

About the Experts

Note: Every effort was made to keep this list as current and accurate as possible. Still, some of our experts were unable to be reached and therefore their organizations and/or titles may have changed since they participated in the question-and-answer sessions featured in this book. The following information is accurate to the best of HIN's knowledge at the time of publication.

Allport, Jeff

Jeff Allport is a senior business consultant in the healthcare industry group of Perot Systems. He is engaged full time with St. Joseph Health System IT leadership as the senior manager for e-health initiatives, which leverage the Internet and Web-based technology to promote and deliver clinical and business solutions in the provider environment. Prior to joining the St. Joseph Health System account, Allport was CIO of St. John's Medical Center in Jackson, Wyo., where he led several similar Web-based initiatives and other business and clinical information systems initiatives.

Baker, Geoffrey

Geoffrey B. Baker, MBA, is president of Med-Vantage, Inc. Mr. Baker has 18 years of healthcare industry experience as an executive, entrepreneur and consultant. He has worked internationally with health plans, provider delivery systems, and technology companies on healthcare operations, managed care, marketing and medical informatics issues. He tracks and publishes on industry trends, conducts client surveys and writes case studies.

Banks, William

William Banks currently is vice president of provider contracting and network operations for Humana in Ohio and Indiana. In his role, Banks oversees provider relations and contract negotiations with Humana's extensive network of hospitals and physicians. Banks previously served as director of market financial analysis for Humana.

Batica, Elsa

Elsa J. Batica is consultant of cross-cultural health development and training for Children's Hospitals and Clinics of Minnesota. Batica develops and delivers cultural competence training to healthcare providers and other staff; coordinates activities of the organization's Diversity Action Council; works with leadership, directors and managers on activities to enhance Children's healthcare services to linguistic and cultural minority populations; helps Children's develop collaborative relationships with multi-cultural community organizations; and coordinates implementation of select community-based projects.

Beaudin, Christy

Christy L. Beaudin, PhD, LCSW, CPHQ, FNAHQ, is vice president and chief quality officer at Children's Hospital of Los Angeles. At the time of her contribution to this book, she was the corporate director of quality improvement at PacificCare Behavioral Health in Van Nuys, Calif. She has served at the vice president-level with other behavioral healthcare organizations, and has worked extensively as a consultant, health services researcher, and psychiatric program administrator. Dr. Beaudin

has supported managed behavioral healthcare organizations, health plans and hospitals in preparing for and maintaining state licensure and NCQA, URAC and **JCAHO** accreditation.

Bellard, Kim

Kim Bellard is vice president of eMarketing and customer relations management for Highmark Inc., a licensed affiliate of the Blue Cross Blue Shield Association. Bellard's develops new generations of products and services for Highmark aimed at a consumer-driven market. He led the development of BlueChoice, the nation's first fully online, customizable health insurance program. BlueChoice has received national attention and awards for its innovation, as have the Highmark Blue Cross Blue Shield and the Pennsylvania Blue Shield Web sites, which Mr. Bellard's unit also developed.

Berman, Eric

Eric J. Berman, DO, MS, is the vice president and medical director of Amerigroup of New Jersey. When he contributed to this book, he was medical director for Horizon BCBSNJ and their joint venture with AtlantiCare Health System, where he spearheaded numerous innovative approaches to key issues such as health policy, genetic testing and therapeutics, new strategies in utilization management, physician incentive programs, the expanded role of integrated delivery systems and community/corporate health and wellness education programs. Dr. Berman has been the architect of several creative health policy initiatives addressing obesity and health literacy and their impact on the health and well being of all N.J. residents.

Bonvicino, Nicholas

Nicholas Bonvicino, MD, MBA, FACS, is the senior medical director of clinical network management of Horizon-Blue Cross Blue Shield of New Jersey. Dr. Bonvicino's responsibilities include clinical support for network management, the development of collaborative physician relationships, supervision of incentive programs, clinical data and information management and leading Horizon's development of specialty profiling activities.

Botelho, Rick

Richard J. Botelho, MD, is a professor of family medicine and nursing as well as the director of fellowship training at the University of Rochester (N.Y.) Medical Center's department of family medicine. He edited *Partnerships in Healthcare: Transforming Relational Process*. He has recently published the second editions of *Motivational Practice: Promoting Healthy Habits* and *Self-care of Chronic Diseases* for practitioners and lay health guides *Motivate Healthy Habits: Stepping Stones to Lasting Change* and *My Healthy Habits Journal*.

Brill, Howard

Howard Brill, PhD, is the director of medical informatics and the senior health economist at the Monroe Plan for Medical Care, an **IPA** focused on Medicaid and Public Programs in western New York. Dr. Brill was also the senior director of physician management systems at HCIA, a major health informatics company, where he developed physician profiling software. He has publications in medical sociology, statistical methodology, labor market studies, and immigration law research.

Bryngelson, Mary

Mary P. Bryngelson is the regional vice president of operations for Healthways, a provider of specialized, comprehensive care and disease management services to health plans, physicians and hospitals. She is responsible for account management at BlueCross BlueShield of Minnesota. Prior to joining Healthways, Bryngelson was vice president of products and evaluation at Prime Therapeutics, Inc., a pharmacy benefit management company where she provided leadership for facilitating product development processes and measurement and analytical services.

Bunde, Julie

Julie Bunde is HealthPartners' product development manager in charge of developing their suite of Empowerism consumer-directed health plans. Before assuming this role, Bunde served the organization in a variety of finance and business development roles, primarily within the HealthPartners medical group and clinics — a 580-physician, multi-specialty practice in 50 clinics across Minnesota and western Wisconsin.

Butin, Danielle

Danielle Butin, MPH, OTR, is the director of health services for senior and retiree services at Oxford Health Plans, a United Healthcare company. Ms. Butin has developed a number of innovative health screening, self-management, frail elderly care management and wellness programs. Before joining Oxford, Butin held supervisory positions in geriatric psychiatry, community health and home care. She has published a number of articles in the field of aging in self-management strategies for dementia, depression and de-conditioning. In addition, Butin maintains a private practice where she specializes in the comprehensive assessment and treatment of older adults and their caregivers.

Celebi, Dogu

Dogu Celebi, MD, MPH, is senior vice president and chief medical officer of IHCS. Dr. Celebi's major responsibilities include the development of business applications and training programs for IHCS' information products. He provides the key clinical input for IHCS' information services and contributes significantly to overall product development efforts. He has been involved in the development of information tools for measuring healthcare quality, efficiency and outcomes.

Chalk, Mary Beth

Mary Beth Chalk is director of business development for Pfizer Health Solutions. At the time of her contribution to this book, she was the chief operating officer for Resources for Living, where she led the initiative to create the first national depression disease management program and was an early innovator in the field.

Chenoweth, David

David Chenoweth is the founder and principal of Chenoweth & Associates, Inc., a worksite health and productivity management consulting firm with subspecialties in econometric data analysis and program evaluation. One of the driving forces behind the firm stems from his dissertation on prospective medicine and **HRA**s.

Citrin, Richard

Richard Citrin, PhD, MBA, is currently the vice president of integrated care management at EAP Solutions, a provider of employee assistance programs and part of the University of Pittsburgh Medical Center. At the time of some of his contributions to this book, he was vice president of integrated care management (ICM) at Corphealth, Inc., which supports member healthcare through a coordinated range of services such as medical behavioral integration, intensive care management, high-risk health coaching, behavioral health **DM** and psychiatric disability.

Collin, Tami

Tami Collin is a senior consultant at Mercer Human Resource Consulting and a member of the National Health and Productivity Management Practice. Collin's role is to assist clients in finding dollars spent unnecessarily on healthcare, disability and lost time. In this capacity, she helps develop strategies and execute plans that reduce cost and improve productivity. Prior to joining Mercer, Collin was regional manager for WellMed, Inc., an eHealth tools and services ASP. She was responsible for developing and executing strategic partnerships with clients regarding eHealth strategies.

Cousins, Michael

Michael Cousins, PhD, is vice president of research and development at Health Dialog Data Service. At the time of his contribution to this book, he was director of health informatics at Health Management Corp. (HMC), where he directed outcomes reporting, data transfer, data warehouse operations and research and development initiatives. A noted **DM** industry thought leader, Cousins has spoken at key conferences presented by the AAHP, DMAA, NMHCC, NMHCC **DM** Congress, and the Society of Actuaries.

D'Andrea, Guy

Guy D'Andrea is the founder of Discern Consulting, a firm focusing on healthcare-related strategy and project management. He has worked in healthcare policy and quality standards for more than 12 years. For seven years, D'Andrea led product development and government affairs for URAC, a private accreditation organization. D'Andrea is a frequent speaker on the topic of healthcare quality and oversight,

and has authored numerous articles on accreditation and compliance issues.

Dolstad, James

James M. Dolstad, ASA, MAAA, is vice president of actuarial services and integrated health metrics at SHPS Inc. Dolstad works with Fortune 1000 clients across the country to proactively manage their health and welfare plans. He assists the employer in developing benefit strategies consistent with their corporate objectives, implementing the strategies, and developing monitoring tools and benchmarks from which to manage the plan in the future. Much of Dolstad's work includes design, pricing and financial analysis of comprehensive flexible benefit plans, managed care plans and consumer-driven health plans. He also supervises a team of analysts who measure, analyze and report on the SHPS Healthcare Service disease and case management program.

Dunks, Patrick

Patrick J. Dunks is a principal and consulting actuary with the Milwaukee office of Milliman. Dunk's area of expertise is in managed healthcare. He has assisted clients with Medicare contracting, medical cost estimates and projections, provider reimbursement strategies, product development, risk-sharing arrangements, provider negotiations, experience analysis, trend analysis, liability estimation, Medicaid contracting and managed workers' compensation programs. Dunk's has advised HMOs, PPOs, hospitals, medical groups, PHOs, Blue Cross/Blue Shield plans, and insurance companies.

Eber, Bridget

Dr. Bridget L. Eber is a senior healthcare strategy consultant and thought leader in Hewitt's Health Management Practice located at the firm's headquarters in Lincolnshire, Ill. Dr. Eber's accomplishments include the development of Hewitt's highly successful Pharmacy Practice. She currently leads Hewitt's consumer-driven healthcare strategies. Dr. Eber has delivered a number of presentations on integrating principles of pharmacy management and clinical management and on leveraging consumer empowerment and health management strategies. She has authored articles and has been quoted in several publications. She serves as an expert resource domestically and abroad to the investment community and healthcare industry groups.

Echols, Heidi

Heidi Y. Echols is a partner at the law firm of McDermott Will & Emery LLP and is based in the firm's Chicago office. As a member of the health department, her practice focuses on IT transactions and counseling and privacy and security issues. She is also a member of the firm's e-business group. Echols' practice provides legal counsel on technology ventures and day-to-day matters for companies in a broad range of industries, including health, financial, consulting and IT. She also analyzes and advises clients with respect to electronic and digital signatures and online contracting issues.

Esposito, Edward

Edward Esposito is vice president of IT systems delivery at Blue Cross Blue Shield of Massachusetts (BCBSMA). During his 17 years with BCBSMA, Esposito has been directly responsible for various outsourcing arrangements for all types of IT services. He has negotiated contracts for outsourcing services, which include data center, application support, Web infrastructure, network services, desk-top services and support, application development and the IT help desk.

Estes, Loretta

Loretta Estes is coordinator of cultural and linguistic services and a community affairs coordinator for Passport Health Plan. She is the Plan's primary advocate for members with limited English proficiency and other special communication needs and is responsible for the organization's ongoing compliance with Title VI of the Civil Rights Act, the CLAS Standards, and Section 504 of the Rehabilitation Act. She designed and developed Passport Health Plan's Provider Toolkit for Cultural and Linguistic Competency in Healthcare, which, in many instances, has provided medical and other human service practices with the foundation for developing their own cultural competency programs.

Foust, Robin

Robin F. Foust, BS, PAHM, is a health management specialist and principal at Zoe Consulting. She has developed successful health management programs implemented across the country. Foust works with health plans, disease and health management organizations, employers, and Medicare and Medicaid populations to both manage the health and human performance (productivity) of their covered populations and to seek solutions to rising healthcare costs. Her work includes the design of promising reward healthcare — pay-for-performance reimbursement models that are considered a viable solution to our nation's healthcare dilemma.

Fraser, Joseph

Joseph Fraser is a client delivery executive for Electronic Data Systems (EDS) in the U.S. Healthcare practice and has more than 15 years of healthcare and IT experience. As a client delivery executive, Fraser is responsible for strategic planning, achieving client objectives, employee satisfaction, financial management, and new business goals. In this position, he provides leadership to a staff of more than 200 employees and consultants. At the BCBSMA account, he created a process and structure that emphasized communication, process improvement, best practices and customer focus.

Frucci, Margaret

Margaret Frucci is the human resource manager at Ocean Medical Center, part of Meridian Health System. Frucci has launched many programs at Ocean Medical Center, including Commit to Get Fit and Fit to Win, and run many successful events. Frucci has been nationally certified as a senior professional in human resources since 1996 and is also a certified facilitator for Coaching for Performance, 360 Degree Feedback and Root Learning.

Graf, Mary Anne

Mary Anne Graf is vice president of women's and children's services for the Bon Secours Richmond Health System, one of 14 regions for Bon Secours Health System, Inc., the group of U.S. hospitals and healthcare institutions belonging to the multinational Bon Secours organization. She also consults internally for Bon Secours' American hospitals and organizations. Graf founded Health Care Innovations (HCI) in 1985 and continues to perform consulting with select clients. As president of HCI and a full-time principal consultant, Graf has personally led more than 600 of HCI's 800+ projects, in hospitals ranging in size from 60 beds to more than 1000.

Griest, Nancy

Nancy Griest is vice president of medical group services and chief information officer for Brown & Toland, and was previously their corporate director of IT. Prior to joining Brown & Toland, Griest was a senior manager with First Consulting Group where she worked with insurance companies, health plans, and provider organizations. Griest has 21 years of healthcare industry experience working in the hospital, third party administration, and consulting fields.

Hardy, Aaron

Aaron M. Hardy is the wellness coordinator for the Washoe County School District. The program he currently coordinates has received national recognition, including exposure at the first and second Steps to a Healthier US Summits in 2003 and 2004 and the 2001 Outstanding Program of the Year Award from the Public Risk Management Association. Hardy is also president and founder of Integrated Health & Wellness, which provides organizations with bimonthly or quarterly online behavior change programs and methods to secure funding for wellness efforts.

Hochberg, Stanley

Stanley Hochberg, MD, is chief operating officer and medical director at MedVentive (formerly Provider Services Network), a provider of Web-based utilization management and quality improvement systems to provider groups, self-insured employers and insurers. Dr. Hochberg has lectured and consulted nationally on healthcare technology, care management and quality improvement. He is an assistant clinical professor at Tufts University School of Medicine and a course director in their MD/MBA program. He is also on the faculty of the Tufts Managed Care Institute and the Tufts Managed Care Residency Program. He is a former chair of the Massachusetts Health Quality Partners Physicians' Council.

Hoffman, Angel

Angel Hoffman is the director of corporate compliance and of the HIPAA Program Office at the University of Pittsburgh Medical Center, a large integrated healthcare system in Pittsburgh. Hoffman is responsible for the development, implementation and ongoing monitoring of all aspects of HIPAA, including privacy and security. Hoffman has presented multiple HIPAA sessions including several National HIPAA Summits, a presentation for the International Association of Privacy Professionals and multiple local presentations.

Jones, Erika

Erika Jones, RN, BSN, is the asthma disease manager at Children's Mercy Hospital. She specializes in academic, clinical, evidence-based DM. Ms. Jones wrote and implemented a RWJ-funded grant for an inner-city, Medicaid-managed care company. The outcomes from this three-year program are published. She is an innovative leader of a multi-disciplinary team. She speaks nationally, regionally and locally.

Keckley, Paul

Paul H. Keckley, PhD, serves as executive director of the Vanderbilt Center for Evidence-based Medicine, leading a team of researchers focused on applications of evidence-based medicine in pay-for-performance programs, consumer-directed care and chronic disease management. He also lectures in the Vanderbilt School of Medicine and in the Vanderbilt Owen Graduate School of Management. He is the author of two books, *The Handbook of Healthcare Market Research* and *99 Questions You Should Ask Your Doctor and Why*. He is a member of the Society for Medical Decision Making, TennCare Reform Task Force and the Institute for Healthcare Innovation "Teaching Improvement" task force, as well as the director of Mercy Children's Clinics and senior advisor to HealthGate Data Corporation.

Kelly, Rebecca

Rebecca K. Kelly is the wellness manager for American Cast Iron Pipe Company (ACIPCO) in Birmingham, Ala. ACIPCO is a manufacturer of pipe for the water works, utilities and energy industries and is also listed in the Hall of Fame for Fortune Magazine's "100 Best Companies to Work for in America." During Kelly's 12 years of corporate health management, she has built the wellness program from the ground floor, with continued growth in participation and programming. The ACIPCO wellness program serves as a national model for corporate health programs, with more than 80 percent employee participation in the screening, educational, health, fitness and health management programs. Kelly has lectured and consulted nationally on wellness and health management.

Killilea, Terrance

Dr. Terrance Killilea is the vice president of pharmacy services for the Regence Group. He develops and manages formulary rebate contracting for the Regence Group and provides steering for the clinical management of the multi-state health plan. In addition, he directly manages pharmacy services for the states of Utah and Idaho. His area of development is data management systems and provider reporting. Dr. Killilea has authored several articles in scientific journals including *Clinical Pharmacology and Therapeutics*, *Therapeutic Drug Monitoring*, and *Gerontology*, as well as several textbook chapters.

Kirby, Michelle

Michelle Kirby is senior vice president of people and culture for Texas Health Resources (THR). THR is one of the largest faith-based, non-profit healthcare delivery systems in the United States. Kirby joined THR in 1990 and during her tenure has fulfilled a wide range of business leadership

assignments, including development of an integrated health and welfare program with a long-term measurement strategy, integrated disability management, total rewards focused programs and a wellness program. In addition to working for THR, Kirby is also on faculty with WorldatWork, the professional association for compensation, benefits and total rewards. With 20 years in the healthcare industry, she has directed all areas of human resources.

Kramer, Marilyn Schlein

Marilyn Schlein Kramer is president and chief executive officer of DxCG, Inc., where she oversees the strategic planning and execution of the company's mission to promote fair and efficient healthcare. Under her leadership, DxCG developed RxGroups[®], an innovative methodology that uses pharmacy data to predict total medical costs, and RiskSmart[™], a Web-based predictive modeling solution designed to meet the needs of both financial managers and clinicians.

Kuraitis, Vince

Vince Kuraitis, JD, MBA is a principal with Better Health Technologies. He has 23 years of healthcare experience in multiple roles for a variety of healthcare organizations, including hospitals, physician groups, medical devices, pharma, health plans, **DM**, e-Health, IT and others. Kuraitis is a board member of the Telemedicine Research Center. He is on the editorial advisory boards of Disease Management & Health Outcomes Journal, Home Healthcare Technology Report and the International Disease Management Alliance.

Laurent, Diane

Diane Laurent is senior vice president of business development and marketing for DxCG, Inc. She is responsible for DxCG's relationships with vendor partners and also conceptualized the application of the payment-focused DCG risk adjustment model to disease management. Previously, Diane was vice president of business development and client counseling in New England for McKessonHBOC/Access Health Group and national director of partnership management at Paradigm Health Corporation.

Lehman, Gregg

Gregg O. Lehman, PhD, is president and CEO of INSPIRIS, a healthcare management company. At the time of his contribution to this book, he was president and CEO of Gordian Health Solutions, a Tennessee-based company providing population health management products and services to U.S. employers, MCOs and healthcare providers. Gordian has consolidated health management industry components with proven track records and established a state-of-the-art tracking and measuring system for outcomes measurement.

Lenox, Erin

Erin T. Lenox, MPH, CEBS, is an associate with Hilb Rogal & Hobbs. She provides consulting advice in the areas of healthcare strategy and design, principles of consumerism, targeted health management opportunities, pricing and contribution strategies, and behavioral health strategy and

design. Lenox often assists clients with the evaluation and implementation of consumer-driven healthcare plans. In addition, she has advised clients on the use of technology to manage the long-term cost of health and productivity programs, to effectively influence the behavior of employees and their dependents, and to facilitate value-based purchasing.

Liederman, Eric

Dr. Eric M. Liederman is director of medical informatics at Kaiser Permanente Health Connect Northern California. At the time of his contribution to this report, he was the medical director of clinical information systems at the University of California Davis Medical Center. In that capacity he implemented an Electronic Medical Record (EMR) in the UC Davis hospital and clinics.

Little, Kerry

Kerry Little is a senior health coach at the Duke Center for Integrative Medicine at Duke University Health System. Little has more than 10 years of experience teaching and working with groups and individuals with a focus on improving their well-being. From corporate presentations to one-on-one sessions, Little has helped clients lose weight, stop smoking, reduce stress, become physically active and improve health and quality of life.

Lowenhaupt, Manuel

Dr. Manuel Lowenhaupt is a vice president in clinical transformation solutions for CapGemini. His focus is on leading the way for physician adoption of new information technology. His work includes redesign of clinical processes and creation of efficient utilization models. Prior to his consulting career, Dr. Lowenhaupt was a medical practice software developer and the co-founder of Boston Medical Systems (BMS). BMS developed interfacing, EMR and practice management products. Dr. Lowenhaupt also served as the medical director of Practice Management Systems, Inc.

Mangotich, Maureen

Dr. Maureen Mangotich joined McKesson Health Solutions in September 2004 as medical director of provider and community outreach. In this role, she works closely with McKesson's local medical advisors to develop and grow relationships between the staff of McKesson's Medicaid **DM** program and the physicians who treat beneficiaries. Dr. Mangotich is a board certified internist with more than 10 years of **DM** experience.

McConnell, Sue

At the time of her contribution to this book, Sue McConnell, RN was assistant vice president of First Health, which provides **DM** and chronic care management services.

Miller, Holly

Holly D. Miller, MD, MBA, has multiple responsibilities within the division of information technology at the Cleveland Clinic Foundation. As managing director of e-Cleveland Clinic, MyChart and MyMonitoring, Dr. Miller is responsible for the development and extension of the Cleveland Clinic **PHR** called

e-Cleveland Clinic: MyChart. Dr. Miller has more than nine years of experience in medical informatics and is a frequent presenter at national meetings on healthcare and technology.

Mills, John

John Mills is director of product development for HIP Health Plans, where he focuses on new products, especially in consumer-directed healthcare. He developed and launched HIP's first consumer-directed healthcare product, HIP myFund. Mills also works on new emerging technologies and e-commerce strategy as it relates to integrating HIP's award-winning technology with its new product offerings. Mills earlier served as director of federal relations at HIP from 1995 to 2000. Mills also has an extensive background in health policy, having worked in Congress for more than eight years, including six years as legislative director to Representative Eliot Engel of New York. He staffed HIP CEO Anthony L. Watson in his role as a member of the Bi-Partisan Commission on Medicare Reform.

Montijo, Michael

Michael F. Montijo, MD, MPH, FACP is senior vice president of government relations at Healthways. He supports business and product development at Healthways and their government relations arm. He has 27 years of experience in healthcare, including 15 years of private practice in internal medicine.

Moore, Barbara

Since 1995, Dr. Barbara J. Moore has been president and chief executive officer of Shape Up America!, a national campaign founded by former U.S. Surgeon General C. Everett Koop in 1994. The mission of Shape Up America! is to provide science-based information to the public, healthcare professionals, educators, policymakers and the media on healthy weight management achieved through healthy eating and increased physical activity. In 2003, the Institute of Medicine in Washington, D.C. appointed Dr. Moore to serve on its committee to develop an "Action Plan to Prevent Obesity in Children and Youth." She has also served since 2001 on a sub-committee to address the growing problem of weight management in the U.S. armed forces. From 1989 to 1993, Dr. Moore was chief nutritionist and primary technical policy advisor worldwide for Weight Watchers International, where she worked on technical issues with regulatory agencies at the federal, state and local level in both the United States and Canada.

Mungeam, Tracy

Tracy J. Mungeam is a managing consultant with Hilb Rogal & Hobbs. She provides consulting advice in the areas of financial analysis and funding arrangements, benefit plan design approaches, and group marketing strategies. Her experience includes marketing and implementation of group health, life, disability and flexible spending programs. Before joining Hilb Rogal & Hobbs, Mungeam worked as a senior account executive for a N.Y. benefits consulting firm. She also worked at UNUM Life Insurance Company in various financial

positions as well as in benefits, training national accounts personnel.

Navarro, Frederick

Frederick Navarro is the creator of PATH and the president and founder of the PATH Institute. With more than 14 years of marketing and market research experience, he is a nationally recognized expert in the application of attitude and behavior measures in the healthcare field. He has worked with hospital systems, HMOs, benefits management companies and market research firms.

O'Neil, Michael

Michael O'Neil is the vice president of strategic initiatives for HealthSpring, a \$1 billion holding company operating Medicare Advantage HMOs and independent physician associations. In this role, he works in partnership with the CEO to identify and address emerging opportunities in the healthcare industry. O'Neil's present focus is creating a new system of behavior change and care delivery that combines physician integration with the necessary point-of-care data and reporting systems to improve patient health outcomes.

Osband, Jerry

At the time of his contribution to this book, Dr. Osband was the chief medical officer (CMO) for SHPS. In his senior management role as CMO, Dr. Osband's primary responsibility included the oversight and management of clinical processes for utilization management, disease management and disability programs, as well as all clinical content, education and training.

Patterson, Leigh-Ann

Leigh-Ann Patterson, Esq., a partner in the litigation and healthcare groups of Nixon Peabody, focuses her practice on pharmaceutical litigation, medical privacy litigation, and HIPAA and regulatory compliance for companies in the pharmaceutical, medical device and biotechnology industries. Patterson founded Nixon Peabody's HIPAA Task Force in 2001 and advises healthcare organizations and major pharmaceutical companies on HIPAA compliance, as well as litigation risk management. She has experience in business transactions, regulatory compliance and clinical trials.

Quillian-Wolever, Ruth

Dr. Ruth E. Quillian-Wolever is a clinical health psychologist and the clinic director at the Duke Center for Integrative Medicine (DCIM). She specializes in the connection between stress and health and the application of integrative techniques for lifestyle change. Dr. Quillian-Wolever was formerly the director of the health psychology component of the Duke Diet and Fitness Center, Duke University Executive Health Program, and Duke Health and Fitness Center (collectively known as the Duke Center for Living).

Reed, Roger

Roger Reed is the executive vice president for market operations at Gordian Health Solutions. He has more than 30 years of experience in healthcare, including: family practice,

geriatrics, substance abuse treatment, health promotion management and research, healthcare administration, healthcare network development, education and publishing. Prior to joining Gordian, Reed was a partner in SLR Ventures, Inc., a healthcare venture company that successfully founded five healthcare-related companies during a span of seven years.

Rice, Maddy

At the time of her contribution to this book, Maddy M. Rice, BSN, MA, ACRN, was area vice president for training and development at CorSolutions, a customer-centric health intelligence and solutions company. In this role she oversaw all functions of the education department, which provides comprehensive new employee orientation and continued professional development training for more than 500 clinical, corporate and sales employees.

Ruelas, Frank

At the time of his contribution to this book, Frank Ruelas was the compliance officer for Gila River Health Care Corporation (GRHCC). Ruelas' responsibilities included the administration of all organizationally based efforts undertaken to comply with the **HIPAA** regulations. Ruelas is a member of several local, state and national organizations and often speaks on issues related to corporate compliance and compliance program implementation.

Rutkowski, Barbara

Barbara E. Rutkowski, EdD, is medical manager at St. Mary's Managed Care Services. She has been active in community affairs, has spoken at CDC and HCFA conferences and has served on JCAHO and URAC advisory groups in managed care. Her experience includes being director of hospital quality and utilization management, university faculty positions at the University of Florida and the University of Evansville, and work as a hospital leader and assistant director. She also spent several years as a consultant and professional writer prior to developing the medical management program at St. Mary's.

Schlough, Cynthia

Cynthia Schlough is the manager of strategic connections at the Alliance.

Schneider, Nina

Nina M. Schneider, BSN, RN, is the nurse manager for cardiac telemetry at PinnacleHealth System in Harrisburg, Penn. She is developing the process for ensuring that the health system is meeting the quality indicators for congestive heart failure. Schneider has a solid background in cardiac care. The majority of her 17 years in nursing have been spent in a hospital cardiac monitoring unit where she doubled as a preceptor and triage nurse, assisted with quality assurance audits, and was chairman of the patient education committee.

Schwarz, Milton

Dr. Milton Schwarz is regional medical director for Aetna, where he has led the west region through six NCQA accreditations, including two "excellent" ratings. Prior to

joining Aetna, Dr. Schwarz was president of Premier IPA, a Southern California group of 350 primary care and specialty physicians, and was vice chairman of the department of pediatrics at the University of California, Irvine. A fellow of the American Academy of Pediatrics and the American College of Physician Executives, Dr. Schwarz is also a past president of the California chapter of the American Academy of Pediatrics.

Sechrist, Bonnie

At the time of her contribution to this book, Bonnie Sechrist, RN, BSN, was director of clinical programs at Health Management Corporation (HMC). There she was responsible for the development and management of the clinical components of the health management programs at HMC, a wholly owned subsidiary of Wellpoint, Inc. Sechrist led the development of DM programs focused on diabetes, cardiovascular disease and respiratory illness, depression vascular risk and a number of other chronic conditions.

Shoor, Jonas

Jonas Shoor is a managing consultant for Electronic Data Systems (EDS).

Sigwalt, Marlene

Marlene Sigwalt, RN, MSPH, CCIS, is director for clinical quality management at Humana's Innovation Center. With more than twenty years of clinical experience, Sigwalt brings an in-depth knowledge of professional medical coding systems and has played an integral role in the development of the predictive model, having filed one American and one international patent. She has also researched, developed and conducted clinical studies for major pharmaceutical firms.

Simpson, Peter

Peter Simpson is the president of Segmedica. Most of his career has been spent in the specialty chemical, pharmaceutical, medical device and biotechnology areas. Simpson has been the chief financial officer of several companies as well as a strategic planning executive for businesses earning up to \$2.5 billion of revenue, plus acquisitions and divestments. He is a member of the Royal Institute of Chartered Management Accountants.

Smith, Scott

At the time of his contribution to this book, Scott P. Smith, MD, MPH, was the vice president and chief medical officer of First Health. He joined First Health's senior management staff in 1991 to oversee the daily operations of medical directors and other staff. He was responsible for all medical/surgical admission and concurrent review activity within the utilization review department and for the development of medical policy. In 2003 he was promoted to the position of chief medical officer, in which he oversees the company's group health and workers' compensation clinical management strategies, physician services and clinical policy development.

Smith, Thomas

At the time of his contribution to this book, Thomas M. Smith, RN, MA, CPHQ, was the director of maternity programs

at Health Management Corporation (HMC). Smith directed the overall operations of HMC's Baby Benefits® maternity management program and its preconception and parenting components. He also educated and developed HMC's clinical team and maintained HMC's clinical knowledge base to control program quality and efficiency.

Stankaitis, Joseph

Joseph Stankaitis, MD, MPH, has been chief medical officer of the Monroe Plan for Medical Care, a Medicaid managed care organization in Rochester, N.Y., with 88,000 enrollees, since 1997. Dr. Stankaitis is a fellow of the American College of Physicians and the American College of Physician Executives. He is an active reviewer and faculty member for the National Committee for Quality Assurance and is former chair of its reconsideration committee as well as a current member of the review oversight committee.

Styf, Dan

Dan Styf is the director of learning and innovation at the Alliance of Community Health Plans (ACHP). He joined ACHP in 2002. In this role, Styf develops shared learning programs for ACHP members to benchmark and improve the quality of care they deliver and the effectiveness of their operations. He is also responsible for leading ACHP's health services research agenda, focused on assessing variation in the quality of care and service across delivery systems, geography and organizational structures.

Sullivan, Sean

Sean Sullivan, JD, is co-founder, president and CEO of the Institute for Health and Productivity Management. The Institute works with major stakeholders in healthcare — purchasers, providers and health plans — to create greater value for employers as measured by improved employee health and performance in the workplace. Mr. Sullivan previously was president and CEO of the National Business Coalition on Health for five years. During that time, the Coalition's membership grew to more than 100 employer coalitions representing 8,000 employers in 40 states and became the leader of the employer-driven movement toward a value-based healthcare system. He previously spent 10 years as a Washington-based policy analyst, as a fellow at the American Enterprise Institute and as executive vice president of New Directions for Policy.

Taffel, Bruce

Bruce H. Taffel, MD, is chief medical officer of government business and emerging markets for BlueCross BlueShield of Tennessee and chief medical officer for SharedHealth, a wholly owned health IT subsidiary. He is a physician analyst and a leader in various health information initiatives. Dr. Taffel also assists with quality management and network performance incentives and improvement. He is a member of the American College of Physician Executives and the American College of Obstetricians and Gynecologists.

Thompson, Michael

Michael Thompson is a principal in the New York practice of PricewaterhouseCoopers LLP. He has more than 25 years of experience in healthcare and employee benefits strategy development and implementation, design, financing, pricing, operations and analysis. Thompson consults with major employers and health plans on the design and execution of healthcare strategies, including healthcare consumerism, integrated health management, defined contribution retiree health, supply chain performance management and human capital effectiveness.

Thompson, Wayne

Wayne Thompson is the vice president of information services and technology at the University of Medicine & Dentistry of New Jersey. His career in information services spans 20 years. He also serves on several professional committees, including the Group on Information Resources Benchmark Committee of the Association of American Medical Colleges (where he is chairman) and the Philadelphia board of directors of the Society for Information Management.

Toney, Sam

Dr. Sam Toney is vice chairman and chief medical officer at Health Integrated as well as its founder. He is board-certified in psychiatry as well as in utilization review and quality assurance. He has served as the national medical director for one of the 10 largest managed behavioral healthcare organizations in the nation. Dr. Toney also assisted in the development of multi-specialty IPA and primary care networks throughout the country. These experiences led him to the knowledge that community-based provider networks could be developed and organized so that providers could be in a position to manage the care their patients received.

Trombly, Tanya

Tanya Trombly is the director of provider support at Blue Cross Shield of Massachusetts. Trombly has more than 20 years of experience in the implementation of administrative simplification, health management and reporting system initiatives including HIPAA transactions and code sets, online patient and physician communication tools and HEDIS. She is also leading the implementation of the National Provider Identifier at BCBSMA.

Watson, Annette

Annette Watson, RN, CCM, MBA, joined URAC as senior vice president in 2001. She is a renowned expert and thought leader on quality and patient safety in medical management in the United States. Watson was a long-standing member and a past chair of the URAC Standards Committee before joining the organization as staff. A frequent presenter at national conferences, Watson speaks and writes on behalf of URAC on quality issues and contributes a regular column, "Inside the URAC Standards," for the Journal of Care Management.

Wenneker, Mark

Mark B. Wenneker, MD, MPH, is the consulting manager for the Bard Group, LLC. He is a board-certified general internist who serves as a physician leadership, organizational and quality improvement consultant. In this capacity, Dr. Wenneker provides physician leadership development and clinical process improvement consulting to medical staffs, hospitals, health plans and managed care organizations. Prior to joining the Bard Group, he served as the medical director for the department of healthcare quality at the Beth Israel Hospital in Boston, where he developed the medical center's clinical quality management program. Subsequently, he served as the medical director of CIGNA Healthcare of Massachusetts, Inc., responsible for the medical and quality management program of this regional managed care organization.

Woodburn, James

James "Woody" Woodburn, MD, MS, is the chief medical officer for MinuteClinic. At the time of his contribution to this book, he was medical director of national accounts and the corporate medical director at Blue Cross and Blue Shield of Minnesota. He has served as the chairman of the Blue Cross Blue Shield Association's National Medical Management Forum, the largest group of managed care physician and healthcare professionals in the United States. He has also worked in specialty care networks, such as alternative and complementary medicine, cardiac, chiropractic, and occupational and worker's compensation issues.

Xistris, Mark

Mark Xistris is director of provider relations and health information for the Alliance, an employer-owned-and-directed healthcare purchasing cooperative located in southern Wisconsin, serving 160 ERISA employers and their 90,000 employees and dependents. He is responsible for managing the Alliance provider network, designing the provider reimbursement mechanisms, and coordinating financial and quality analyses for both internal and external customers. Mr. Xistris is also a member of the Leapfrog Group's incentives and rewards pad, which provides input on financial and other incentives for Leapfrog purchasers to use with providers.

Zhang, Yan

Dr. Yan Zhang is a research scientist at Humana, Inc. His research interests are predictive modeling, pattern recognition, machine learning and statistical signal processing, and he has written on these subjects for a number of publications. Currently he is applying different technologies in healthcare solutions. Prior to joining Humana, he was a research scientist at Duke University on DARPA-funded intelligent sensing projects.

Zimmerman, Eric

Eric Zimmerman, senior vice president of marketing at RelayHealth, has more than 15 years experience building and launching interactive health communication products. Prior to joining RelayHealth, Eric led consumer product marketing for MedicaLogic/Medscape, which produced award-winning content portals and online connectivity resources.

Zimmerman started the online/interactive products group at consumer health information leader StayWell, a subsidiary of Vivendi Universal Publishing Company, where he launched products aimed at physician, hospital, managed care and employer markets. He also was a founding employee of the Johnson & Johnson health management business unit and later served as western regional sales director for Johnson & Johnson's Health Care Systems' consulting and services group.