Lloyd Michener welcomed everyone and discussed the agenda for today’s webinar, and discussed Centers for Medicaid and Medicare Services State Innovation Medical Awards.

Lara Snyder discussed the importance of population health and how the Practical Playbook can be a useful tool when working with public health and primary care integration.

David Dyjack discussed how to identify and connect with your local public health partner.

Colleen Bridger discussed improving population health from the perspective of a local health department. She also shared ways to connect with your local public health system.

Mina Silberberg welcomed everyone and discussed the agenda for today’s webinar.
Lara Snyder discussed the importance of population health and how the Practical Playbook can be a useful tool when working with public health and primary care integration.

Tiffany Huang discussed how to identify and connect with your local public health partner.

Colleen Bridger discussed improving population health from the perspective of a local health department. She also shared ways to connect with your local public health system.

**Questions and additional discussion:**
Can the Practical Playbook be used by hospitals and HCOs who want to collaborate with public health?
Yes, the Practical Playbook can be used in a variety of contexts.

What can we do to help build evaluation capacities in health departments and what is the best approach?
Build the understanding that it’s okay to evaluate programs truthfully. We need to get past the anti-evaluation culture.
Local public health departments also need to be able to demonstrate the effectiveness of their programs, in addition to showing that the programs are cost effective.

**Action Items:**
Lara Snyder to send out information on the Practical Playbook’s usability testing efforts.

*Slides and webinar recording for more detailed information are located at:*
http://cfm.mc.duke.edu/resources

The next AAMC/CDC/Duke Collaborative Webinar is scheduled for February 2, 2015 from 2:00-3:00 pm EST.
*(Webinar will be repeated on February 17, 2015 from 3:30-4:30 pm EST)*