

Mission Focused / HEALTHY NEIGHBORS... STRONGER COMMUNITY



COMMON TABLE
Health Alliance

2018 / Presented
ANNUAL REPORT / May 2019

Our Focus / HEALTHY NEIGHBORS... STRONGER COMMUNITY



It is with great pride and pleasure to share the 2018 Annual Report of the Common Table Health Alliance. This represents the 18th year of the organization, and this report provides a summary of the continued efforts of the Board and staff to ensure the work we do is shared with our many partners, supporters and friends. Our theme for this report is “Mission Focused. Healthy Neighbors...Stronger Community.” The theme follows the mission of the Common Table: To achieve health equity through trusted collaborations, direct services and partnerships.

As a Board, we were excited to have our new CEO, Kiki Hall, join the team in August of 2018. She has taken the mantle to drive health equity so that we can be a stronger community. She has been instrumental in working with the staff to sustain the effort of Memphis Breast Cancer Consortium, continue the work of the B5210 Program, strengthen the partnerships already in place and identify new collaborations that will positively impact the health of our community.

On behalf of the Board, staff and our awesome partners and sponsors, I am happy to share this year’s Annual Report and hope you enjoy reading about the work done by CTHA to achieve health equity, healthy neighbors and a stronger community.

Sincerely,

Reggie Crenshaw

Reggie Crenshaw, MBA / Chair, Board of Directors, Common Table Health Alliance



“The greatness of a community is most accurately measured by the compassionate actions of its members.” I recently came across this insightful quote by Coretta Scott King. The words are concise and strike at the heart of the health disparities we face in our greater Memphis community.

One of the jewels of our community is the abundance of people that are passionate about supporting those less fortunate than themselves. How wonderful it will be when our friends and neighbors are able to access proper health care for themselves and their families. Imagine the change in the quality of lives throughout our community. This is what drives the work of the Common Table Health Alliance (CTHA). We can achieve a more sustainable impact by harnessing the strength and talents of those desiring to move forward on our quest to health equity!

As 2018 came to a close, I had only been on the job for four months. But in that time, I quickly came to understand and witness a staff that remained fully focused on improving health equity and health outcomes through collaborations and partnerships. I am amazed by the collaborative spirit that our partners embrace as we bring a variety to the table. What a powerful sight to see diversity in backgrounds, as well as organizations who may otherwise compete with each other, coming together in support of the health of our community. It’s truly awesome! Together, we produced meaningful publications, executed successful programs and events with members of our Memphis Breast Cancer Consortium, as well as the Let’s Change B5210 work group. We also brought together a diverse group of organizations and individuals to complete “Breast Cancer 901,” a first of its kind report, which continues to receive accolades for its content and collaborative methodology.

While there is still much work to do, I am encouraged by the momentum we have in 2019. There are new partnerships on the horizon and new initiatives underway. We are poised to increase the impact on the health and wellness of Memphis and Shelby County. If you are already a part of our team, Thank You! I invite everyone to join us on our journey to improve health equity. Healthy neighbors build a stronger community!

Sincerely,

Kiki Hall

Kiki Hall / CEO, Common Table Health Alliance

2018 CTHA Board of Directors / Staff

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Kiki Hall
Chief Executive Officer

Carla Baker, RN, CSN
Project Director
Memphis Breast Cancer Consortium

Monica Morgan, CPA
Chief Financial Officer

Katrina Kimble, BS
Project Coordinator



"CTHA is doing important work to improve the health of everyone in our community. It is a privilege to be a part of this collective effort."

Sherrie Hollis, MAcc
Board Member

MBCC's Impact / HEALTHY NEIGHBORS... STRONGER COMMUNITY



FEBRUARY / LIVE! MEMPHIS 2018

A day of life-saving breast health workshops and on-site mammograms

- More than 600 women attended
- 30 mammograms were performed on-site during the event
- Attendees reported a 95 percent satisfaction rate for the event
- 54 percent of the attendees were first-time attendees
- A collaboration of sponsors and partners provided the financial support for the summit

SEPTEMBER / THE PINK RIBBON RESOURCE DIRECTORY

A community resource guide, linking individuals to local and national organizations providing services to patients and caregivers

Building on efforts that were first initiated by the Sister Pact awareness campaign, MBCC launched The Pink Ribbon Resource Directory. This community resource guide was produced to provide information about individuals, local and national organizations that assist patients and caregivers affected by breast cancer. It is organized into categories such as Mammogram and Treatment Centers, Education, Financial Support, Transportation Support, Support Groups and other useful breast cancer services within the region. It also has a brief description of each facility or organization and its contact information. The back cover lists breast cancer statistics and challenges readers to play an active role in their breast care health.

- The directory is available in print and online at <https://www.mbcc.live/online-resources/>.
- Genentech, Inc. provided the financial support for the directory.



SEPTEMBER / "BREAST CANCER 901: A SHARED RESPONSIBILITY"

Collaborative: Addressed transition in care gaps and use of data to improve the quality of care and patient outcomes

In September, the MBCC Medical Advisory Panel, along with breast health care providers and specialists from across Shelby County, attended a learning collaborative entitled "Breast Cancer 901: A Shared Responsibility." Dr. Edith Mitchell, MD, FACP, clinical professor of Medicine and Medical Oncology at Thomas Jefferson University, was the keynote speaker. She is the past president of the National Medical Association and serves on the National Cancer Institute Review Panel and Cancer Investigator Review Committee. Regional experts included Dr. Alyssa Throckmorton, Dr. Gregory Vidal and Dr. F. Elizabeth Pritchard. Objectives of the training included identifying patient care transition gaps, proposing changes to improve standard operating procedures and care coordination among breast health specialists, and utilizing data to improve the quality of care and patient outcomes.

- 37 attendees included breast surgeons, oncologists, radiologists, primary care doctors and other medical providers. 15 attendees were awarded AMA PRA Category 1 credits from Baptist Memorial Health Care Corporation.
- The Plough Foundation provided the financial support for the collaborative.

OCTOBER / MBCC MEMBER PROFILE PUBLICATION

Spotlights each of the thirty-six partner organizations of the Memphis Breast Cancer Consortium, their work and how they align with the overall mission of MBCC

- Publication is available in print and online at <https://www.mbcc.live/2018-profile-directory>
- Genentech, Inc. provided the financial support for the collaborative.



NOVEMBER / MAMMOGRAPHY TECHNOLOGIST SYMPOSIUM

Louise C. Miller, R.T.(R)(M)(ARRT), CRT, FSBI, co-founder of Mammography Educators and nationally recognized expert, was engaged to lead this educational, best practices symposium for mammogram technologists in the Mid-South. During the class, she emphasized consistency and reproducibility of images, addressed the importance of body ergonomics, and highlighted the importance of a positive patient experience to improve screening rates and outcomes.

- 30 attendees. Mammogram technologists were awarded Category A ASRT Continuing Education Units.
- The Plough Foundation provided the financial support for the symposium.



DECEMBER / BREAST CANCER 901 REPORT

CTHA and MBCC released the Breast Cancer 901: Community Report. The report focused on local demographic data, breast cancer mortality disparity data, and operational information about the capacity and quality of health care mammogram screening facilities in the Memphis Region. This was the first time a community report of this kind has been presented in Shelby County. The report is significant because it enables MBCC and the community to access data that reveals how we are doing locally in the fight against breast cancer. After careful review, the findings were able to determine what MBCC and our local breast health mammography facilities are doing well and what we can do better. More than 120 partners, community members, providers, MBCC members, current breast cancer patients and survivors gathered to hear the findings. The results of the Breast Cancer 901 report were compiled from a 38-question survey administered to seventeen local facilities that provide breast health services. Breast Cancer 901: Community Report guest speakers included Monique Anthony, MPH, CHES, Director of Minority Health and Disparities and Elimination, Division of Health Disparities for the Tennessee Department of Health; Gregory Vidal, MD, PhD, West Cancer Center; Jennifer Kmet, MPH, Senior Epidemiologist for the Shelby County Health Department; Margaret Thorman Hartig, PhD, APN-BC, FAANP, MBCC Principal Investigator; Fedoria Rugless, PhD, MBCC Assistant Project Director; Reneé S. Frazier, MHSA, LFACHE, CTHA CEO Emeritus; and Carla Baker, RN, CSN, MBCC Project Director.

“Many of us have the opportunity to pursue performance and productivity in our careers every day, which is wonderful. However, work with the Common Table allows us to pursue outcomes by combining our passion for our region, an interest in addressing health inequities for those with the least resources, and the ability to work with leaders across multiple sectors to find solutions to complex issues, which is THRILLING. I feel fortunate to be a part of the Common Table and to have an employer that recognizes, appreciates and supports the organization.”

**Gina Moore Dudley, MD
CTHA Board Member
Medical Director
BlueCross BlueShield of TN**



Our Impact / HEALTHY NEIGHBORS... STRONGER COMMUNITY

LET'S CHANGE B5210 WORKGROUP

The Let's Change B5210 workgroup added several new partners in 2018 that are focused on promoting B5210's healthy living recipe across the community (B5210: Breastfeeding, 5 Fruits and Vegetables Daily, 2 Hours or Less of Screen Time Each Day, 1 hour or more of Daily Activity and 0 Sugary Drinks.) The expansion and passion of this workgroup, along with an almost 40 percent youth obesity rate and other staggering youth health statistics, inspired CTHA to begin plans for a new youth health and wellness coalition that will launch in 2019. This coalition will be modeled after the successful MBCC model, and it will be a comprehensive community-wide youth health initiative that will convene the right partners to address the many issues affecting the health of our children. The group also received a grant from the Jack & Jill Foundation of America in 2018 to execute a B5210 program for the 7th graders at Memphis Academy of Health Sciences Middle School from January to May 2019.

CTHA HIRES A NEW CEO

In August 2018, the CTHA Board of Directors announced the selection of Kiki Hall as its new CEO. In her role, Kiki will lead the organization through its next phase of innovation in order to improve health disparities and overall health and wellness in the Mid-South.

"I am excited to lead CTHA in aggressively confronting and solving some of the health and wellness disparities that plague this region. There is much work to be done, but with Common Table's strong history of outcomes by convening the right organizations and corporations

in the area, we will continue to improve the health and well being of the Mid-South. I look forward to educating people about the importance of tackling health disparity and rallying the community around the common goal of improving the health of our neighbors, along with ourselves, so we can build a stronger, more vibrant community."

CTHA Board Chairman Reggie Crenshaw is confident that Kiki can move the vision of CTHA forward as it seeks to fulfill its mission of achieving health equity through trusted collaborations, partnerships and direct services. "On behalf of the Board of Directors, we are extremely excited to bring a person of Kiki's caliber to the role of CEO. She has a distinguished career in health, non-profit, marketing and strategic partnerships that will allow us to bring various sectors together to accomplish great things for our community. I am personally most excited about her faith and her commitment to making the greater Memphis community a better place to live. Her passions and experience will allow us to focus on bringing health equity to all of our citizens and thereby improving the health statistics in this region."

After graduating summa cum laude from the University of Alabama's College of Commerce and Business Administration, Kiki had a successful 15-year career in sales and marketing for several medical and health organizations including Smith & Nephew, ALSAC/St. Jude and Merck. Following her heart to use her knowledge and experience to make a difference in the community, she transitioned to the non-profit sector where she served as the Chief Development and Communications Officer for Neighborhood Christian Centers, Inc. prior to joining CTHA. Kiki has lived in Memphis for 25 years. She is married to Andrew Hall and they have three teenaged children.



2018 ANNUAL MEETING

CTHA hosted its Ninth Annual Meeting and Awards Program on May 15, 2018. The Annual Meeting, the Common Table's largest fundraiser, is used to address some of the Mid-South's most pressing health concerns.

The focus of the 2018 event was **The Opioid Crisis: The Good, The Bad and The Ugly**. In Shelby County, 17 people die of an opioid overdose each month. It is projected by 2020 that 230 Shelby County residents will die from an opioid overdose, versus 96 in 2013.

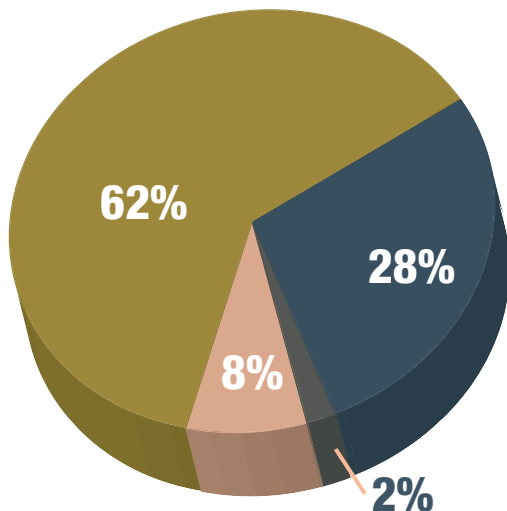
Action News 5 Emmy Award Winning Co-Anchor Joe Birch served as Master of Ceremonies. Altha Stewart, MD, associate professor, The University of Tennessee Health Science Center and president, American Psychiatric Association, served as the panel moderator. Alisa Haushalter, DNP, RN, director of the Shelby County Health Department; Dennis Freeman, PhD, CEO of Cherokee Health Systems; and Ted Morton, PharmD, clinical pharmacy and residency program director for the Memphis Veterans Affairs Medical Center; shared statistical data about the cost, impact and effects of the opioid crisis on Memphis and Shelby County. Tionna Jenkins, PhD, MPH, senior advisor of Health Equity for the Clinton Foundation, provided a national view.



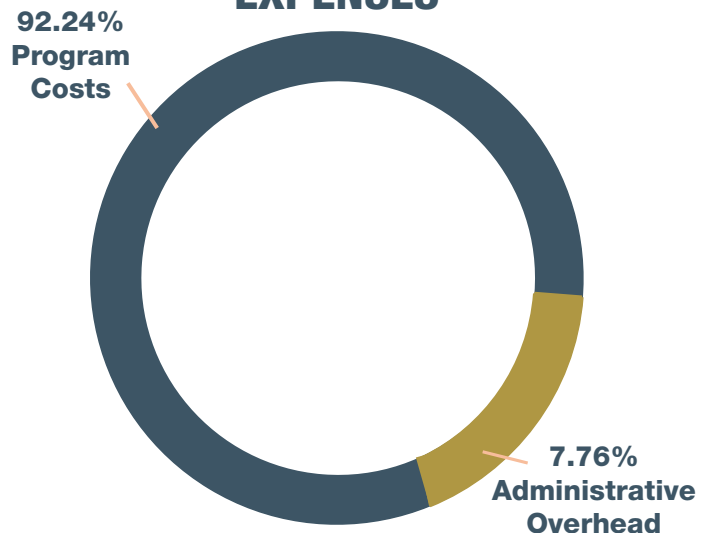
The annual luncheon also honored three health equity leaders for accomplishments in their respective fields. The Health Economist Icon Award went to Cyril Chang, PhD, professor of economics at the University of Memphis and director of Methodist Le Bonheur Center for Healthcare Economics. Karen Pease, FNP, founder and CEO of Well Child, Inc., the largest school health care provider in the state of Tennessee, received the Health Care Provider Innovator Award. Ken Brown, JD, MPA, PhD, FACHE, executive vice chancellor and COO of the University of Tennessee Health Science Center, was the recipient of the Visionary Leadership Award.

2018 FINANCES

FUNDING SOURCES



EXPENSES



62% Grants 8% Individual Contributions 28% Sponsorships 2% Contract Revenue

So Thankful / FOR OUR COMMUNITY

CTHA is grateful for the many corporations, foundations, partners and individuals whose gifts and in-kind support enable us to work to achieve health equity in our community. **The following contributors expressed support for CTHA between Jan. 1, 2018 and Dec. 31, 2018.**

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YMCA of Memphis & the Mid-South

