

BIOGRAPHIES of Speakers & Panelists

Karen M. Bell M.D., M.M.S. is Director, Division of Quality Improvement Policy for Ambulatory and Chronic Care, Centers for Medicare and Medicaid Services.

Dr. Bell is a board certified internist with extensive experience in office practice, public health, academic medicine, physician support, and the commercial health insurance sector. She joined CMS in October, 2004 after developing successful payer contracting models in two states which provided financial support for the adoption of clinical health information technologies in physician offices. Her previous position with Partners Health Care in Boston provided the opportunity to work with a number of the physician groups affiliated with Massachusetts General and Brigham and Women's Hospital.

She graduated from Pembroke College and Tufts University School of Medicine and trained at the Harvard teaching hospitals in Internal Medicine. She spent two years at Toronto General Hospital and finished an infectious disease fellowship at the University of Chicago before accepting an appointment at the University of Rochester and the Dept. of Public Health in Rochester, NY. While in Rochester, Dr. Bell was a co-Principal Investigator on the Medicare Demonstration Project that led to coverage of influenza vaccine for Medicare beneficiaries.

When first relocating to Boston, she was an Instructor at Harvard Medical School, teaching in the second year core curriculum, while practicing as an internist at Massachusetts General Hospital and serving as an Associate Medical Director at Harvard Community Health Plan. She maintains licensure in both Massachusetts and Maine, and continues to reside in Massachusetts with her husband, a cardiologist at MGH. She is an active member of the Massachusetts Medical Society.

Ken Bertka, M.D. is Regional Medical Director of Information Services for Mercy Health Partners based in Toledo, Ohio. Dr. Bertka is a family physician who has practiced in Toledo for over 19 years. He is a graduate of the University Of Cincinnati College of Medicine and the Medical College of Ohio/St. Vincent Mercy Medical Center Family Practice Residency Program where he served as chief resident. He completed a Primary Care Fellowship at Michigan State University. Dr. Bertka has a long-standing interest in the practical application of information technology to the daily practice of medicine. For several years, he coordinated medically-related computer classes at the American Academy of Family Physician's Scientific Assembly. He has served on multiple AAFP committees related to electronic health records and his practice was a demonstration site for implementation of an Internet-based EHR. Presently, he is Co-Chair of the EHR Physician Design Committee involved in the implementation of an inpatient EHR across the Mercy system and is involved in the planning for a Regional Health Information Organization in the Toledo area. Dr. Bertka is a past president of the Ohio Academy of Family Physicians and a Delegate to the AAFP from Ohio.

William Braithwaite, M.D., Ph.D. serves as the chief clinical officer for the eHealth Initiative and its Foundation, providing clinical and technical insight into the programmatic and evaluation activities of the organization, particularly those focused on policies for information sharing and technical aspects of IT adoption and health information exchange. Dr. Braithwaite has dedicated

his whole career to improving the quality and efficiency of health care for patients and practitioners. He was one of the authors of the Administrative Simplification Subtitle of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and a major contributor to the subsequent regulations setting federal standards for transactions, code sets, identifiers, security, and privacy of personal health information. Recently, he staffed the President's Information Technology Advisory Committee (PITAC) to help produce their June 2004 Report, "Revolutionizing Health Care Through Information Technology." At regional, national, and international meetings, he makes presentations exploring current issues of health information technology and is frequently introduced affectionately as, "Doctor HIPAA".

A pioneer in the field of medical informatics, Dr. Braithwaite envisioned a critical role for computers in clinical practice as a medical student at the University of Chicago. After his graduation, residency, and military service, he followed that vision to get a doctorate in Medical Information Science from the University of California, San Francisco. Until 1996, he was Associate Professor and Head of the Section on Medical Informatics, which he established at the University of Colorado, School of Medicine. On a health policy sabbatical with the U.S. Senate Finance Committee health staff in 1994, he was able to promote his vision by working with an industry coalition to develop the legislative language that became the Administrative Simplification Subtitle of HIPAA. In late 1994 he was asked to work with the U.S. Department of Health and Human Services (HHS) to continue development in the area of health information standards as Senior Advisor on Health Information Policy in the Office of the HHS Secretary. After 7 years at HHS, he served from 2001 to 2003 as National Director of HIPAA Advisory Services in the Washington DC office of PricewaterhouseCoopers (PwC) and then practiced as an independent consultant in health information policy and strategic planning from 2003 to 2005.

R. Reed Fraley, Senior Vice President, Ohio Hospital Association, works to enhance OHA's relationships with the fourteen largest health systems throughout Ohio and develop programming for hospital trustees. Prior to joining the OHA staff in 2004, Reed retired as CEO of the Ohio State University (OSU) Health System and OSU vice president for health services. During Reed's tenure, the Health System was consistently recognized in *US News & World Report's* Best Hospitals, *Solucient's* Top 100 Hospitals, and *Modern Healthcare's* Most Wired Hospitals. He has also held the position of CEO of Presbyterian Hospital of Dallas and various other senior administrative positions throughout the country. Additionally, Reed has served as chair of the OHA Board of Trustees and of the University Healthsystems Consortium Board of Trustees. He currently chairs the AccessHealth Columbus (Ohio) Board and is a member of the OSU Self-Insurance Board, the Med-Ohio Health Homecare Services Board, and the Mental Health Association Board of Franklin County. Reed earned his master of science in health services administration at The Ohio State University and his bachelor of science in engineering from the U.S. Military Academy at West Point, NY. Reed and his wife, Mel, have four grown children and seven grandchildren. Reed is also the weekend waiter in Mel's Bread and Breakfast in their hometown, Granville, Ohio.

William D. Hayes, Ph.D., President of the Health Policy Institute of Ohio, has nearly 20 years of experience in policymaking, research, and teaching about health care issues. He most recently served as Assistant Deputy Director for Policy and Operations in the Office of Ohio Health Plans

in the Ohio Department of Job and Family Services, where he helped to direct Ohio's Medicaid program.

Prior to that job, he was the Deputy Director for Policy, Planning, and the Ohio Health Care Data Center at the Ohio Department of Health. Dr. Hayes also is adjunct faculty at the Ohio State University School of Public Health, where he teaches courses on health policy. He earned his Ph.D. in Political Science from Northwestern University and has taught at Northwestern University, Marquette University, Franklin University, Columbus State Community College, and the Ohio State University.

Thomas J. Hickey is the Executive Director of the Tri-River Employers Healthcare Coalition a non-profit corporation dedicated to improving healthcare value in the Dayton, Ohio area. He is responsible for the management of all projects, programs and the day-to-day operation of the Coalition.

Tri-River members include corporations, universities, law firms, government entities, and hospitals. Before joining Tri-River, Tom served as the Director of Business Development for Drake Hospital, a Long-Term Acute Care Hospital in Cincinnati, Ohio. Previously he was the Regional Director of Physician Services the Franciscan Health System of Southwest Ohio and was the Director of Physician Services and Managed Care for St. Elizabeth Medical Center in Dayton, Ohio.

John F. Jesser, Vice President HealthCare Management Northern and Central Ohio, Anthem Blue Cross and Blue Shield, manages all health-care-related functions, including creating and maintaining relationships with physicians and hospitals in Anthem's northern and central Ohio networks. He specifically focuses on working with physicians and hospitals to improve care, measure quality and control cost for Anthem's 1 million members in northern and central Ohio. Previously, Mr. Jesser served for more than 18 years in various management positions within the health care field in Ohio.

Mr. Jesser has a Bachelor of Science degree in mass communications from Miami University in Oxford, Ohio and an MBA from Cleveland State University. He is a member of Beta Gamma Sigma, an academic society for business school graduates.

Mr. Jesser has served as past Chairman of the American Heart Association-Cleveland Metro Division, he is a member at large for the American Heart Association's Ohio Valley Affiliate (OH, KY, WV), and is a member of the Leadership Cleveland Class of 2000.

Stephanie J. Jursek, J.D., is the Project Manager for the OHHIT Project on behalf of the Health Policy Institute of Ohio. Stephanie has over 15 years of healthcare, legal and insurance experience. Her focus areas include operations, public policy and medical professional liability. Throughout her professional career, Stephanie has been proactively involved with community and healthcare related non-profit organizations whose constituents comprise of children and underserved populations.

Stephanie received her BA cum laude at Duquesne University and JD at the University of Akron, School of Law. She was admitted to the Ohio Bar in 1986 and the Pennsylvania Bar in 1987. She is currently a member of the Ohio State Bar Association and the Society of Ohio Healthcare Attorneys.

Brian F. Keaton, M.D., FACEP, is a recognized leader in the fields of emergency medicine, medical education, medical informatics, organized medicine, and government affairs. He trained in emergency medicine and is core faculty at Summa Health System's Department of Emergency Medicine. He directs the Summa Center for Emergency Medical Informatics, chairs the system's CME program, and serves on the Summa System Improvement/ Patient Safety and Information Technologies Steering Committees. He serves on the board of the eHealth Initiative and the Connecting for Health Steering Committee and is leading an effort to create a RHIO in northeast Ohio. Dr. Keaton is a Professor of Clinical Emergency Medicine at the Northeast Ohio Universities College of Medicine (NEOUCOM). He was recently elected President-Elect of the American College of Emergency Physicians (ACEP). An involved member of his community, he serves as Medical Director for his local EMS system, carrying a pager and often responding to emergency calls. Dr. Keaton is a tireless worker who has been the recipient of several prestigious awards.

Janet Marchibroda, M.B.A. leads the eHealth Initiative and its Foundation as Chief Executive Officer. Ms. Marchibroda also serves as the Executive Director of Connecting for Health, a public-private sector initiative funded and led by the Markle Foundation and supported by the Robert Wood Johnson Foundation which is designed to catalyze actions on a national basis to create an interconnected, electronic health information infrastructure. Prior to the eHealth Initiative, Ms. Marchibroda co-founded and served as Chief Operating Officer for two health care information organizations, one which focuses on providing patient safety and compliance information to physicians and the other--a Bertelsmann AG subsidiary--which focuses on providing electronic publishing services to the payer community to better meet consumer information needs. She also served as the interim Chief Operating Officer for the National Coalition for Cancer Survivorship (NCCS).

Prior to NCCS, Ms. Marchibroda served as the Chief Operating Officer of the National Committee for Quality Assurance, an organization devoted to evaluating and improving the quality of health care for Americans--where she was responsible for accreditation of healthcare organizations; certification of healthcare information services; development and delivery of education programs; development of the national healthcare quality measures (HEDIS) database and related report cards and other information products; and administrative functions such as strategic planning, human resources, finance, development and administration. She holds a B.S. in Commerce from the University of Virginia and an MBA with a concentration in organization development from George Washington University.

Dawn Mays is currently employed at Vanderbilt Medical Center as the Security & Privacy Project Manager for the Mid-South eHealth Alliance initiative. The Mid-South eHealth Alliance is charged with implementing a regional data sharing project in the southwest region of Tennessee and includes patient data from multiple health care providers for use in an emergency department demonstration.

In 2004 and 2005, Dawn provided project management consultation for CNA Insurance in Chicago, Illinois. The CNA engagement was focused on two compliance projects related to the acquisition of the Nashville-based CNA subsidiary. From 2000 to 2005, Dawn served as a Senior Project Manager in the IT Infrastructure division of HCA in Nashville, TN. HCA is a national hospital administration company which manages approximately 180 in-patient facilities.

Prior to her tenure at HCA, Dawn spent 10 years working in the financial services industry as an Information Technology Development Manager, concentrating on the Trust Investment and Retail Brokerage. Dawn was employed by First American National Bank and AmSouth Bank.

Philip Powers, B.G.S., Director of Health Informatics at the Health Policy Institute of Ohio, has a broad background in Accounting, Information Systems, Automation Engineering, Public Health, and Health Insurance. He was born and raised in Kansas (no Oz jokes, please), graduating from Wichita State University. After an extended academic career, he spent four years in California, working at the University of California, Davis Accounting Office. He has resided in Columbus, Ohio for the twenty-odd years since, and has had a varied work life in both the public and private sectors.

Emily Welebob R.N., M.S. serves in a leadership role for the “knowledge delivery” functions of both the eHealth Initiative and its Foundation, leading state and regional initiatives, and technical assistance supporting states, regions and communities across the United States. She also plays a critical leadership role in the Agency for Healthcare Research and Quality National Resource Center for Health Information Technology. Welebob is a nationally recognized expert in health information management and technology with more than 15 years of experience. She has published, lectured and researched in the areas of clinical informatics and healthcare information technologies.

Ms. Welebob has broad knowledge of patient safety and quality of care, health care market trends, and clinical information systems. Prior to joining eHI, Ms. Welebob was a Director at First Consulting Group (FCG), a consulting group for healthcare providers, health plans, government healthcare, pharmaceutical and life sciences organizations. She played a principal role in the development of patient safety services at FCG in developing, leading, and managing services and projects inclusive of patient safety, medication management, and advanced clinical information systems, including computerized physician order entry. She facilitated strategic information management planning initiatives for a variety of healthcare organizations, ranging from small community-based hospitals to large integrated delivery systems. Additional areas of expertise include information technology enabled process redesign, strategic planning, procurement, and implementation management. Over the years, she has served as the lead executive for various health provider engagements.

Prior to her healthcare consulting work, Ms. Welebob was a registered nurse for 10 years with experience in nursing leadership, and delivering patient care in intensive care, trauma, and emergency departments. Her educational background includes a Bachelor of Science in Nursing from Marymount University, Virginia and a Master of Science, Nursing Informatics, from the University of Maryland, Baltimore, Maryland.

Jon White, M.D. is a family physician and portfolio manager for health IT at the Agency for Healthcare Research and Quality. He received his M.D. from the University of Virginia and trained as a resident at Lancaster General Hospital in Pennsylvania, where he received the AAFP/Mead Johnson Award for Graduate Education. He has experience in healthcare IT development and implementation in the ambulatory and acute settings, and was previously CMIO and associate residency director of Lancaster General Hospital. Jon is active in the AAFP, AMIA and HIMSS. His interests include practical application of IT to improve healthcare and medical history.