

# OREGON'S COORDINATED CARE MODEL SUMMIT: INSPIRING HEALTH SYSTEM INNOVATION

December 3-4, 2014

## Plenary Session Speakers

### **Carol Backstrom, M.H.A.**

**Program Director, Medicaid and Health Care System Transformation, National Governors Association**

Carol Backstrom is the program director for Medicaid and health system transformation at the National Governors Association Center for Best Practices. She has an extensive background in health care policy, administration and project management. Most recently, Carol was the State Medicaid Director at the Minnesota Department of Human Services. She has also worked at the Centers for Medicare and Medicaid Services in the role of Senior Policy Advisor for Payment Reform. In this role, Carol provided strategic leadership, vision, project and technical direction on payment and delivery system initiatives to the Director of Center for Medicaid and Children's Health Insurance Program Services.

Carol also served as the Assistant to the Commissioner for Health Reform at the Minnesota Department of Health. Her role was to oversee implementation of the health reform initiative passed by the Minnesota Legislature in May 2008. She also worked for HealthPartners (a large integrated health care system) in Minneapolis, Minnesota, as Senior Manager for Care Innovation as well as manager of Government Relations and Community Health Initiatives, focusing on issues related to government program benefits and eligibility, medical education and uncompensated care.

### **Don Berwick, M.D.**

**Former Administrator, Centers for Medicare and Medicaid Services  
Founding CEO, Institute for Healthcare Improvement**

Don Berwick is the United States' leading advocate for high-quality health care. In December 2013, he stepped down as the Administrator of the Centers for Medicare and Medicaid Services. For 22 years prior to that, he was the founding CEO of the Institute for Healthcare Improvement, a nonprofit dedicated to improving health care around the world. A pediatrician by background, he has also served on the faculties of the Harvard Medical School and the Harvard School of Public Health.

For his important role in helping to redesign and improve Britain's health care system, Dr. Berwick was appointed by Queen Elizabeth as Honorary Knight Commander of the Order of the British Empire. He is the recipient of many awards, including the Ernest A. Codman Award, the American Hospital Association's Award of Honor, the Heinz award for Public Policy and the Institute of Medicine's Gustav O. Lienhard Award. He has been named as a Fellow of the Royal College of Physicians (London) and a Fellow of the Royal College of General Practice. His over 160 articles have appeared in professional journals on such topics as health care policy and health care quality management. His books include *Promising Healthcare: How We Can Rescue Health Care by Improving It, Curing Health Care* and *New Rules: Regulation, Markets and the Quality of American Health Care*.

**Diana Bianco, J.D.****Principal, Artemis Consulting**

Diana Bianco has more than twenty years of experience in health policy development, advocacy, organizational growth, project management and facilitation of diverse groups seeking to address complex problems. She launched Artemis Consulting in 2005 and helps organizations in the health arena – government, nonprofits, foundations, providers and others – determine responsive and responsible health policy and work for change. Previously, Diana was the executive vice president of FACCT—the Foundation for Accountability, an organization advocating for an accountable and accessible health care system. She also has worked for elected officials and served as the health care lead at the West Coast Regional Office of Consumers Union (publisher of *Consumer Reports*).

**Pilar Bradshaw, M.D., F.A.A.P.****Pediatrician, Eugene Pediatric Associates, LLC/Thrive Behavioral Health**

Pilar Bradshaw was recently voted one of seven “Favorite Pediatricians in America” by the thirteen million readers of *Parents Magazine*. She was the valedictorian of her medical school class at Oregon Health and Science University and has practiced general pediatrics for fifteen years. Dr. Bradshaw wrote a first-of-its-kind interactive website for Eugene Pediatric Associates that has won national awards for content and has over 500,000 visits from 97 countries and all 50 states.

**Kevin Campbell****Chief Executive Officer, Greater Oregon Behavioral Health, Inc.**

Kevin Campbell has been the CEO of Greater Oregon Behavioral Health, Inc. (GOBHI) since 2001. Having worked since 1995 in leadership positions in rural behavioral health, Kevin is familiar with the impact of the social determinants of health upon the cost of health care and the need for community involvement in achieving the triple aim. A native Oregonian, he is a University of Portland graduate, former county judge and an owner of a fourth generation family cattle ranch in the John Day River Valley.

**Eric A. Coleman, M.D., M.P.H.****Professor of Medicine and Head of the Division of Health Care Policy and Research at the University of Colorado Anschutz Medical Campus**

Eric Coleman is a leader in geriatric and chronic disease care whose work focuses on the miscommunications and errors that occur as patients transition from hospitals to post-discharge homes, sub-acute care facilities or other care sites. Working closely with patients and families, health care providers and policymakers, Dr. Coleman addresses system-wide deficiencies that all too often result in poor patient outcomes. Dr. Coleman has documented the success of this model, in terms of both patient satisfaction and reductions in hospital readmissions, through the Care Transitions Measure; as a result, his innovative prescriptions have been adopted nationally and internationally, most notably as essential elements in Medicare’s Community-Based Care Transitions Program.

Dr. Coleman is the director of the Care Transitions Program, which aims to improve quality and safety during times of care “handoffs.” He also serves as the executive director of the Practice Change Leaders – a national program to develop, support and expand the influence of organizational leaders who are

committed to achieving transformative improvements in care for older adults. Dr. Coleman was recognized with a 2012 MacArthur Fellowship for his work in bridging innovation and practice through enhancing the role of patients and family caregivers in improving the quality of their care transitions.

### **Kyra Donovan, M.Ed.**

**Director of Elementary Programs and Federal Programs, McMinnville School District; Co-chair, Yamhill Early Learning Council; Board Chair, Yamhill Head Start**

Kyra Donovan has 28 years of experience in education: an elementary teacher for 19 years, elementary principal for five years, and the past four years with the McMinnville School District as an administrator. Her school district has been recognized for some of the highest student achievement across Oregon. Kyra holds a Master of Education in both literacy and educational administration.

### **Megan Lee Gomeza, M.S.W.**

**Child & Adolescent Program Manager, Lifeways, Inc.; Coordinator, Malheur Community Advisory Council, Eastern Oregon CCO**

Megan Lee Gomeza is a graduate from Northwest Nazarene University, with emphases in public administration, management and social planning. She has seven years of experience building care coordination networks for children and adults with serious emotional disturbance and mental illness. Her work at Lifeways involves moving behavioral health processes toward increased care coordination and integration with the local health care neighborhood. Megan serves as project manager for an Eastern Oregon CCO transformation fund project, the Adolescent Health Access (AHA!) project, a pilot initiative to serve high school youth using a community health worker.

### **Kelly Hall**

**Senior Vice President, Catalyze at Health Leads**

Kelly Hall is responsible for building and executing Health Leads' overall strategy for catalyzing health care to incorporate social needs as a standard part of patient care. In this role, Kelly leads a team tasked with accelerating market demand for patient resource connections by establishing and disseminating shared quality standards, building a community of like-minded stakeholders within the health care community who can champion this approach to care delivery, and influencing financial and regulatory agencies to align incentives with more comprehensive patient care.

Kelly has spent more than twenty years working with integrated health care delivery systems to develop provider networks and orient those networks towards delivering high quality, affordable care to patients. She has spent the past 15 years at Partners HealthCare in Boston, MA, an integrated delivery system founded by Massachusetts General Hospital and Brigham and Women's Hospital. As vice president of network development for the community physician organization for Partners HealthCare, Kelly led efforts to develop and expand a regional provider network. As executive director of strategic planning and high performance medicine at Partners, Kelly developed organizational strategy on issues ranging from clinical performance and differentiation to network development and clinical integration strategy.

**Suzanne Hoffman, M.P.H.****Interim Director, Oregon Health Authority**

Suzanne Hoffman began her career in public service in the Oregon Department of Justice and then joined the Oregon Department of Human Services where she served in a variety of roles including health services deputy director, human resources director and chief administrative officer. In 2007, Suzanne also served as the interim director of the Oregon State Board of Nursing at the request of the Governor during a time of transition. As chief of staff in 2009, her major focus was implementing the internal changes necessary to create the newly established Oregon Health Authority (OHA), including the establishment of shared services functions with the Department of Human Services. She was appointed OHA's chief operating officer in 2011. Suzanne is a graduate of Portland State University with an undergraduate degree in social sciences and a master's degree in public health.

**Alexander Holmes, R.N., B.S.N., Q.M.H.P.****Clinic Nurse, EASA & Young Adult Hub/Behavioral Health Home, Behavioral Health Services/Primary Care Integration, PeaceHealth Oregon West Network**

Alexander Holmes graduated from The Johns Hopkins University: School of Nursing in 2012. Since then he has worked with nonprofit organizations to promote primary care integration, including with Planned Parenthood of Southwestern Oregon. He recently traveled to South Africa working with an HIV research project outside of Cape Town, and also was an emergency department nurse in Berri, Australia, for two months. He joined the Early Support and Assessment Alliance earlier this year.

**Sean Jessup****Director of Medicaid Programs, Moda Health**

For more than sixteen years, Sean Jessup has been refining his knowledge of health care insurance, products and operations. He has held positions at Moda Health in claims, customer service, provider contracting and benefits programming. Today, he uses those skills to oversee the operational and financial performance of the Eastern Oregon Coordinated Care Organization (EOCCO).

**Susan Johnson****Regional Director, U.S. Department of Health and Human Services, Region X**

Susan Johnson is the regional director of the U.S. Department of Health and Human Services Region X, serving Alaska, Idaho, Oregon and Washington. She serves as Secretary Sebelius's primary representative and liaison to key constituencies in the region and works with federal, state, local and tribal officials on a wide range of health and social service issues. Prior to her appointment to this role by President Barack Obama, she was regional health administrator and director of the King County Health Action Plan (KCHAP), a voluntary partnership of over forty organizations convened by Public Health – Seattle & King County to implement innovative collaborative policy development and pilot projects focusing on system change and improving health trends affecting vulnerable populations within King County, Washington.

Prior to her work with KCHAP, Susan was a member of the Washington State Health Care Policy Board, appointed by Governor Lowry in 1995. She also served as the state governmental relations director for the Service Employees' International Union (SEIU), then the largest health care union in the AFL-CIO. Susan has also served on the Washington State Board for Community and Technical Colleges, and the Shoreline Community College Board of Trustees.

### **Cathy Kaufmann, M.S.W.**

#### **Director, Transformation Center, Oregon Health Authority**

Cathy Kaufmann, M.S.W., is the director of the Oregon Health Authority's Transformation Center. In 2012, Cathy was OHA's interim medical alignment director and oversaw health policy development and alignment within OHA, DHS and Cover Oregon, Oregon's health insurance exchange. Prior to that, Cathy served OHA as the administrator of the Office of Healthy Kids and the Office of Client and Community Services. Healthy Kids was the largest expansion of health coverage in Oregon since the inception of the Oregon Health Plan in 1994 and is currently one of the largest expansions of coverage for children nationally. Prior to her joining OHA, Cathy served as the policy and communications director for Children First for Oregon, a statewide child advocacy organization, and co-chaired the Human Services Coalition of Oregon.

### **Governor John Kitzhaber, M.D.**

John Kitzhaber earned his bachelor's degree at Dartmouth College and studied medicine at the University of Oregon Medical School (now OHSU). Upon becoming a doctor, he practiced emergency room medicine in Roseburg, Oregon, from 1974 to 1988.

Governor Kitzhaber first won election to the Oregon Legislature in 1978, serving one term in the Oregon House of Representatives. In 1980, he was elected to the Oregon State Senate and served three terms. He served as Senate President from 1985 to 1993. As a legislator, his most memorable achievement was to bring together lawmakers and interest groups to enact the groundbreaking Oregon Health Plan. In 1994, 1998 and 2010, Oregonians elected John Kitzhaber as their Governor. He continued his work to improve access to cost-effective health care, becoming one of the nation's most respected voices on health care reform. The Governor's agenda during his third term has been focused on transforming Oregon's system of health care, creating a public education system that prepares Oregonians for the jobs and economy of the 21st century, and strengthening Oregon's economy in every corner of the state. In 2014, Governor Kitzhaber won election to an unprecedented fourth term.

### **David Labby, M.D., Ph.D.**

#### **Chief Medical Officer, Health Share of Oregon**

Before joining Health Share, David Labby was medical director at CareOregon, where he focused on improving outcomes for members with complex health needs and on spreading patient centered primary care homes. He is the program director for the CMMI-funded "Health Commons" initiative to build a regional system of care for high-needs Medicaid members. Dr. Labby is a general internist by training and received his Ph.D. in cultural anthropology.

### **Lynnea Lindsey-Pengelly, Ph.D., M.S.C.P.**

**Behavioral Health Medical Services Director, Trillium Behavioral Health, Trillium Coordinated Care Organization**

Lynnea Lindsey-Pengelly is a primary care psychologist and the development and clinical leader for the Trillium Integration Incubator Project (TIIP). Dr. Lindsey-Pengelly holds a Ph.D. in clinical psychology and a post-doctoral Master of Science in clinical psychopharmacology.

### **Suey Linzmeier**

**Executive Director, Head Start of Yamhill County; Co-chair Yamhill Early Learning Council; Board Member, Yamhill CCO**

Suey Linzmeier has been with Head Start of Yamhill County for seven years and supported the program in implementing the Early Head Start home visiting program. She received her master's certificate in infant and toddler mental health, and Bachelor of Science in child development and family studies from the University of Alaska.

### **Nichole June Maher, M.P.H.**

**President and CEO, Northwest Health Foundation**

Nichole June Maher joined Northwest Health Foundation as president and CEO in August 2012. Nichole is the youngest president of a major foundation in the Northwest and has led the organization through a significant transformation. The foundation has become a champion of advocacy, policy and supporting vulnerable populations to be the leaders in creating healthy families and communities. Born in Ketchikan, Alaska, Nichole attended school on the Siletz Indian Reservation (OR) and is a member of the Tlingit Tribe of Southeast Alaska. Nichole is widely published, and her work has been influential in the fields of philanthropy, equity and education.

### **Peggy Maguire, J.D.**

**President & Board Chair, Cambia Health Foundation; Senior Vice President, Corporate Accountability and Chief of Staff, Cambia Health Solutions**

Peggy Maguire leads strategic planning, corporate performance and enterprise risk management programs. She is president and board chair of Cambia Health Foundation, and she also oversees corporate philanthropy and sustainability programs for Cambia. In her role as chief of staff, Peggy acts as the CEO's direct representative to industry associations, community organizations and other key stakeholders. She also functions as the chief risk officer for enterprise risk management programs. Peggy joined the company in 1997 as an associate general counsel and has held several posts, including director of litigation and risk management, and vice president of legal services.

Previously, Peggy worked as an attorney at Garvey Schubert & Barer, was an extern to the Ninth Circuit Court of Appeals (Judge Skopil) and was a law clerk in the Office of the Washington Attorney General.

Peggy's current civic involvement includes serving as a vice chair of The Dougy Center board of directors and as a board member for Friends of the Children; the National Charity League, Oregon Rose Chapter; and Start Making a Reader Today (SMART). She is a senior fellow of The American Leadership Forum of Oregon.

**Lindsey Manfrin, R.N., B.S.N.**

**Public Health Manager, Yamhill County Health and Human Services; Clinical Advisory Panel, Yamhill CCO; Member, Yamhill Early Learning Council**

Lindsey Manfrin has been with Yamhill County Public Health for seven years. Her nursing background includes all aspects of public health as well as inpatient pediatrics. Lindsey is in process of earning her Doctor of Nursing Practice degree from Oregon Health and Science University with a focus in health systems and organizational leadership.

**Susan R. Mende, B.S.N., M.P.H.**

**Senior Program Officer, Robert Wood Johnson Foundation**

Susan Mende, a public health professional with more than 25 years of experience working with underserved populations in the United States, Asia and Australia, joined the Robert Wood Johnson Foundation in 2008. She is engaged in a national program effort through the foundation to help consumers take an active role in improving the quality of health care in their communities, and works to address the adverse impacts of language barriers in limiting access to quality health care.

Previously, Susan co-founded and was vice president for programs for the Tsao Foundation, a not-for-profit organization dedicated to enhancing the quality of life for older people in Singapore and Asia Pacific region. While at the Tsao Foundation, she served as principal consultant for the World Health Organization Age Friendly Primary Health Care Project, which sought to adapt primary care delivery systems to the needs of older clients. Susan also developed health strategies for MBF Australia, a health care provider in Sydney, Australia, and was assistant director for Risk Management and Quality Improvement for the New York City Health and Hospital Corporation.

**Rebecca Ramsay, B.S.N., M.P.H.**

**Director of Community Care, CareOregon**

During her nine-year tenure at CareOregon, Rebecca Ramsay has developed programs focused on the plans' most complex members in collaboration with the delivery system and social service agencies. Most recently, she developed and spread the largest of the Health Common's initiatives, the Health Resilience Program, which embeds a new community-oriented workforce of health resilience specialists into primary care and specialty teams to better serve vulnerable Medicaid recipients.

**Piper Su, J.D.**

**Vice President, The Advisory Board Company**

Piper Nieters Su serves as vice president of The Advisory Board Company's Health Policy division, where she leads the company's efforts to bring market insights to Congress, the Administration and senior leadership in the health policy community. In her role, Piper synthesizes the vast research and

technology offering at The Advisory Board Company to deliver an on-the-ground perspective on how providers relate to key policy and market trends.

Prior to joining Advisory Board in 2013, Piper worked as a senior attorney at two law firms specializing in health care law and policy, assisting health care companies and providers with formal legal advice as well as legislative and regulatory strategies for the U.S. Congress, the Department of Health and Human Services and the Centers for Medicare and Medicaid Services. Previously, Piper served in the U.S. Senate as legislative counsel to Senator Ken Salazar, where she was the principal advisor for his health care-related activities on the Senate Finance Committee. In this role, she crafted numerous policy proposals that were subsequently enacted into law as the Medicare Improvements for Patients and Providers Act of 2008, the Medicare, Medicaid and SCHIP Extension Act of 2007 and the Affordable Care Act of 2010.

**Amy Vance, M.S.W.**

**Health Resilience Specialist, CareOregon**

Amy Vance graduated with a Master of Social Work from Jane Addams College of Social Work at the University of Illinois at Chicago. She has counseled survivors of trauma in the Chicago public schools, a juvenile detention center and neighborhood treatment centers. Through her work at Central City Concern in Portland, Amy became aware of the complex needs of individuals managing multiple symptoms and conditions. She is currently working out of the Multnomah County Health Department's Northeast Health Center as a CareOregon Health Resilience Specialist.

**Marko Vujicic, Ph.D.**

**Managing Vice President, Health Policy Resource Center, American Dental Association**

Marko Vujicic currently serves as managing vice president of the Health Policy Resource Center at the American Dental Association (ADA). He comes to the ADA from the World Bank in Washington D.C. As a senior economist, he directed the global health workforce policy program, which addresses numerous human resources for health challenges in developing countries. Previously, Dr. Vujicic was a health economist with the World Health Organization in Geneva, Switzerland, where he was part of a team responsible for policy research and support to Ministries of Health in developing countries.

Dr. Vujicic is the lead author of *Working in Health*, a book that examines the effect of fiscal policy on the health workforce in the public sector, as well as several publications in academic journals. He has also worked extensively on broader health systems and health financing issues in Africa, East Asia, the Pacific, South Asia, the Caribbean, Eastern Europe and Central Asia. Dr. Vujicic earned a Ph.D. in economics from the University of British Columbia and master's degree in economics from McGill University in Montreal.