

# “The Magic Third”

By Dr. Robert Moore, Chief Medical Officer

“The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.” - Author Malcom Gladwell

Malcolm Gladwell’s first book, *The Tipping Point: How Little Things Can Make a Big Difference*, published in 2000, was one of the earliest popular books in the field now called behavioral economics. Classics that followed include *Freakonomics*, written by Steven Levitt and Stephen Dubner in 2005, *Predictably Irrational* by Dan Ariely in 2008, *Nudge* by Nobel Laureate Richard Thaler and Cass Sunstein, and *Thinking Fast and Slow*, written by Nobel Laureate Daniel Kahneman in 2011. Collectively, these books combine elegant psychological experiments and data analysis using novel economic methods to dispel age-old assumptions about motivation and human behavior.

In his just-released eighth book, *Revenge of the Tipping Point*, Malcolm Gladwell examines the factors leading individuals to dramatically change their beliefs and values in response to the people around them. The many health care examples alone make it a worthwhile read for Medical Directors.

A particularly thought-provoking chapter is Chapter 4, *The Magic Third*. He presents a series of studies that show that 25-33% of a group of people can sway the rest of the group to the same set of beliefs/behaviors/values – the “Magic Third.” Examples include studies of the number of women on corporate boards, the number of Black children in mixed-race kindergarten classes, the percentage of Black residents in a neighborhood, and an elegant psychological experiment involving groups of people agreeing on names of random people in images. The “tipping point” in which major changes in the group cascaded rapidly was between 25 and 33 percent of the group. Gladwell goes as far as calling the Magic Third a “Universal Law,” a term social scientists and philosophers use in a way that is disconcerting to physicists.

One interesting experimental finding is that if 25-30% of a group are coordinated in trying to sway an entire group to their view (say on length of two lines, or the number of objects in a picture), they will generally be successful, even if the view they are agreeing on is demonstrably untrue! Social pressure is powerful!

On the other hand, the current political environment in Washington D.C. demonstrates that *deeply held beliefs* are not as susceptible to the “Universal Law” of the Magic Third.

I have observed cases where less than one third of a group can sway the entire group. In the 1980s, vintners in different areas of California formed local trade groups to promote wines from their region. They sometimes held charity fundraisers, combining marketing of their products with philanthropy. In one case, the Napa Valley Vintners, the target of fundraising shifted substantially from supporting local hospitals to focus on supporting the farmworkers and their families who worked in the region. This change occurred when just two board members (former publisher John Shafer, owner of Shafer

# “The Magic Third”

Vineyards and Bill and Kathy Collins of Conn Creek Winery) worked together to sway the views of their fellow vintners. For approximately 30 years (even after the deaths of Shafer and the Collins’s), vintners throughout the valley would all say that the focus of their wine auction and other philanthropic activities was to care for the farmworkers who worked in the fields, making their wine possible. Vintner groups in surrounding counties did not develop the same shared goal.

A key lesson from the Napa Valley Vintners is that two charismatic leaders, working together, can shift the views of an entire group, even if they initially comprised less than 25% of the group. However, it takes a bit of effort and time to get to the tipping point and beyond.

A look at major public health initiatives in California and other major health policies find this pattern repeating: two passionate dedicated individuals focus their energy to changing the framing or narrative, gradually swaying the larger group (or even the whole population) to their frame/narrative.

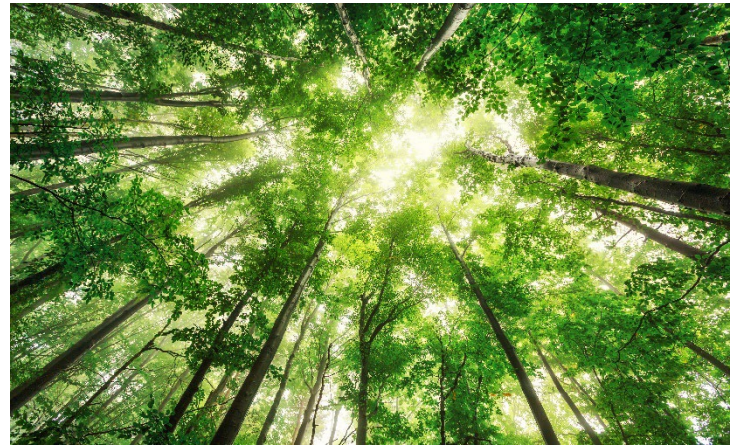
If one person has an innovative policy idea, their first important task is to find a second charismatic person who will support the idea. Together, with time and attention, these two can often sway the rest of the group.

Patience and focus are key. Having too many priorities means that insufficient attention goes to any one of them, and success will be limited. Partnership HealthPlan of California tracks the public health priorities of all 24 of our counties. In some counties, there are so many priorities that the health officer cannot remember them all without looking them up. Lake County has adopted a different model inspired by a framework called [Collective Impact](#). The health department is mobilizing all major county stakeholders to focus intensively on one high priority issue: nicotine consumption in youth. I have no doubt that this approach will have a substantial impact.

So, don’t make too many New Year’s Resolutions. Choose no more than one difficult-to-achieve goal and stick with it. If your goal requires changing the behavior or views of people around you, first find a partner to work with you.

As we look ahead to 2025, which may bring many changes, finding ways to make meaningful differences in our communities can provide resilience. We at Partnership look forward to working with you to make our local health care system as functional as we can, providing care and comfort to the communities we serve.

## Join us for Partnership HealthPlan of California's 2025 Regional Medical Directors Forum!



**Date:** March 21, 2025

**Time:** 9 a.m. – 2 p.m.  
*Check-in starts at 8:30 a.m.*

**Location:** 901 Myrtle Avenue  
Eureka, CA 95501

**Registration Link:** [Click here](#)  
or scan the QR code below



*Registration ends on March 7, 2025*

Breakfast and lunch will be provided.

**Invitation extended to:**

Medical Directors · Clinical Leads · Administrators · Executive Leads ·  
Directors · Quality Improvement Managers

**Partnership will present updates on:**

New programs · Major Partnership and state policies ·  
Mental health and substance use disorder treatment ·  
Data review and public health issues · PCP-QIP

**Questions?** Contact Liezel Lago at [llago@partnershiphp.org](mailto:llago@partnershiphp.org)

## Join us for Partnership HealthPlan of California's 2025 Regional Medical Directors Forum!



**Date:** March 28, 2025

**Time:** 9 a.m. – 2 p.m.  
*Check-in starts at 8:30 a.m.*

**Location:** 1830 Hilltop Dr.  
Redding, CA 96002

**Registration Link:** [Click here](#)  
or scan the QR code below



*Registration ends on March 14, 2025*

Breakfast and lunch will be provided.

**Invitation extended to:**

Medical Directors · Clinical Leads · Administrators · Executive Leads ·  
Directors · Quality Improvement Managers

**Partnership will present updates on:**

New programs · Major Partnership and state policies ·  
Mental health and substance use disorder treatment ·  
Data review and public health issues · PCP-QIP

**Questions?** Contact Liezel Lago at [llago@partnershiphp.org](mailto:llago@partnershiphp.org)



## Join us for Partnership HealthPlan of California's 2025 Regional Medical Directors Forum!



**Date:** April 4, 2025

**Time:** 9 a.m. – 2 p.m.  
*Check-in starts at 8:30 a.m.*

**Location:** 4605 Business Center Dr  
Fairfield, CA 94534

**Registration Link:** [Click here](#)  
or scan the QR code below



*Registration ends on March 21, 2025*

Breakfast and lunch will be provided.

**Invitation extended to:**

Medical Directors · Clinical Leads · Administrators · Executive Leads ·  
Directors · Quality Improvement Managers

**Partnership will present updates on:**

New programs · Major Partnership and state policies ·  
Mental health and substance use disorder treatment ·  
Data review and public health issues · PCP-QIP

**Questions?** Contact Liezel Lago at [llago@partnershiphp.org](mailto:llago@partnershiphp.org)

## Join us for Partnership HealthPlan of California's 2025 Regional Medical Directors Forum!



**Date:** April 11, 2025

**Time:** 9 a.m. – 2 p.m.  
*Check-in starts at 8:30 a.m.*

**Location:**  
200 South School Street  
Ukiah, CA 95482

Breakfast and lunch will be provided.

**Registration Link:** [Click here](#)

or scan the QR code below



*Registration ends on March 28, 2025*

**Invitation extended to:**

Medical Directors · Clinical Leads · Administrators · Executive Leads ·  
Directors · Quality Improvement Managers

**Partnership will present updates on:**

New programs · Major Partnership and state policies ·  
Mental health and substance use disorder treatment ·  
Data review and public health issues · PCP-QIP

**Questions?** Contact Liezel Lago at [llago@partnershiphp.org](mailto:llago@partnershiphp.org)

## Join us for Partnership HealthPlan of California's 2025 Regional Medical Directors Forum!



**Date:** April 25, 2025

**Time:** 9 a.m. – 2 p.m.  
*Check-in starts at 8:30 a.m.*

**Location:** 495 Tesconi Circle  
Santa Rosa, CA 94501

**Registration Link:** [Click here](#)  
or scan the QR code below



*Registration ends on April 11, 2025*

Breakfast and lunch will be provided.

**Invitation extended to:**

Medical Directors · Clinical Leads · Administrators · Executive Leads ·  
Directors · Quality Improvement Managers

**Partnership will present updates on:**

New programs · Major Partnership and state policies ·  
Mental health and substance use disorder treatment ·  
Data review and public health issues · PCP-QIP

**Questions?** Contact Liezel Lago at [llago@partnershiphp.org](mailto:llago@partnershiphp.org)

## Join us for Partnership HealthPlan of California's 2025 Regional Medical Directors Forum!



**Date:** May 2, 2025

**Time:** 9 a.m. – 2 p.m.  
*Check-in starts at 8:30 a.m.*

**Location:** 915 8th Street, Suite 109  
Marysville, CA 95901

**Registration Link:** [Click here](#)  
or scan the QR code below



*Registration ends on April 18, 2025*

Breakfast and lunch will be provided.

**Invitation extended to:**

Medical Directors · Clinical Leads · Administrators · Executive Leads ·  
Directors · Quality Improvement Managers

**Partnership will present updates on:**

New programs · Major Partnership and state policies ·  
Mental health and substance use disorder treatment ·  
Data review and public health issues · PCP-QIP

**Questions?** Contact Liezel Lago at [llago@partnershiphp.org](mailto:llago@partnershiphp.org)



December 2024



Starting January 2025, Partnership will be hosting monthly webinars to provide updates on the policy, implementation, and billing related to Partnership Health Perinatal Services (PHPS).

**Target Audience:** Perinatal care practice clinicians and managers, maternal child adolescent health program staff, perinatal coordinators, staff from community-based organizations serving families during and after pregnancy, and billing staff.

Presented by Partnership HealthPlan of California's **Chief Medical Officer Dr. Robert Moore** and **Regional Medical Director Dr. Colleen Townsend**.

To register, please click here

<https://partnershiphp.webex.com/webinarSeries/register/> or scan the QR code below.

**Webinars will be held from noon to 1 p.m. on the following dates:**

Dates
January 14, 2025
February 11, 2025
March 11, 2025
April 8, 2025
May 6, 2025
June 10, 2025



If you have any questions, reach out to [phps@partnershiphp.org](mailto:phps@partnershiphp.org).

# Capturing Patient Acuity through Coding Webinar Session 1

**This learning session is designed to educate health teams  
on appropriate coding acuity.**

**Wednesday, February 19, 2025**

**Noon – 12:45 p.m.**

[Register Here](#)



**Target Audience:**

**Medical directors, physicians,  
coding support personnel.**

**CME/CE credits available.**

## **Learning Objectives:**

- The participant will be able to differentiate between the different types of codes.
- The participant will be able to distinguish between examples where a patient has or has not been coded utilizing an “acuity” approach.
- The participant will be able to identify complex coding examples and generate patient coding inclusive of a sample patient’s complex conditions.

*\*\*The AAFP has reviewed Capturing Patient Acuity through Coding Webinar Series and deemed it acceptable for AAFP credit. Term of approval is from 02/19/2025 to 02/19/2026. Physicians should claim only the credit commensurate with the extent of their participation in the activity. \*\*Provider approved by the California Board of Registered Nursing, Provider Number CEP16728, for credit commensurate with the extent of their participation in the activity.*

**Questions? Contact [ImprovementAcademy@partnershiphp.org](mailto:ImprovementAcademy@partnershiphp.org)**



# CT Scan and MRI TAR Changes

Effective for service dates on and after July 1, 2024 (*Corrected 12/19/24*)

This is to inform providers and their billing staff that the following treatment authorization request (TAR) changes have been implemented by Partnership HealthPlan of California.

**\*For adults age 21 years and older:**

- No TARs are required for CT scans of extremities, head, neck, or spine, for CT angiograms, or for screening CT colonograms.
- *TARs continue to be required for CT scans of the chest, abdomen, and/or pelvis.*
- No TARs are required for other MRI scans of the extremities, head, neck, or spine, for MR elastography, or for breast MRIs –
- *TARs continue to be required for MRIs of the chest (including Cardiac MRI 05561), abdomen, and/or pelvis.*

**\*For children aged 20 and younger:**

TARs continue to be required for all CT and MRI scans. No changes noted.

Do not consider this a comprehensive list. Other codes may apply.

For further information regarding these changes, please contact Partnership’s Claims Department at (707) 863-4130.

Codes listed in **BOLD** require A TAR. Codes not in bold will no longer require a TAR.

73206	CT ANGIO UPR EXTRM W/O&W/DYE
73706	CT ANGIO LWR EXTR W/O&W/DYE
<b>75574</b>	<b>CT ANGIO HRT W/3D IMAGE</b>
70496	COMPUTED TOMOGRAPHIC ANGIOGRAPHY HEAD W/ CONTRAST MATERIALS
70498	COMPUTERIZED TOMOGRAPHIC ANGIOGRAPHY, NECK W/ CONTRAST MATERIALS
<b>71275</b>	<b>COMPUTED TOMOGRAPHIC ANGIOGRAPHY, CHEST, W/ CONTRAST MATERIALS</b>
<b>72191</b>	<b>COMPUTED TOMOGRAPHIC ANGIOGRAPHY, PELVIS</b>
<b>74174</b>	<b>CT ANG AB&amp;PELV W/O&amp;W/DYE</b>



# CT Scan and MRI TAR Changes

<b>74175</b>	<b>COMPUTED TOMOGRAPHIC ANGIOGRAPHY, ABDOMEN</b>
<b>75635</b>	<b>COMPUTED TOMOGRAPHIC ANGIOGRAPHY, ABDOMINAL AORTA AND BILATERAL ILIOFEM</b>
70450	CT HEAD/BRAIN W/O DYE
70460	CT HEAD/BRAIN W/DYE
70470	CT HEAD/BRAIN W/O & W/DYE
70480	CT ORBIT/EAR/FOSSA W/O DYE
70481	CT ORBIT/EAR/FOSSA W/DYE
70482	CT ORBIT/EAR/FOSSA W/O&W/DYE
70486	CT MAXILLOFACIAL W/O DYE
70487	CT MAXILLOFACIAL W/DYE
70488	CT MAXILLOFACIAL W/O & W/DYE
70496	CT ANGIOGRAM-HEAD
70490	CT SOFT TISSUE NECK W/O DYE
70491	CT SOFT TISSUE NECK W/DYE
70492	CT SOFT TSUE NECK W/O & W/DYE
70498	CT ANGIOGRAPHY NECK
70540	MRI ORBIT/FACE/NECK W/O DYE
70542	MRI ORBIT/FACE/NECK W/DYE
70543	MRI ORBIT/FACE/NCK W/O &W/DYE
70551	MRI BRAIN STEM W/O DYE
70552	MRI BRAIN STEM W/DYE
70553	MRI BRAIN STEM W/O & W/DYE
70557	MRI BRAIN W/O DYE
70558	MRI BRAIN W/DYE
70559	MRI BRAIN W/O & W/DYE
<b>71250</b>	<b>CT SCAN OF CHEST</b>
<b>71260</b>	<b>CT SCAN OF CHEST W CONTRAST</b>
<b>71270</b>	<b>CT SCAN OF CHEST DX C-/C+</b>
<b>71275</b>	<b>CT ANGIOGRAPHY CHEST</b>
<b>71550</b>	<b>MRI, CHEST</b>
<b>71551</b>	<b>MRI, CHEST W/CONTRAST MATERIAL(S)</b>
<b>71551</b>	<b>MRI CHEST W/OUT CONTRAST MATERIAL(S) FOLLOWED BY CONTRAST MAT.</b>
72125	CT NECK SPINE W/O DYE
72126	CT NECK SPINE W/DYE
72127	CT NECK SPINE W/O & W/DYE
<b>72128</b>	<b>CT CHEST SPINE W/O DYE</b>



# CT Scan and MRI TAR Changes

<b>72129</b>	<b>CT CHEST SPINE W/DYE</b>
<b>72130</b>	<b>CT CHEST SPINE W/O &amp; W/DYE</b>
72131	CT LUMBAR SPINE W/O DYE
72132	CT LUMBAR SPINE W/DYE
72133	CT LUMBAR SPINE W/O & W/DYE
72141	MRI NECK SPINE W/O DYE
72142	MRI NECK SPINE W/DYE
<b>72146</b>	<b>MRI CHEST SPINE W/O DYE</b>
<b>72147</b>	<b>MRI CHEST SPINE W/DYE</b>
72148	MRI LUMBAR SPINE W/O DYE
72149	MRI LUMBAR SPINE W/DYE
72156	MRI NECK SPINE W/O & W/DYE
<b>72157</b>	<b>MRI CHEST SPINE W/O &amp; W/DYE</b>
72158	MRI LUMBAR SPINE W/O & W/DYE
<b>72192</b>	<b>CT SCAN PELVIS W/O DYE</b>
<b>72193</b>	<b>CT SCAN PELVIS W/DYE</b>
<b>72194</b>	<b>CT SCAN OF PELVIS W &amp; W/O DYE</b>
<b>72191</b>	<b>CT ANGIOGRAPH OF PELVIS W/O &amp; W/DYE</b>
73200	CT UPPER EXTREMITY W/O DYE
73201	CT UPPER EXTREMITY W/DYE
73202	CT UPPR EXTREMITY
73218	MRI UPPER EXTREMITY W/O DYE
73219	MRI UPPER EXTREMITY W/DYE
73220	MRI UPPR EXTREMITY W/O&W/DYE
73221	MRI JOINT UPR EXTREM W/O DYE
73222	MRI JOINT UPR EXTREM W/DYE
73223	MRI JOINT UPR EXTR W/O&W/DYE
73700	CT LOWER EXTREMITY W/O DYE
73701	CT LOWER EXTREMITY W/DYE
73702	CT LWR EXTREMITY W/O&W/DYE
73718	MRI LOWER EXTREMITY W/O DYE
73719	MRI LOWER EXTREMITY W/DYE
73720	MRI LWR EXTREMITY W/O&W/DYE
73721	MRI JNT OF LWR EXTRE W/O
73722	MRI JOINT OF LWR EXTR W/DYE
73723	MRI JOINT LWR EXTR W/O&W/
74261	CT COLONOGRAPHY DX

# CT Scan and MRI TAR Changes

74150	CT SCAN OF ABDOMEN W/O DYE
74160	CT ABDOMEN WITH CONTRAST
74170	CT ABDOMEN W/O CONTRACT FLWD CNT
74175	CTA ABDOMENT W/CONTRAST
75635	CT ANGIOGRAM ABDOMINAL ARTERIES
74262	CT COLONOGRAPHY DX W/DYE
74263	CT COLONOGRAPHY SCREENING
76391	MAGNETIC RESONANCE, ELASTOGRAPHY
77046	MRI WITHOUT CONTRAST, UNILATERAL
77047	MRI WITHOUT CONTRAST BILATERAL
77049	MRI, BREAST WITHOUT/WITH CONTRAST INCL CAD WHEN BILAT
76380	CAT SCAN FOLLOW-UP STUDY
77011	CT SCAN FOR LOCALIZATION
77012	CT SCAN FOR NEEDLE BIOPSY
77013	CT GUIDE FOR TISSUE ABLATION
77014	CT SCAN FOR THERAPY GUIDE
77021	MRI GUIDANCE FOR NEEDLE PLACE
77022	MRI FOR TISSUE ABLATION
77048	MRI, BREAST WITH OR WIITHOUT CONTRAST INCL CAD WHEN UNILATERAL
74261	CT COLONOGRAPHY DX
74262	CT COLONOGRAPHY DX W/DYE
74263	CT COLONOGRAPHY SCREENING

# Mandatory Enrollment for Foster Youth in Single-Plan Counties in 2025

November 2024

## **Attention Providers:**

Effective January 1, 2025, the Department of Health Care Services (DHCS) will mandatorily enroll Foster Youth and Former Foster Youth Medi-Cal members living specifically in single-plan counties (including all counties served by Partnership) to transition from Medi-Cal FFS to enroll as members in a Managed Care Plan.

Currently, foster children and youth and former foster children and youth are voluntary plan recipients in single-plan counties. Beginning January 1, 2025, DHCS will mandatorily enroll current and former foster children and youth in single-plan counties into a Medi-Cal managed care health plan to align policies in all Medi-Cal managed care plan models where there is a single plan operating in the county, per Assembly Bill (AB) 118.



Impacted recipients currently enrolled in fee-for-service Medi-Cal will receive a 60-day notice in November informing them that effective January 1, 2025, they will be automatically enrolled in a Medi-Cal managed care health plan and will no longer have the choice to be enrolled in fee-for-service Medi-Cal in single-plan counties. Impacted recipients currently enrolled in a Medi-Cal managed care health plan will receive a notice in November informing them that effective January 1, 2025, they will no longer have the choice to switch to fee-for-service Medi-Cal in single-plan counties. Recipients and their authorized representatives, if applicable, will also receive a 30-day notice in December.



Refer to the ***Mandatory Enrollment for Foster Children and Youth in Single Plan Counties 2025*** page of the DHCS website for key information and updates at <https://mcweb.apps.prd.cammis.medi-cal.ca.gov/news/33128.01> or scan the QR code.



For more information please see the **All Plan Letter 24-014** from The California Department of Health Care Services that can be found on their website at <https://www.dhcs.ca.gov/Documents/MMCDAPLsandPolicyLetters> or scan the QR code.

# Early and Periodic Screening, Diagnostic and Treatment Training Requirement

September 2024

## Attention, network providers: **REMINDER**

As of January 1, 2024, the Department of Health Care Services (DHCS) required all managed care plans to ensure network providers complete Early and Periodic Screening, Diagnostic and Treatment (EPSDT) specific training no less than every two years.

In order to stay compliant with DHCS, **Partnership HealthPlan of California is requesting all contracted medical groups/providers that provide services to members under the age of 21 to complete and return a signed attestation.** To prevent duplicate efforts, if you are contracted with multiple managed care plans and have completed the training for all of them, you may share your training records and provide an attestation of completion.

If you have not submitted an attestation for EPSDT training, please do so at your earliest convenience. If you have already submitted an attestation, please disregard this notice.

For questions, please contact your Provider Relations representative.

### Resources:

APL20-005: <https://www.dhcs.ca.gov/MMCDAPLsandPolicyLetters/APL2023/APL23-005.pdf>

DHCS training materials: <https://www.dhcs.ca.gov/services/Medi-Cal-For-Kids-and-Teens/Documents/DHCS-EPSDT-Provider-Training.pdf>



Scan the QR code to access the  
DHCS training materials



# Provider Online Services: Provider Portal Overview Webinars

**We are excited to have you in our network and happy to be your partner in health!**

Partnership will be hosting a series of webinars to provide in-depth training on how to navigate our Provider Online Services Portal. This training can be for new employees who are navigating the portal for the first time or for anyone who may want a refresher training.

Our provider portal provides our network access to a web-based platform to:

- ✓ **Check eligibility**
- ✓ **Submit Referral Authorization Forms (RAFs)**
- ✓ **Submit and view status of Treatment Authorization Requests (TARs)**
- ✓ **View status of claims**
- ✓ **Submit Provider Dispute Resolutions (PDRs)**



Register for this webinar series here:

<https://tinyurl.com/mr45rm6b>



Webinars will be held from **10 to 11 a.m.** every two weeks on the dates listed below.

January 7 and 23, 2025	July 8 and 24, 2025
February 4 and 20, 2025	August 5 and 21, 2025
March 6 and 18, 2025	September 4 and 16, 2025
April 3 and 15, 2025	October 2 and 21, 2025
May 1 and 13, 2025	November 6 and 18, 2025
June 5 and 17, 2025	December 2 and 18, 2025

Please contact our provider education team at [esystemssupport@partnershiphp.org](mailto:esystemssupport@partnershiphp.org) to request access to the provider portal.

# ABCs of Quality Improvement

PartnershipHP.org

(800) 863-4155



## The ABCs of Quality Improvement is a training designed to teach you the basic principles of quality improvement:

- Introduction to Quality Improvement and the Model for Improvement
- Learn how to create an aim statement (project goal)
- Learn how to use data to measure quality and drive improvement
- Tips for developing change ideas for improvement
- Testing changes via the Plan-Do-Study-Act cycle

**Who should attend?** This course is designed for clinicians, practice managers, quality improvement team members, and staff who are responsible for participating and leading quality improvement efforts within their organization.

**Date:** Thursday, January 30, 2025

**Time:** 8 a.m. – 4 p.m.

**Location:** Ukiah Valley Conference Center  
200 S. School Street, Ukiah

*Registration and light breakfast from 8 – 8:30 a.m.*

*Lunch will be provided.*

**Registration is FREE**



Scan me

\*The AAFP has reviewed ABCs of Quality Improvement (QI) and deemed it acceptable for AAFP credit. Term of approval is from 11/07/2024 to 11/07/2025. Physicians should claim only the credit commensurate with the extent of their participation in the activity. This session ABCs of Quality Improvement (QI) is approved for 5.50 Live AAFP Prescribed credits. \*\*Provider approved by the California Board of Registered Nursing, Provider Number CEP16728, for 5.50 contact hours.

**Questions:** Email [improvementacademy@partnershiphp.org](mailto:improvementacademy@partnershiphp.org)



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**Who should attend?** This course is designed for clinicians, practice managers, quality improvement team members, and staff who are responsible for participating and leading quality improvement efforts within their organization.

**Date:** Tuesday, March 25, 2025

**Time:** 8:30 a.m. – 4:30 p.m.

**Location:** The McConnell Foundation  
800 Shasta View Drive, Redding

*Registration and light breakfast from 8:30 – 9 a.m.  
Lunch will be provided.*

**Registration is FREE**



Scan me

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**Questions:** Email [improvementacademy@partnershiphp.org](mailto:improvementacademy@partnershiphp.org)



# Training Opportunity Outside Partnership



## Weitzman ECHO Prenatal and Maternal Health

A Free, Virtual Learning Community for Clinicians in Primary Care

**Kickoff session: January 24, 2025**  
**10:00 - 11:00am PT / 1:00 - 2:00pm ET**

*Proceeding sessions will meet on the 2nd and 4th Fridays of each month*

[Register Now](#)

Weitzman Institute is excited to announce that **Weitzman ECHO Prenatal and Maternal Health** is now open for registration. This ECHO series will connect medical providers, behavioral health providers, and care team members working in primary care settings with underserved populations with a multidisciplinary faculty for **interactive learning** and **case-based discussions**.

During the series, participants will:

- Meet regularly to build a **community of practice** for one-hour via Zoom for 7 months.
  - Engage with experts and peers on **essential topics during the perinatal period**, including mental health conditions, medication adjustments, and services to address social determinants of health.
  - Learn **strategies to reduce racial disparities**, provide culturally responsive care, and develop tailored treatment plans.



# Training Opportunity Outside Partnership

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Gain actionable insights to **enhance clinical skills and confidence** when caring for pregnant and birthing people in the primary care setting.

**Free CME, CNE, CPE, and CEU credits will be provided** for physicians, nurse practitioners, physician associates/assistants, clinical social workers, psychologists, pharmacists, nurses, and others by Moses/Weitzman Health System, Inc., an accredited provider through Joint Accreditation for Interprofessional Continuing Education.

*In support of improving patient care, Moses/Weitzman Health System is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. This designation confers simultaneous continuing education accreditation across nine national accrediting bodies.*



**JOINTLY ACCREDITED PROVIDER™**  
**INTERPROFESSIONAL CONTINUING EDUCATION**

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