

Actionable Strategies for Primary Care Investment: Leveraging Alternative Payment Models



Sean Atha | Guest Speaker

Sean Atha is the Senior Vice President of CalAIM Initiatives and Community Health Integration at Vivant Health, where he drives innovative strategies to improve healthcare access for underserved communities. With over 30 years of experience in Medi-Cal Managed Care, he has played a pivotal role in fostering community health coalitions and forging strategic partnerships. His leadership has helped Vivant Health expand into new and innovative product lines, positioning the organization as a key influencer in state and national healthcare policy. Throughout his career, Sean has managed Medicaid programs for major organizations like Anthem and Health Net, influenced statewide provider network designs, and shaped access standards regulations at the California Department of Health Care Services. He has served on numerous advisory committees within DHCS and DMHC, serves on the Executive Committee for the California Quality Collaborative, and helps lead the Medi-Cal Forum for America's Physician Groups. Sean holds a Master's in Health Administration from the University of Southern California and a Bachelor of Arts in Politics, Legal Studies, and Economics from the University of California, Santa Cruz.



Karen Gee | Guest Speaker

Karen Gee is the Senior VP of Strategy and Business Development at Prospect Health. Prior to joining Prospect, she served as the Senior VP of Health Equity at Honest Medical Group and was responsible for the application and management of five ACO REACH entities. Karen joined Honest after serving as COO of OptumCare Network of Connecticut, building a state-wide provider network to transform a market from FFS to fully delegated global risk arrangements. She transitioned to Connecticut from her position as COO of Optum/North American Medical Management, California, a provider organization with 17 IPAs in a delegated risk model for all lines of business, and also served as interim CFO during her tenure. Her 35 year career includes responsibilities over claims/config, customer service, marketing and sales, network management, CMS/CMMI programs, corporate finance, investor relations, M&A, budgeting and compensation model development. Karen has a Bachelors degree from the University of California, Berkeley and an MBA from Boston University.



Colleen Murphy | Guest Speaker

Colleen serves as the COO of the Health Plan of San Mateo (HPSM) and has spent the better part of two decades in operational leadership and strategic consulting roles within healthcare. Prior to HPSM, she was a consultant at McKinsey & Company and held entrepreneurial roles with early-stage to growth-stage health IT startups. Colleen has broad oversight of a variety of health plan functions in her current role and is passionate about connecting people and ideas across disparate factions of the healthcare ecosystem. She brings a depth of expertise to value-based payment principles and implementation, as well as health IT and digital strategy. Colleen draws from her own lived experience navigating the safety net for her family and community in the work she does, and is ardently focused on strengthening access to healthcare for everyone.



Dr. Sumana Reddy | Guest Speaker

Sumana Reddy, MD, FAAFP is a family doctor who trained and has practiced in the Salinas Valley, founding an independent group practice. She has been a CA medical director for Aledade, is involved in CAFP and CMA, and is currently serving on the Advisory Committee to the state's Health Care Affordability Board. She has sought to support her own and other practices to continue to provide comprehensive high quality primary care, and believes that a way to achieve this is through Advanced Payment Models and other ways of investing in Primary Care.



Peter Robertson | Session Moderator

As Senior Director of Practice Transformation, Peter Robertson leads the California Quality Collaborative's (CQC) technical assistance programming. Most recently, Peter led the CalHIVE Network, a multi-year improvement collaborative that supported the expansion of virtual care tools for chronic disease management. Prior to his current role, Peter served as Director of Insights, Analytics and Data Management at PBGH. Previously, Peter led the quality measurement activities of the American Academy of Ophthalmology (AAO). This work included the development and maintenance of quality measures stewarded by the AAO and the implementation of a broad range of measures for federal quality reporting within the AAO's IRIS® Registry. Peter's background also includes experience developing clinical practice guidelines at the American Academy of Otolaryngology. Additionally, he worked for the regulatory body of the National Health Service in England and Wales, analyzing and reporting patient experience data. Peter earned a master's degree in Public Administration from Indiana University and a bachelor's degree in International Management from the University of Manchester.

Fostering Strong Partnerships: Collaboration Between Care Teams & Community Organizations



Kitty Bailey | Guest Speaker

Katherine "Kitty" Bailey is a nationally recognized public health leader. She is the founder and CEO of the San Diego Wellness Collaborative (SDWC) and has been the Executive Director of Be There San Diego since 2013. SDWC works with multi-sector partners to develop innovative solutions for creating health equity and population health for all San Diegans. Under her leadership, SDWC developed Neighborhood Networks, one of California's first Medi-Cal Community Care Hubs.



Evette De Luca | Guest Speaker

Evette De Luca has 20 years of leadership experience in the public and nonprofit sectors, directing multi-sector teams focused on healthcare access, community violence, homelessness, food insecurity, and health disparities. She is the Director of the LA County CHW/P/R Consortium, a network of 60 community-based organizations (CBOs) and health systems working to advance the integration and sustainability of community health workers, promotores, and representatives (CHW/P/Rs) in healthcare and public health. Previously, she served as Executive Director of Partners for Better Health and led one of seven national BUILD Health Challenge initiatives, led community engagement for the Kaiser Permanente HEAL

Zone in Ontario, CA, and one of the CA Strategic Growth Council's first Transformative Climate Communities initiatives. She also has served as a consultant to Prevention Institute, Providence St. Joseph Fund and Loma Linda Medical Center- Community Health Development, providing expertise in partnership-building, community engagement, wellness strategies, and health assessments across Southern CA. As Director of Civic Engagement & Community Transformation at Reach Out, she led the Center for Civic Policy & Leadership, an initiative funded by The California Wellness Foundation to advance strategic advocacy and policy efforts in California's Inland Region. She also served as Executive Director of the Latino Health Collaborative (LHC), where she led the Healthy San Bernardino Coalition, awarded the Southern California Public Health Association's Excellence Award for its built environment assessment. Previously, as Executive Director of Foothill Family Shelter, she secured the 2007 Bank of America Neighborhood Builder Award for the agency's comprehensive housing and support services. Her early career included leadership roles at The Jenesse Center, a nationally recognized domestic violence intervention and housing program in Los Angeles. Ms. De Luca serves on the board of Huerta Del Valle Urban Agricultural Project and the Executive Committee of the San Bernardino Faith Advisory Council for Healthy Communities. She has also held leadership roles with the Loma Linda Medical Center Community Benefits Administrative Council, the San Bernardino Food Policy Council, and the San Bernardino County Emergency Food and Shelter Program Board. A former Multicultural Alliance/AmeriCorps Fellow, she holds a master's degree in social Impact from Claremont Lincoln University and a B.A. in History with an emphasis on Latino Studies from UCLA.



Dr. Kathleen Lang | Guest Speaker

Kathleen Lang serves Imperial County Medi-Cal members and providers, as well as community partners striving for improved healthcare and social outcomes. Kathleen's local leadership role reinforces the belief that robust relationships are built, and stewardship is maximized at the local level. Kathleen has proven expertise in the fields of public administration and community health, blending past professional and academic experience with evidence-based practice to convene stakeholders, building thriving communities through collective impact. Kathleen finds it especially satisfying to listen to new ideas from others – no matter their professional experience – that provide the potential for improving a

process, policy, or system and appreciates when others share their knowledge and experience for the benefit of all team members. By doing so, she embraces the community health mission to promote and protect the health of local residents, developing and implementing complex projects related to health and social services, resource allocation, locally based strategic leadership and planning, and collaboration with local, state, and federal partners to achieve positive change.



Dr. Tarek Mahdi | Guest Speaker

Dr. Tarek Mahdi is a dedicated physician and healthcare leader specializing in primary care, hospice, and palliative medicine. With a passion for population health, quality improvement, and behavioral health integration, Dr. Mahdi has played a pivotal role in enhancing patient-centered care. Since 2005, he has served in a leadership role with the Riverside County Medical Association (RCMA) and is a board member of the Inland Empire Health Information Exchange. His expertise has shaped palliative care programs at both Riverside Community Hospital and Parkview Community Hospital, where he serves as Medical Director. A recognized advocate for end-of-life care, Dr. Mahdi chairs the Inland Empire Palliative Care Coalition and the Ethics Committee at Riverside Community Hospital. In

2012, he was honored with the Robert D. Sparks, M.D. Leadership Achievement Award. Beyond medicine, he enjoys spending time with his grandkids and traveling with his wife, Dr. Ana Ivanova.



Kristina Mody | Session Moderator

As Director of Practice Transformation with PBGH's California Quality Collaborative (CQC), Kristina Mody leads technical assistance design and delivery, working directly with delivery system partners to transform clinical practices, including behavioral health integration into primary care and chronic condition management using virtual care. In her role, she plans and implements programs ranging from multi-year improvement collaboratives to day-long trainings, leveraging adult learning principles as a [Certified Dialogue Education Practitioner](#). She also serves as an improvement coach for participating health care delivery organizations and their improvement teams to support them as they

advance toward high-value, patient-centered advanced primary care. Kristina brings a wealth of experience creating technical assistance that meets the needs of health care quality leaders, especially those working with underserved patient communities. She previously served as Senior Manager, Care Redesign for PBGH's Care Transformation team. Prior to joining PBGH, Kristina was Senior Program Associate at the California Health Care Safety Net Institute, where she designed and implemented technical assistance for public hospital/health care systems participating in statewide quality improvement efforts under the Medi-Cal 2020 waiver. Before the Safety Net Institute, Kristina worked at Kaiser Permanente, providing program management on a national level for the Meaningful Use health IT project and on a regional level for The Permanente Medical Group's compliance department. Kristina earned her M.P.H. and B.A. in English and History from the University of California, Berkeley. In her free time, she enjoys reading, cooking, and exploring California's parks and beaches with her husband, two children and dog.

Co-Creating Quality: Collaborating with Patients to Drive Improvement



Stephen Hoy | Guest Speaker

Stephen is the Chief Operating Officer at PFCCpartners. He graduated from the University of Denver Daniels College of Business in 2014 with a focus on Business Management and Statistics. After graduation, Stephen began working in hospital/healthcare performance improvement — first by means of simulation, and now by promoting the engagement of Patient Family Centered Care at PFCCpartners. His passions include skiing, cycling, fly-fishing, camping, and surfing. Diagnosed with mitochondrial disease as a child, Stephen has extensive experience in balancing his care with his hobbies. Growing up so deeply involved in his own care has given Stephen a profound view of how patients and families can be used as a resource across all stages of the healthcare continuum. These

experiences are the building blocks of his full-time involvement with PFCCpartners.



Maritza Lara | Guest Speaker

Maritza Lara is the Executive Director of the Health Improvement Partnership (HIP) in Santa Cruz County. Her personal journey as an immigrant has shaped her commitment to creating accessible, high-quality, and human-centered healthcare—especially for minoritized communities. Since 2017, she has led initiatives across Santa Cruz, Merced, and Monterey counties, overseeing projects in primary care quality improvement, workforce development, and addressing adverse childhood experiences. Notably, during the COVID-19 pandemic, she coordinated HIP’s response with local health agencies to promote health and racial equity, a contribution for which she was recognized with the 2021 Jeannine Rivet National Leadership Award from the American Nurses Foundation. Before

joining HIP, Maritza served as a Sacramento County Adult and Aging Commissioner and worked at UC Davis as the Workshop and Leadership Development Coordinator for Partners in Transforming Community Health. She holds a Bachelor of Science in Nursing from the University of Utah and a Master’s in Health-Care Leadership from UC Davis. Maritza is currently a Doctor of Public Health and Health Policy candidate at the London School of Hygiene and Tropical Medicine, her research focuses on incorporating patient voices into healthcare systems. Maritza is a member of LSHTM’s Dialogue, Evidence, Participation, and Translation for Health (DEPTH) Centre, where she works to increase equity and amplify under-heard perspectives in community dialogues.



Michael Au | Session Moderator

As Senior Manager, Michael Au manages the execution and development of PBGH’s California Quality Collaborative (CQC) program strategies, funding proposals and programming for the CQC Steering Committee. He also oversees project management across Care Redesign programs, serving as project manager for high-priority projects and stakeholder engagement efforts. Previous to his current role, Michael served as Project Manager, Care Redesign at PBGH. Prior to joining PBGH, Michael had experience in software and dental public health. He previously worked at a San Francisco startup analyzing job data for a recruiting application and then moved onto Workday, overseeing initiatives focused on recruiting products with feature designs and implementation. Most recently, he

was with the University of the Pacific Dental School as a Program Manager. He assisted in efforts to increase access to dental care utilizing teledentistry, through close work with dental clinicians and by leading the development and execution of the technology platform. Michael received a Bachelor of Science in Economics from San Jose State University.