



Starfield Summit Playbook

Approach: The Starfield Summit is designed to assemble a array of primary care research and policy experts from a variety of specialties, including internal medicine, pediatrics, nurse practitioners, physician assistants, and family physicians. The number of attendees for this summit is limited in order to enable discussion and set an agenda for needed research and policy changes to support the research enterprise. The summit is intended to be a springboard for future events that will engage more people and advance the conversation.

Proposed Format: Sunday and Monday will follow similar formats. Each of four half-days will begin with four to five short talks that adapt the TED talk (<https://www.ted.com/>) approach. These talks are intended to present an interesting idea and to inspire attendees to have discussions around these key topic areas, discussions which employ a World Café (<http://www.theworldcafe.com/>) approach, modified for our larger participant group and setting.

Participants in the conference will be divided into four discussion groups and an assigned breakout room - they will remain in these rooms and groups throughout the two day Summit. After each World Café discussion round, attendees will return to the main conference room for a “Report out” on themes from those discussions.

The high levels of engagement required by this Summit are more cognitively demanding than the average conference, but we hope that the rewards will be similarly above average. We have built in social and networking time via evening receptions on Saturday and Sunday, breakfasts, and leaving time open for dining with colleagues at the end of each day, including dine-out group options on Sunday. Two very talented writers were also selected as lunchtime speakers to offer their health policy insights and wisdom and give a pause in the discussion-heavy format. The afternoon of both days will be similar to the morning, beginning with a plenary session and TED-style talk and followed by World Café discussion groups.

Presentations:

Again, Each half-day will be kicked off with sequential 10-15 minute long TED-styled talks by an excellent array of national experts, each presenting on a key idea relevant to our themes for discussion: *Payment, Measurement, and Team*.

The agenda lists our speaker panel, who will present these talks. A short description of our intent for the TED-styled talks follows. We

- **TED-styled talks** - A short presentation of a *1-2 clear ideas* that have the potential to change primary care policy or research. Ideally, it contains a key insight that is credible, scalable, and

potentially counterintuitive. The more novel or paradigm shifting it is, the more likely the talk will succeed.

- Rationale: Focusing attention on a “big idea” creates common ground for everyone at the conference to open conversations about what they just heard. Short talks (10 minutes) with simple visuals are easier to remember, to contrast, and discuss. A good talk should encourage attendees to actively seek to have their perspectives challenged, nudged and transformed by other attendees.
- TEDx definition of a great, well-formed idea?: It can actually be one of two things:
 - Something that’s *new and surprising*; an idea or invention that your audience has never heard about.
 - A great idea (that your audience has maybe already heard) with a compelling new argument behind it that challenges beliefs and perspectives.
 - In other words, an idea *isn’t just a story or a list of facts*. A good idea takes certain evidence or observations and draws a larger conclusion.
 - The big idea: Talks that make one or two very strong points, and it’s important. Examples with links: [Bryan Stevenson](#), [Onora O’Neill](#), [Chimamanda Ngozi Adichie](#)

Discussion – World Café

Following the TED-styled talks, we will use brief coffee breaks to transition from presentation to discussion, dividing our attendees into groups of 25-35 people who will be assigned to one of four breakout rooms. Plenary/TED presenters will be paired with a Reactor and a Reporter/Moderator and will rotate room to room guiding discussions of each topic area or idea presented. We will return at the end of the discussions to the Plenary Hall, where the Reporters will offer three minute summaries of the discussions to the group writ large, leaving 10-15 minutes for any additional thoughts/comments/clarifying questions from the participants.

- Modified World Café
 - World Café has been described as “a simple, effective, and flexible format for hosting large group dialogue”, and is traditionally used to describe rotating discussions among very small (4-5 person) groups of participants who literally move table to table in a room set up to resemble a ‘café.’
 - While not adhering to the format directly, we’re adapting the basic concept. We will set the rooms up in a horseshoe without any tables between participants and with our Triad of Speaker, Reactor, and Reporter/Moderator at the front. We will ask our reporter/moderator to offer a brief welcome and instructions. We will then offer a Reactor the chance to frame the discussion with a reaction to the idea that was presented earlier. After this, the Moderator/Reporter will help guide participants through a brief discussion around 2-3 predetermined questions.

Roles:

- 1) **Speakers:** Speakers will be invited to introduce their assigned topic, using their content expertise, the existing literature, and any pertinent research. They will also be asked to help inform discussions on

the topic in World Café Breakout sessions. All talks will be videotaped, with the intent of editing and publishing most if not all of them on You Tube and Summit sponsor websites post-event.

Prior to conference: Speakers will work with Graham Center hosts and their paired Reactor and Moderator prior to the conference to create an Issue Brief that provides participants with a high level overview of the speaker's topic, seminal background literature, and proposed questions for discussion.

- 2) **Reactor:** Reactors come from a variety of policy and academic backgrounds, and will be asked to provide three minute reactions to the speaker's topic and presentation, kicking off the World Café discussion in each breakout room. These will help to frame the idea into a current policy and research context. The Reactor will be asked to reprise that brief reaction four times, as they rotate through rooms with the speaker, moderator and Pisacano scholar.
- 3) **Moderator/Reporter** – After the Reactor speaks, the Moderator/Reporter will help to facilitate discussion, guided by the questions on the Issue Brief. After listening to the four rounds of discussion on their topic, the Moderator/Reporter will also be asked to organize emerging discussion themes and report them back to the conference attendees in the main conference room during the “Reporting Out” segment at the end of each World Café round. They will meet with other Moderator/Reporters and the conference hosts to organize their thoughts between World Café and Reporting Out, and will be given 3 minutes to offer their report, so that conference attendees may react, comment or ask clarifying questions.
- 4) **Pisacano Scholars** provide pivotal contributions, each being assigned to a single Speaker/Reactor/Moderator group. The scholar assigned to that group will capturing notes and ideas using a Livescribe Pen and recorder, will help the Moderator/Reporter shape their report-out after the discussions, and in some cases will have opportunities to help shape to written products that we hope will emerge from these discussions.

Conference Curation Consultant – We are excited to have engaged, on a limited basis, the assistance of Lisa Shufro, the former Managing Editor of TEDMED (<http://www.tedmed.com/>). Lisa will help us in preparing three selected TED talks for the Primary Care Forum on Tuesday, April 26th before a policy audience, as well as for video publication on YouTube. Lisa will also be advising the conference planning group on execution of a successful conference using our short talk format and will be onsite to help us learn from this first Starfield Summit how we might modify the format and execution to enhance the success of future related events.