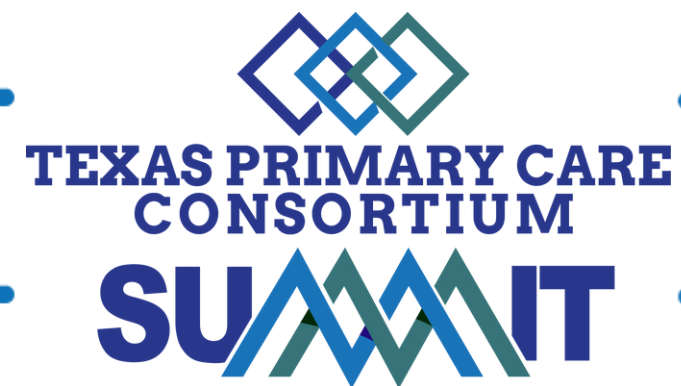
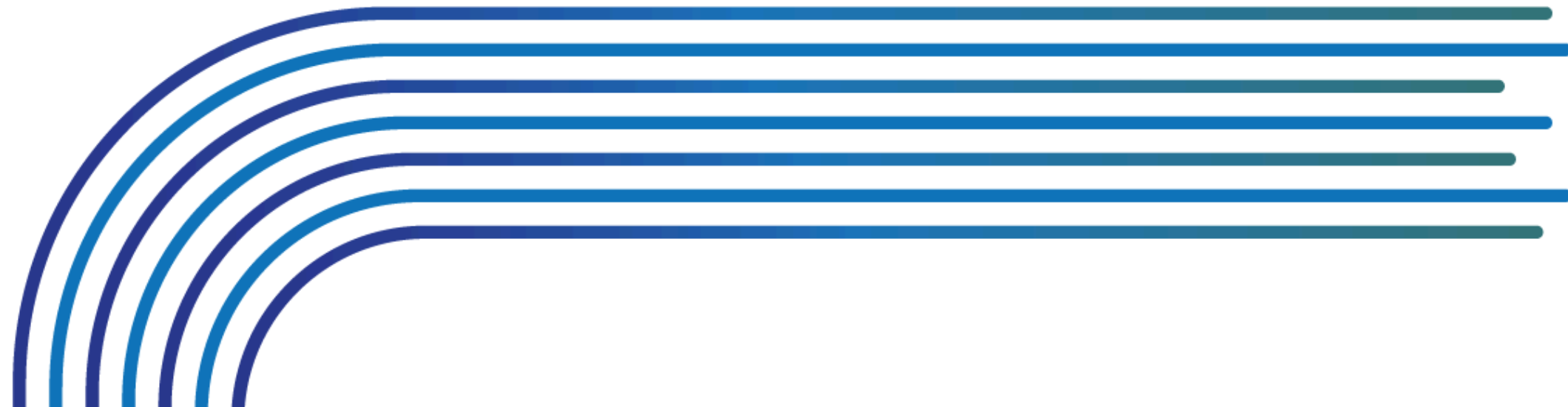


2025 Texas Primary Care Consortium Summit

Advancing High-Quality Primary Care

2025 Outcomes Report



Report Highlights

Part 1: Introduction

Part 2: Summary

Part 3: Sessions

Introduction

The 2025 Texas Primary Care Consortium Summit hosted its 12th summit in Austin, TX, on October 23-24, 2025. The convening was shaped in thanks to our partners, sponsors, collaborators, and subject matter experts who are dedicated to advancing high-quality primary care in Texas.

With the theme of “Advancing High-Quality Primary Care,” the summit explored systemic issues such as access to care, payment reform, and the primary care workforce, and included conversations about behavioral health, rural health, maternal health, community-based interventions, value-based care, interprofessional care, and more.

Participants with broad and diverse backgrounds from various sectors of public health and health care gathered to learn how to strengthen and prioritize primary care in our health care system.

Attendees left the summit with an increased understanding of current health care challenges, lessons learned, best practices, and innovative approaches to improve the health of all.



Thank You

Partners, Sponsors, and Exhibitors!



Care Impact Group, LLC, Charta Health, Exact Sciences, HEB Wellness Primary Care, UNT Health Texas Center for Patient Safety, and Upstream USA.



Advisory Committee

The advisory committee consists of statewide health leaders representing various primary care and health system perspectives, including clinicians, payors, hospitals, community leaders, philanthropists, and academia.

Baylor College of Medicine

Cynthia Peacock, MD, CPNP

Blue Cross Blue Shield of Texas

Mark Chassay, MD, MEd, MBA

CHRISTUS Trinity Clinic

Janet Hurley, MD, FAAFP

Driscoll Health Plan

Karl Serrao, MD, MBA, FAAP, FCCM

East Texas Community Clinic, Inc.

Douglas Curran, MD, FAAFP

Houston Business Coalition on Health

Chris Skisak, PhD

Kings Medicine PLLC

Diki Reyes, DNP, APRN, FNP-BC

Patient Care Intervention Center

Kallol Mahata, MS

Texas Academy of Family Physicians

Tom Banning

Texas Association of Community Health Centers

Jana Eubank

Texas Medical Home Initiative

Robert Jackson, MD, MACP

Texas Tech University Health Sciences Center

Rodney Young, MD, FAAFP

The University of Texas at Tyler

Valerie Smith, MD, MPH, FAAP

The University of Texas System

David Lakey, MD

TMF Health Quality Institute

Wendy Medcalf, MHA, CPHQ, PCMH CCE

UT Health San Antonio

Ramon Cancino, MD, MBA, MS, FAAFP

Waco Family Medicine

Jackson Griggs, MD, FAAFP

Wild Blue Health Solutions

Daniel Crowe, MD, FACP

Summary



2

Days

3

Facilitators

11

**Plenary
Speakers**

25

**Breakout
Presentations**

6

**Roundtable
Discussions**

6

**Poster
Presentations**

2

**Panel
Presentations**

2

Workshops

3

**Plenary
Sessions**

12

Exhibitors

89

Presenters

191

Registrants

Takeaways

Investment & Payment Reform

A central theme of the summit was the urgent need to rethink investment in primary care. Speakers described how fee-for-service models fail to reward outcomes or long-term community health.

Workforce Sustainability

Speakers discussed building and supporting a sustainable primary care workforce, including growing local pipelines, retaining talent, and expanding health roles to meet patient needs.

Technology Integration

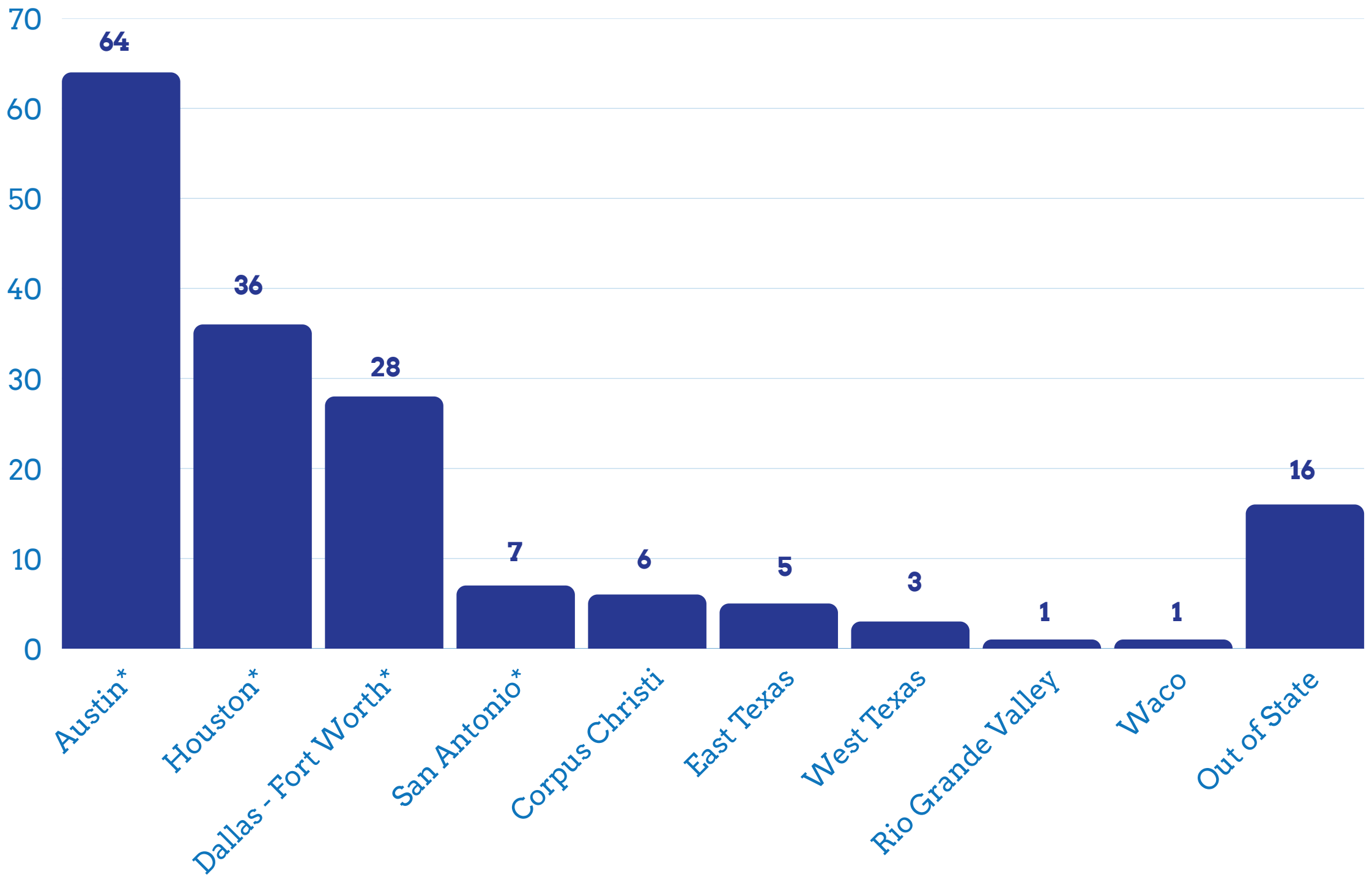
Technology was framed as both opportunity and challenge. Sessions explored how AI, telehealth, and data systems can improve access and efficiency while avoiding clinician burnout.

Rural Health

With 224 of Texas' 254 counties designated as health professional shortage areas, speakers emphasized the urgency of expanding rural health access and tailoring solutions to local needs.

Demographics

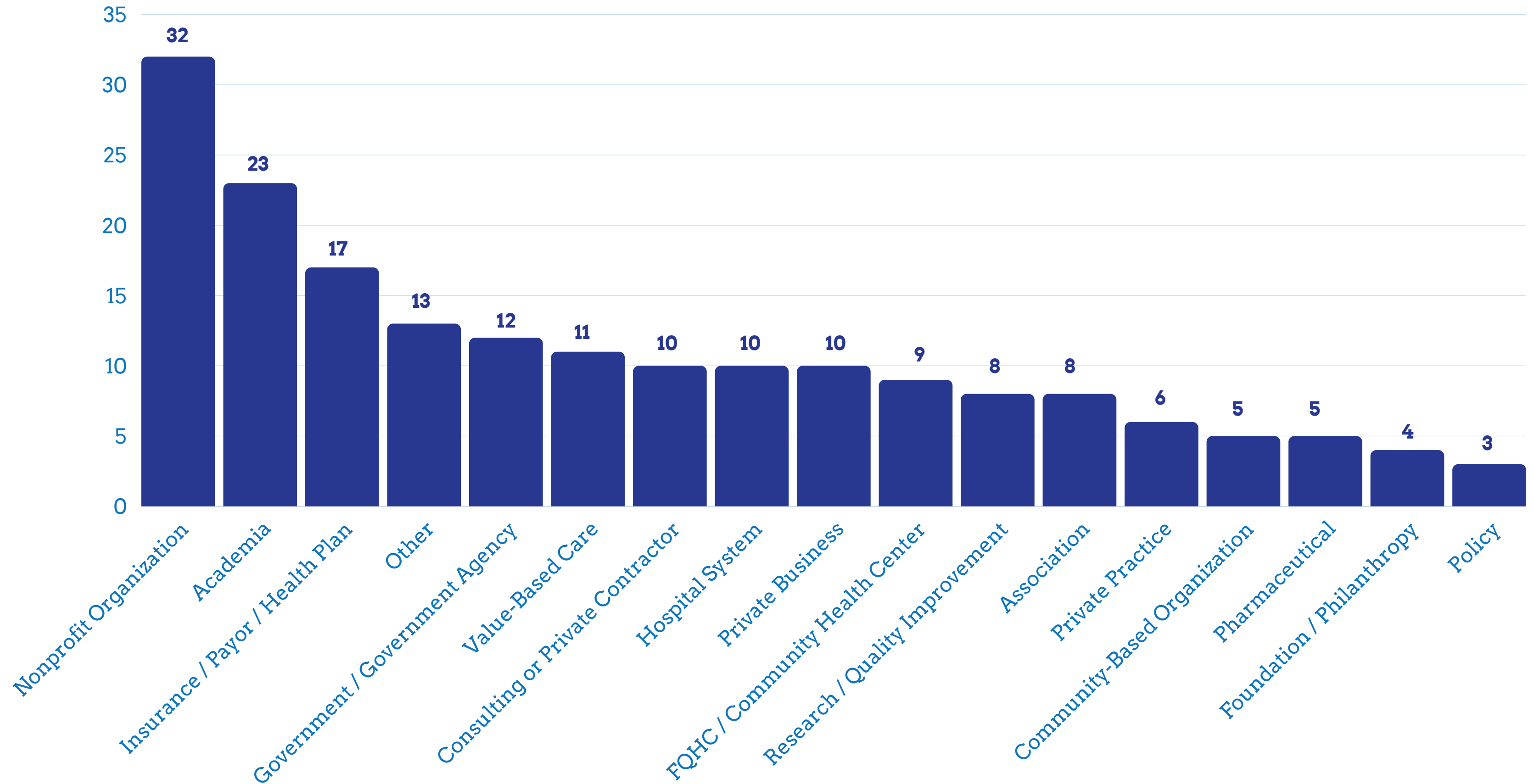
Registrant Location



*Metropolitan Area

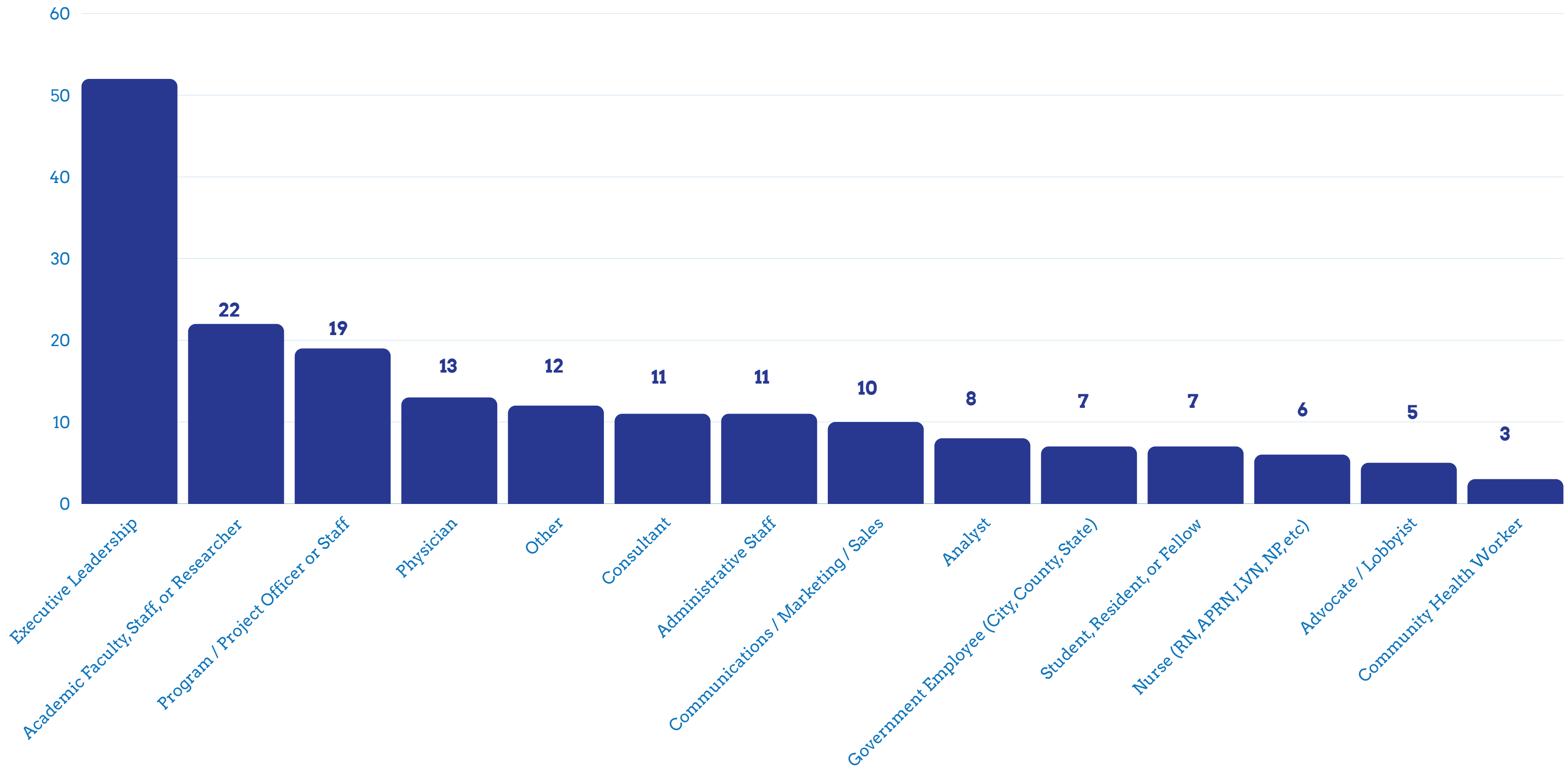
Demographics

Organization Type Represented



Demographics

Registrant Role



Reflections

“ Quite relevant to the current healthcare dynamics under the new federal administration. ”

“ I really enjoyed all my sessions. The speakers provided a wealth of information and there were opportunities for collaboration in between sessions. ”

“ Excellent speakers and subject matter experts. ”

“ Diverse and knowledgeable presentations. ”

“ All speakers were open to sharing resources and ensured participants were engaged. ”

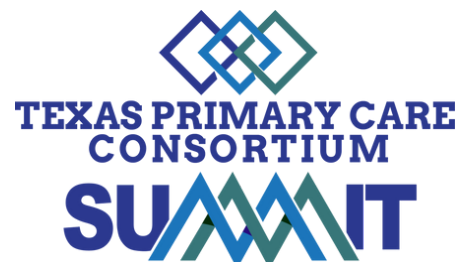
“ It was well organized, and information provided was relevant to address some of the challenges faced currently in health care. ”

“ All of the information was very interesting and helpful. ”

“ Each session was valuable and interesting. ”



Plenary Session



Safeguarding Primary Care

Jana Eubank - CEO, Texas Association of
Community Health Centers, *Facilitator*

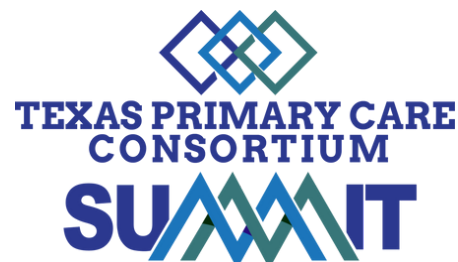
David Valdez, MD - Chief Medical Officer,
Community Health Development, Inc. & Molina
Healthcare of Texas

Pritesh Ghandi, MD, MPH - Senior Vice President,
CommonSpirit Health

Julie Schilz, BSN, MBA - Senior Director, Primary
Care Development Corporation



Plenary Session



Primary Care Fireside Chat: Unpacking the Access Story in Rural Texas

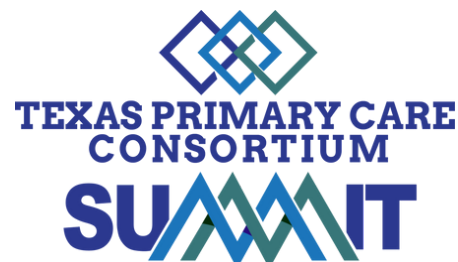
Sue Bornstein, MD, MACP - Co-Lead, Texas
Primary Care Consortium, *Facilitator*

Douglas Curran, MD - Chief Medical Officer, East
Texas Community Clinic

John Henderson - President and CEO, Texas
Organization of Rural and Community Hospitals



Plenary Session



Harmonization in Primary Care

Tom Banning - CEO, Texas Academy of Family Physicians, *Facilitator*

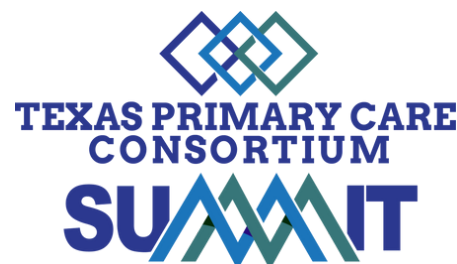
Michael Kwame Poku, MD, MBA, FACP - Chief Clinical Officer, Equality Health

Jamie Dudensing - CEO, Texas Association of Health Plans

Lance Spivey - Co-Founder and President, Catalyst Health Group

Awards Celebration: 2025 TPCC Primary Care Champion Award

Mary Dale Peterson, MD, MSHCA,
Executive Vice President and
Chief Operating Officer,
Driscoll Health Plan



Sessions



2030 Mandate: Aligning Primary Care with ACOs for a Value-Driven Future

Christina Bocanegra, Ph.D., MHA, MACRA SME - Director, Analytics & Metrics & Innovation, Community Family Medicine, P.A.

Advancing Health Access: A Conversation on Building an Effective Texas Alliance

Helen Kent Davis - Founder and Principal, HKD & Associates

Lisa Madry - Founder and Principal, Rare Bird Advisors

Advancing High-Quality Primary Care

Wanda Harris - SVP & President, VillageMD, Houston Market

Drew Bell - President & COO, Village Medical

Ambient AI Documentation in Primary Care

James Geracci, MD - Chief Medical Officer, Village Medical

Assessing FQHC Capacity to Address Maternal Health, Food & Nutrition Security, and Diabetes Prevention in Primary Care

Briana Martin - Research and Evaluation Associate, Episcopal Health Foundation

Nancy Gilliam, MBA, PCMH, CCE - Chief Member Officer, Texas Association of Community Health Centers

Amy Willa, MPH, IBCLC - Research and Evaluation Associate, Episcopal Health Foundation

Brain Scientist Dads

Melissa Valerio-Shewmaker, PhD, MPH - Professor and Associate Dean, Faculty Affairs, UTHealth Houston - School of Public Health

Anita Rosas, CHW - Program Coordinator, UTHealth Houston - School of Public Health

Bridging the Gaps: An Innovative Pathway to Build a Rural Primary Care Workforce

Joseph B. Schenkman, MS - Director of Primary Care Pathway Program, Midland College

Shawna Lopez, MS, MEd - Associate Professor Biology, Midland College

Collaborate Care Model (CoCM) Creating a Triangular Prism of Care

Gregg Sherrill - Health Services Director, Behavioral Health Integration Leader, United Healthcare Community Plan Texas

Community and Academic Synergy for Cancer Survivorship Care Delivery Enhancement (Project CASCADE)

Bijal Bala, PhD, MBBS - Professor of Epidemiology, UTHealth School of Public Health
Simon Craddock Lee, PhD, MPH - Professor and Chair, Department of Population Health, University of Kansas School of Medicine

Creating a Primary Care Solution for Treating Latent Tuberculosis Infection

Janet Hurley MD, FAAFP, FABFM - Director of Physician Practice Operations, Medical Director of Associate Health, CHRISTUS Health

Creating Harmony: Reducing Documentation & Data Entry Burden for Clinicians

Kara Hill, MHA, BSSW - Senior Director of Health Integration, Texas Health Institute

Direct Primary Care and Health Plans: Collaborating for the Healthcare Quintuple Aim

Ken Janda - Professor of Practice, University of Houston College of Medicine
Omar Matuk-Villazon, MD, MBA - Chief Medical Officer, SuVida Healthcare

Effective Implementation of Integrated Care: Considerations for Primary Care

Julie Schilz, BSN, MBA - Senior Director, Primary Care Development Corporation

Enhancing Maternal Health Outcomes Through Social Support and Doula Care

Tracie Penny, RN, BSN, CCM - Health Services Manager, UnitedHealthcare Community Plan of Texas

Enhancing Measurement-based Behavioral Care Through Technological and Educational Innovation in Pediatric Primary Care

Sabrina Browne, MD - Assistant Professor, UT Southwestern Medical Center
Vijeta Salunkhe-Pansare, MD, MHA, MBA - Board Certified Pediatrician, Children’s Health

Enhancing Primary Care Quality through a Collaborative Team-Based Approach

Zachary Menn, MD, MHA, MBA - VP of Population Health, Houston Methodist Coordinated Care
Tessy Eapen, LCSW, ACM-SW - Manager, Case Management, Houston Methodist Coordinated Care
Agnes Kats, MHL, BSN, RN, CCM - Nursing Manager of Value Based Care, Houston Methodist Coordinated Care

Enhancing Rural Chronic Pain Management: Insights from a Pilot Study on Smartphone App-Based Auricular Point Acupressure

Jane Bolin, RN, JD, PhD - Senior & Regents Professor, Texas A&M School of Public Health
Jennifer Kawi, PhD, MSN, FNP-BC, CNE, FAAN - Professor, UTHealth School of Nursing

Enhancing Primary Care Quality through a Collaborative Team-Based Approach

Zachary Menn, MD, MHA, MBA - VP of Population Health, Houston Methodist Coordinated Care
Tessy Eapen, LCSW, ACM-SW - Manager, Case Management, Houston Methodist Coordinated Care
Agnes Kats, MHL, BSN, RN, CCM - Nursing Manager of Value Based Care, Houston Methodist Coordinated Care

Enhancing Rural Chronic Pain Management: Insights from a Pilot Study on Smartphone App-Based Auricular Point Acupressure

Jane Bolin, RN, JD, PhD - Senior & Regents Professor, Texas A&M School of Public Health
Jennifer Kawi, PhD, MSN, FNP-BC, CNE, FAAN - Professor, UTHealth School of Nursing

From Crisis to Care: Improving Access to Vulnerable Perinatal Population

Priya Kumar-Kaparaboyna, MD - Reproductive Psychiatrist, Dell Medical School
Patrizia Perazzo, PhD - Psychologist, Dell Medical School
Erin Richardson, MSN, APRN, PMHNP-BC - Psychiatric Nurse Practitioner, Dell Medical School
Lisa Boyars, MD - Perinatal & Reproductive Psychiatrist, Dell Medical School

From Screening to Action: Connecting NMDOH Data with Primary Care through Health Information Exchange

Vidya Lakshminarayanan - COO, Connexus
Sandra Frasser, MD - Pediatrician, People's Community Clinic
Brenda Garza - Community Health Worker HUB Manager, Connexus
Nancy Sanchez - Community Advocacy & Resource Director, People's Community Clinic

Harnessing AI for Rural Hospitals: Advancing Healthcare Access and Equity

Deepak Pahuja, MD, MBA - Chief Medical Officer, Aerolib Healthcare Solutions
Mehul Pahuja – Intern, Aerolib Healthcare Solutions
Nishi Pahuja – Intern, Aerolib Healthcare Solutions
Anish Arora – Intern, Aerolib Healthcare Solutions
Ashkita Arora – Intern, Aerolib Healthcare Solutions

Headache Management in the Disenfranchised Patient Population

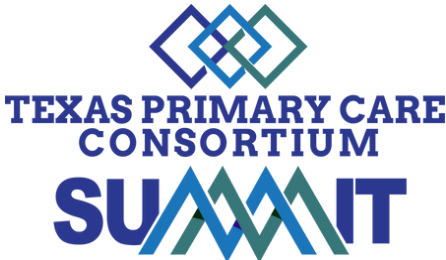
Shawna Scully, D.O., COL (ret.) - Chief Medical Officer, Emergence Health Network

Implementing a Novel Training Program to Support Integration of Cancer Survivorship into Primary Care Practice

Katherine Gilmore - Director, Survivorship Program, MD Anderson Cancer Center
Nancy Nguyen-Vu, DNP, APRN, FNP-BC, AMB-BC, CPN - Nurse Practitioner, UTHealth – UT Physicians Bayshore Family Practice

Improving Rural Healthcare Access: Innovative Nurse-Led Mobile Clinics in Texas

Kevin Lambing - Senior Program Officer, T.L.L. Temple Foundation
Kirsten Perricone, MSN, APRN, FNP-C, CVRN-BC - Nurse Practitioner, Texas A&M HSC



Increasing Rural Healthcare Access with Drones

Ty Harmon - Co-Founder, Matador UAS Consortium
Melanie Richburg - CEO, Lynn County Hospital District

Insights to Action: Implications of THI's Research and Evaluation Projects for Primary Care

Andrea Jacks, PhD - Chief Research & Evaluation Officer, THI
Dana Minney, Ed.D - Senior Program Manager, THI
Cody Price, MPH - Health Policy Analyst, THI
Blair Williams, MPA, MBA, CPH - Senior Director, THI

Innovative Approaches to Accelerating Cervical Cancer Elimination in Texas

Melissa Varon - Director, MD Anderson Cancer Center
Jessica Calderon-Mora - Assistant Professor, UT Austin Dell Medical School
Jane Montealegre - Associate Professor, MD Anderson Cancer Center
Susan Parker - Program Manager, MD Anderson Cancer Center
Kathleen Schmeler - Professor, MD Anderson Cancer Center
Erika Thompson - Associate Professor, UTHealth

Innovative Model of Primary Care in Rural Texas

Douglas Curran, MD - East Texas Community Clinic
Glen Robison - CEO, East Texas Community Clinic

Innovative strategies for delivering whole person care for patients with complex needs and preventable readmissions

Wendy D. Bradley, LPC-MHSP, CAADC, CPHQ - Director, Behavioral Health Integration, TMF Health Quality Institute
Grace Bolanos Sewell, MA, CCLS, CPHQ, CPPS - Healthcare Quality Improvement Specialist, TMF Health Quality Institute

North Texas Expanded Access for Vulnerable Populations

Vanessa Andow, CPHQ, CPPS, FACHE, PMP - Project Director, TMF Health Quality Institute
Grace Bolanos Sewell, MA, CCLS, CPHQ, CPPS - HQI Specialist, TMF Health Quality Institute

Innovative strategies for delivering whole person care for patients with complex needs and preventable readmissions

Wendy D. Bradley, LPC-MHSP, CAADC, CPHQ - Director, Behavioral Health Integration, TMF Health Quality Institute
Grace Bolanos Sewell, MA, CCLS, CPHQ, CPPS - Healthcare Quality Improvement Specialist, TMF Health Quality Institute

North Texas Expanded Access for Vulnerable Populations

Vanessa Andow, CPHQ, CPPS, FACHE, PMP - Project Director, TMF Health Quality Institute
Grace Bolanos Sewell, MA, CCLS, CPHQ, CPPS - HQI Specialist, TMF Health Quality Institute

Nurture Program: Scalable Model for Integrating Patient Choice and Social Needs to Address Maternal Health

Karl Serrao, MD, MBA, FAAP, FCCM - Chief Medical Officer, Driscoll Health Plan
Tanya Arredondo, MSN, RN - Quality Program Manager, Driscoll Health Plan

Outcomes of Implementation of Screening and Referral of Non-Medical Drivers on Health in Pediatric Health Homes

Tanya Arredondo, MSN, RN - Quality Program Manager, Driscoll Health Plan
Karl Serrao, MD, MBA, FAAP, FCCM - Chief Medical Officer, Driscoll Health Plan

Partnering with Families to Optimize Primary Care for Children with Medical Complexity

Lisa Kirsch - Senior Policy Director, Dell Medical School
Rahel Berhane, MD - Medical Director, Dell Children's Comprehensive Care Clinic

Patient-Integrated Care Team: Working at the Top of Your License

Logan Thornton, DrPH, MPH, CHES, PCMH CCE, CLSSBB - Executive Director, UTHSC Houston
Ingrid Castillo, MPA, CLSSBB - Director, Strategic Initiatives, UTHSC Houston

Population Health and Non-Medical Drivers of Health in an ACO World

Mital Brahmbhatt, MHA, LMSW - System Director, Care Coordination & Population Health, Memorial Hermann Health System

Prioritizing Maternal Health Nutrition in Primary Care

Alex Atkisson, MA, RD, LD, CPHQ - TMF Health Quality Institute
Nina Lavi-Hoke, MPH, CPHQ - TMF Health Quality Institute
Crystal Turner, RN - TMF Health Quality Institute

Significance of Behavioral Health Care for PCP

Jayanthi Subramanian, MS OT, DBA - Co-Founder & CEO, Doctorite Inc.

Target: BP - A Hypertension Resource for Improving Care Quality, Outcomes, and Recognitions

Eduardo Sanchez, MD - Chief Medical Officer for Prevention, American Heart Association

Texas Gun Sense: Healthcare Partners For Gun Safety

Nicole Golden - Executive Director, Texas Gun Sense

Texas Rural Maternal Health Rescue Plan - Update

Kia Parsi, MD - Executive Director, A&M Rural & Community Health Institute
Helen Kent Davis - Founder & Principal, HKD & Associates

The True Impact of Social Determinants of Health: Cost Implications and Strategic Value

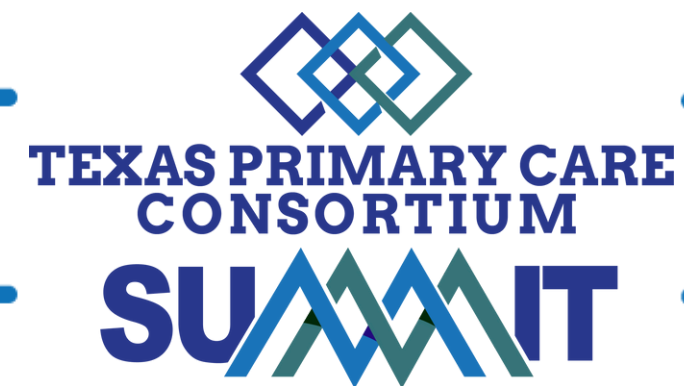
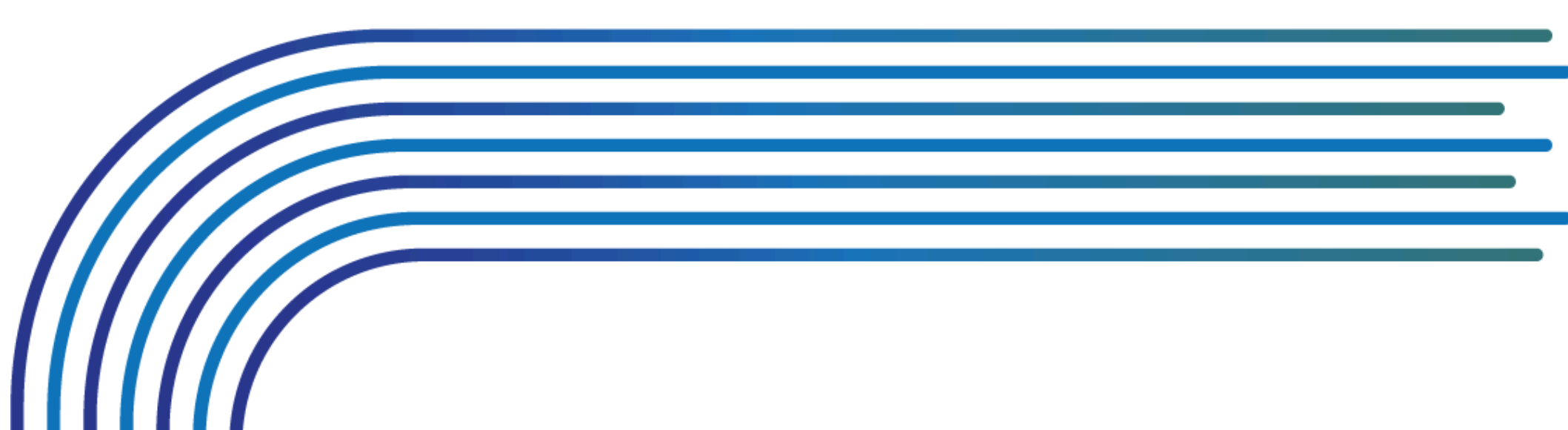
Christina Bocanegra, PhD, MHA, MACRA SME - Director, Analytics & Metrics & Innovation, Community Family Medicine, P.A.

Workplace Safety & De-escalation: Protecting staff, patients and continuity of care

Hilal Salami, LP, BS, HSO - Clinical Advancement Director, Texas Association of Community Health Centers

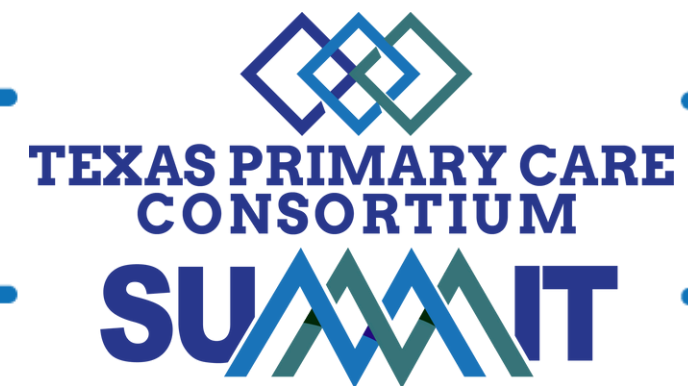
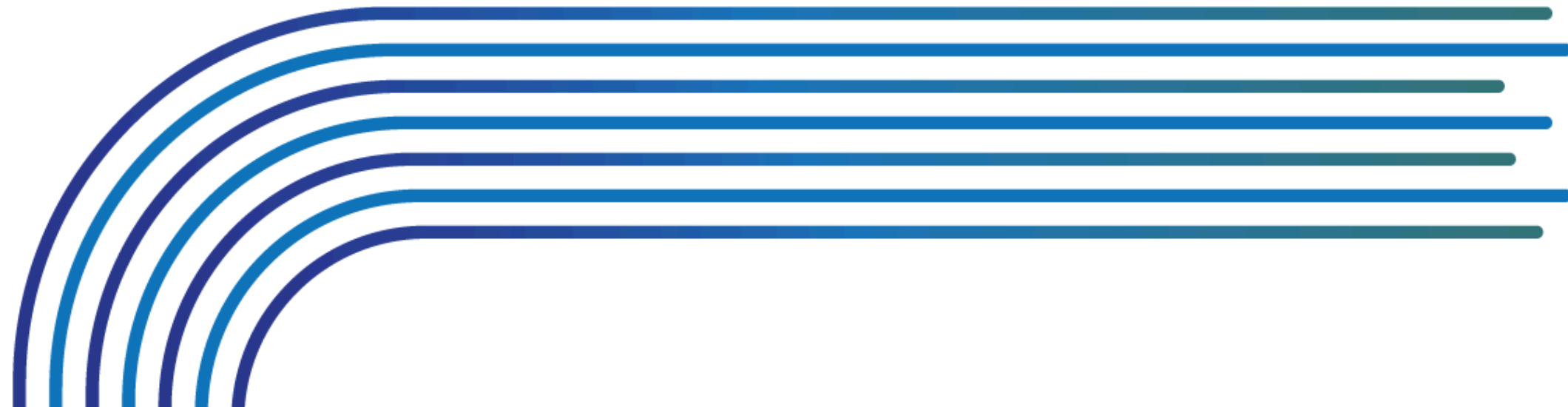


The 2025 TPCC Summit reaffirmed that advancing high-quality primary care in Texas requires rethinking investment, strengthening the workforce, leveraging technology wisely, and deepening cross-sector collaboration. Across two days of shared learning, attendees gained clearer insight into systemic challenges as well as practical, community-driven solutions to improve access and outcomes. The collective optimism and determination expressed throughout the summit reflect a shared belief that meaningful progress is both necessary and achievable. Looking ahead, TPCC is committed to continuing to advance high-quality primary care for Texans and beyond.



tx-pcc.org

Thank you!



tx-pcc.org