

Online Event June 9-13, 2025

The VAFCC Virtual Summit is free and open to all clinic staff and volunteers, RSVP for individual sessions below.

Monday, June 9: Workplace Well-Being Essentials Track

This track is facilitated by VITAL WorkLife, a leading provider of mental health and well-being services. **Sessions will NOT be recorded.**

- **9:00-10:00am - A Guide to Emotional and Mental Health Well-Being with Sarah Prom, VITAL WorkLife**
  - This session will focus on building skills and awareness for recognizing and addressing mental and emotional health needs of employees. Often not knowing how to bring up sensitive subjects prevents managers and supervisors from supporting employees and providing resources that are available. We learn practical ways to address mental and emotional health and how to refer employees for support. We will also gain an understanding of the impacts of compassion fatigue and learn ways to build and sustain resilience.
  - RSVP Now
- **12:00-1:00pm - Working Effectively with Others: Addressing Conflict and Incivility with Sarah Prom, VITAL WorkLife**
  - Managing conflict and civility are business-critical skills employees need to demonstrate and may be more important than any other skill set they are asked to master. This session goes beyond defining incivility and conflict in the workplace and prepares managers to think about and deal with potential conflict situations both in person and in the virtual world. Attendees will understand the barriers to organizational and individual approaches to addressing incivility and conflict, gain tools and approaches to addressing the conflict continuum and its two extremes (aggressive and passive employees), and leave with methods to effectively resolve conflict and create a culture of civility among employees.
  - RSVP Now

- **3:00-4:00pm - A Roadmap to Thriving in the Wake of Change with Sarah Prom, VITAL WorkLife**
    - In a time of unprecedented change, organizations and employees feel the consequences of both the pace and enormity of constant change. While many organizations focus on goals, objectives and processes, most change management experts agree that the most critical element to a thriving organization is employee engagement and buy-in. This session will address those processes and provide concrete strategies to overcome barriers and help employees deal effectively with change. Attendees will understand individual dynamics around acceptance of and resistance to change (and how they manifest themselves in teams and workgroups), explore the stages of change and how to address barriers in each, and receive concrete plans for managing change and engaging your employees at the same time.
    - RSVP Now

Tuesday, June 10: Community Health Worker Track

This track is facilitated by the Virginia Health Workforce Development Authority (VHWDA), dedicated to ensuring that Virginia has an optimal healthcare workforce through research, education, and collaboration. Sessions will be recorded.

- **9:00-10:00am - Introduction to CHWs with Henry Lewis, VHWDA**
    - This session will introduce participants to the critical role Community Health Workers (CHWs) play in advancing health equity and improving health outcomes across the U.S. healthcare system. Attendees will gain an understanding of the history and evolution of CHWs, from their grassroots origins to their growing presence in formal healthcare and public health settings. The session will highlight the impressive return on investment (ROI) CHWs provide through cost-effective, culturally competent care that reduces hospital readmissions and improves chronic disease management. Special attention will be given to the expanding use of CHWs in public health, particularly within clinical settings.
    - RSVP Now
- **12:00-1:00pm - CHW Development with Henry Lewis, VHWDA**
    - This session will explore the evolving roles and responsibilities of CHWs as essential members of the healthcare workforce, highlight the importance of clear role definitions, scope of practice, and the diverse settings in which CHWs operate. Participants will gain insight into effective training models and professional development opportunities that support CHWs in building core competencies and advancing their careers. The session will also emphasize the critical role of cultural competency and ethical practice in community-based care, equipping CHWs with tools to foster trust, respect, and equity in the communities they serve.
    - RSVP Now
- **3:00-4:00pm - CHW Supervision with Henry Lewis, VHWDA**
    - This session will focus on the essential components of effective supervision and program management to support and sustain a strong CHW workforce. This session will cover strategies for clear, consistent communication and constructive feedback between CHWs and supervisors, fostering a supportive environment that promotes professional growth and accountability. Attendees will explore supervisory considerations unique to CHWs, including balancing autonomy with guidance and addressing challenges in diverse work settings. Attendees will gain practical tools for evaluating CHW performance and program outcomes, along with best practices for developing and scaling high-quality CHW programs that align with organizational goals and community needs.
    - RSVP Now

Wednesday, June 11: Cardiometabolic Education Track

This track is facilitated by Novo Nordisk, a global healthcare company with more than 100 years of innovation and leadership in cardiometabolic care. **Sessions will NOT be recorded.**

- **9:00-10:00am - Metabolic Dysfunction-Associated Steatohepatitis (MASH) Disease Education with Lydia Wang, Novo Nordisk**
  - Metabolic Dysfunction-Associated Steatohepatitis (MASH), previously known as Non-Alcoholic Steatohepatitis (NASH), is a chronic liver disease characterized by fat accumulation, inflammation, and scarring in the liver, often linked to metabolic conditions like obesity and diabetes. It's a more severe form of Metabolic Dysfunction-Associated Steatotic Liver Disease (MASLD), formerly known as non-alcoholic fatty liver disease (NAFLD). MASH is progressive and can lead to serious complications like cirrhosis, liver failure, and liver cancer if not managed properly. MASH disease overview, pathophysiology, and evidence/guideline directed management will be shared.
  - RSVP Now
- **12:00-1:00pm - Diabetes & GLP-1RA Updates with Akilah Parks, Novo Nordisk**
  - GLP-1 receptor agonists (GLP-1RAs) are increasingly used for diabetes and obesity treatment, with evolving understanding of their benefits and risks. This session will cover the newest advancements in GLP-1RA therapies, their impact on glycemic control, and their benefits beyond glucose lowering, such as weight management and cardiovascular health.
  - RSVP Now
- **3:00-4:00pm - Women's Health & Obesity with Brianne Shokri, Novo Nordisk**
  - Obesity affects nearly every organ system in the body. Some obesity-related concerns are specific to, or especially pronounced, in women. A better understanding of how obesity may impact women may lead to improvements in their overall health. This session will explore the complex relationship between obesity and women's health.
  - RSVP Now

Thursday, June 12: Communications Track

This track is focused on improving communications efforts within healthcare clinics who are trying to reach a variety of audiences. Sessions will be recorded.

- **9:00-10:00am - Demonstrating Impact through Stories with Tom Morley, Snowflake Consulting**
  - This session will explore how clinics can use storytelling to demonstrate their impact in improving health outcomes for vulnerable patients and communities. Participants will learn how to select the right stories to emotionally engage supporters and prospective donors. Gain insights on how to convey the importance of your services in personal terms and persuasively ask for what is needed to continue to be a resource for the community -- even with limited staff and time. As public policies shift and potential funding reductions become a reality, communicating impact to current and prospective donors will become more support than ever.
  - RSVP Now
- **12:00-1:00pm - Building & Sustaining Your Communication Efforts with Daniel Carrigan, Kelley + Co.**
  - In this session, we'll explore how clinics can develop communications priorities, identify audiences and build a consistent content engine with limited resources. We'll also dive into platform selection based on your audience, staff capacity and communications goals.
  - RSVP Now

- **3:00-4:00pm - A Cost-Effective Guide to Marketing Communications for Patient Outreach with Daniel Carrigan, Kelley + Co.**
    - In this session, we'll explore low-lift tools and time-saving practices to support achievable communication efforts geared towards patient access and education that don't require a big budget. We'll also dive into compelling messaging and delivery to ensure your communications resonate with current and prospective patients.
    - RSVP Now

Friday, June 13: Fund Development Track

This track is facilitated by the Curtis Group, an experienced fundraising consultancy providing strategic, customized work to approach, cultivate and solicit funds for your nonprofit organization. Sessions will be recorded.

- **9:00-10:00am - Fundraising in a Shifting Landscape: Strategies for Uncertain Times with Abby Webster, The Curtis Group**
    - The environment for nonprofit fundraising is constantly evolving, shaped by political, economic and societal shifts. Nonprofits have navigated uncertainty before and are resilient when they adapt strategically. In this session, we'll draw lessons from past challenges and provide practical strategies nonprofits can implement today. Whether you are facing financial uncertainty or simply want to future-proof your fundraising strategy, this webinar will equip you with the insights and tools you need to sustain your organization.
    - RSVP Now
- **12:00-1:00pm - Strengthening Your Board's Role in Fundraising with Keith Curtis, The Curtis Group**
    - One of the key responsibilities of a nonprofit board is to ensure that the organization has enough resources to fulfill its mission. Board members are essential to a strong fundraising program and play a key role in soliciting funds, in-kind donations, and pro bono services from individuals, institutions, and corporations. Fundraising encompasses not only the financial aspects of one-on-one solicitations, special events fundraising, and other methods, but also bringing resources and skills into the organization through their own network to further the mission of the organization.
    - RSVP Now
- **3:00-4:00pm - Real Conversations with Major Donors with Rachel Kimble, The Curtis Group**
    - Wondering what you could and should be doing today to prepare for a stronger major gift program tomorrow? During these constantly changing times, relationships matter. Following the fundraising cycle (cultivation-solicitation-stewardship) leads to strong donor relationships, but what does this cycle look like in practice? You'll gain proven steps for meaningful conversations that build stronger relationships with your donors by keeping them engaged and properly communicating impact. Presenters will cover how to genuinely get to know a donor, how to make and close the ask, what to do if that doesn't go according to plan, and how to involve board and volunteers in the process.
    - RSVP Now

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