY of TEXAS SYSTEM  
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

---

**OCT. 29-30, 2020**

AT&T EXECUTIVE EDUCATION AND CONFERENCE CENTER