

# Aligning Health IT and Health Reform:

## *Achieving an Information-Driven Health Care System*

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## *Speaker Bios*

### **Zoë Baird**

#### **President, Markle Foundation**

Zoë Baird is president of the Markle Foundation, a private philanthropy that focuses on using information and communications technologies to address critical public needs, particularly in the areas of health care and national security.

Ms. Baird's career spans business, government, and academia. She has been senior vice president and general counsel of Aetna, Inc., a senior visiting scholar at Yale Law School, counselor and staff executive at General Electric, and a partner in the law firm of O'Melveny & Myers. She was associate general counsel to President Jimmy Carter and an attorney in the Office of Legal Counsel of the Department of Justice. She served on President Clinton's Foreign Intelligence Advisory Board from 1993 to 2001 and on the International Competition Policy Advisory Committee to the Attorney General. Ms. Baird served on the Technology & Privacy Advisory Committee to the Secretary of Defense in 2003 to 2004 and Co-Chairs with Jim Barksdale the Markle Task Force on National Security in the Information Age. She participates in the Steering Committee of Markle's Connecting for Health initiative, and is on a number of non-profit and corporate boards, including the Chubb Corporation, Boston Properties, and the Brookings Institution.

### **Christine Bechtel**

#### **Vice President, National Partnership for Women & Families**

Christine Bechtel is the Vice President of the National Partnership for Women & Families, a non-profit consumer advocacy organization based in Washington DC. The National Partnership has been the driving force behind some of the country's most important policies and initiatives –the Family and Medical Leave Act, the Pregnancy Discrimination Act, and the Americans for Quality Health Care project.

Bechtel was previously Vice President of the eHealth Initiative (eHI), where she led the organization's membership, public policy and government relations work. She has a background in health care quality improvement from her work with the American Health Quality Association and Louisiana Health Care Review, a Medicare Quality Improvement Organization (QIO). As a Senior Research Advisor at AARP, Bechtel conducted public opinion studies with consumers regarding their views on national political issues. She began her career as a Legislative Associate for United States Senator Barbara A. Mikulski (D-MD), where she focused on legislative issues ranging from women's health and stem cell research to Medicare and Social Security.

### **Hunt Blair**

#### **Deputy Director for Health Care Reform, Office of Vermont Health Access, Agency of Human Services, Vermont**

Active in Vermont health and Medicaid policy since 1992, Hunt Blair joined the Douglas administration in January, 2009 to support Susan Besio in her new role as Director of the state Medicaid Agency and Health Care Reform. Previously, Hunt served as Vermont Director of Public Policy at Bi-State Primary Care

Association, where he oversaw expansion of Vermont's community health center program from two FQHC grantees operating seven sites in 2002 to eight FQHC grantees operating 40 sites today. Hunt created the Vermont Rural Health Alliance, a HRSA Office of Rural Health Policy funded network, to bring Vermont health reform policy into practice by supporting implementation of Vermont's reform initiatives at the state's community health centers, rural health clinics, and Critical Access hospitals.

Hunt had a "front row seat" at the legislature for the creation and refinement of Vermont's landmark health care reform legislation, playing a key advisory role in drafting bills and setting policy, and continues to work closely with the legislature in his new role, embodying the bi-partisan, collaborative approach the Douglas administration has taken with the legislature to advance the goals of expanding coverage and access, improving quality, and controlling costs.

The New England Rural Health Roundtable awarded Hunt its Leadership Award in 2008 for his work on Vermont health care reform, and he speaks frequently at national and regional meetings and conferences. In addition to his policy work, Hunt is a licensed Nursing Home Administrator, developed and secured a Certificate of Need for a multi-level, long term care center spanning public housing and assisted living to skilled nursing, managed projects for rural hospitals, and also represented Vermont long term care providers as Deputy Director of the Vermont Health Care Association. He graduated with an A.B. Honors degree in Semiotics from Brown University in 1983 and has been "deconstructing" and conducting post-structural analysis of health care systems ever since.

### **David Blumenthal, MD, MPP**

#### **National Coordinator for Health Information Technology, Office of the National Coordinator for Health Information Technology, Department of Health and Human Services**

David Blumenthal, MD, MPP, was appointed on March 20, 2009, as the Obama Administration's choice to serve as the National Coordinator for Health Information Technology. As National Coordinator, Dr. Blumenthal leads the implementation of a nationwide interoperable, privacy-protected health information technology infrastructure.

Dr. Blumenthal previously served as a physician and as the director of the Institute for Health Policy at The Massachusetts General Hospital/Partners HealthCare System in Boston, Massachusetts. He was also the Samuel O. Thier Professor of Medicine and Professor of Health Care Policy at Harvard Medical School.

From 1987-1991 he was Senior Vice President at Boston's Brigham and Women's Hospital, a 720-bed Harvard teaching hospital. From 1981 to 1987 he was Executive Director of the Center for Health Policy and Management and Lecturer on Public Policy at the John F. Kennedy School of Government at Harvard. During the late 1970s, Dr. Blumenthal was a professional staff member on Senator Edward Kennedy's Senate Subcommittee on Health and Scientific Research. He served as chief health adviser to the Dukakis Presidential campaign and a senior health adviser to the Obama for President Campaign.

He is a member of the Institute of Medicine of the National Academy of Sciences, and formerly served as a National Associate of the National Academy of Sciences and on several editorial boards, including the American Journal of Medicine and Journal of Health Politics, Policy and Law. In the past, he has also served on advisory committees to the National Academy of Sciences, the Institute of Medicine, the National Academy of Social Insurance, the Open Society Institute and other foundations.

Dr. Blumenthal was the founding chairman of Academy Health (formerly the Academy for Health Services Research and Health Policy), the national organization of health services researchers. He was also the Director of the Harvard University Interfaculty Program for Health Systems Improvement. He is recipient of the Distinguished Investigator Award from Academy Health, and a Doctor of Humane Letters from Rush University for the Health Sciences. He has served as a trustee of the University of Chicago Health System and the University of Pennsylvania Health System (Penn Medicine).

## **Carol C. Diamond, MD, MPH**

### **Managing Director, Markle Foundation Chair, Connecting for Health**

Dr. Diamond directs the Health Program of the Markle Foundation and chairs Markle Connecting for Health, a public-private collaborative working to realize the full potential of information technology in health and health care in the United States. Markle Connecting for Health engages more than 100 diverse organizations and institutions in an approach rooted in core values, including achieving medical excellence, fostering patient participation, and protecting personal privacy.

Dr. Diamond has testified before Congress on behalf of the Markle Foundation and works with many private sector groups, government agencies, and health information technology bodies. Dr. Diamond played a role with federal agencies and the health IT community in the development of [www.KatrinaHealth.org](http://www.KatrinaHealth.org), a secure web site that made prescription medication histories available to doctors and pharmacists caring for evacuees whose medical records were destroyed in the hurricane.

Before joining the Markle Foundation, Dr. Diamond was president of U.S. Quality Algorithms® (USQA®), Aetna U.S. Healthcare's performance measurement affiliate. As USQA's president, she led a 400-employee business unit that developed and deployed sophisticated clinical and financial information products and services. Prior to joining USQA, Dr. Diamond was a consultant for Johnson & Johnson Health Care Systems and the Robert Wood Johnson Foundation. Dr. Diamond sits on the American Academy of Family Physicians (AAFP) Public Advisory Board, the Electronic Health Record Safety Institute (EHRSI) Advisory Board of the Geisinger Center for Health Research, and is a member of the IPRO Advisory Board for the Centers for Medicare & Medicaid Services Doctor's Office Quality-Information Technology (DOQ-IT) project in New York. Dr. Diamond earned her dual B.A./M.D. at the Medical School of the State University of New York at Brooklyn and her master's degree in public health at the University of Medicine and Dentistry of New Jersey of Rutgers University.

## **Steven D. Findlay, MPH**

### **Senior Health Policy Analyst, Consumers Union**

Steven Findlay is a Senior Health Policy Analyst at Consumers Union, the non-profit publisher of Consumer Reports magazine. He tracks and develops policy on a range of health care issues, with special focus on: health insurance, provider accountability, clinical care quality improvement, comparative effectiveness research, health information technology, FDA and prescription drug issues. Steve also works with CU's newly launched Health Ratings Center, the division of CU and Consumer Reports responsible for rating medical products and health care services. He joined Consumers Union in August 2004 as the Managing Editor of Consumer Reports Best Buy Drugs, a unique experiment in presenting consumers with information that compares drug treatment for over 20 medical conditions. Prior to joining CU, from 2000 to 2004, Steve was Director of Research and Policy at the National Institute for Health Care Management in Washington D.C. In 1998-99, Steve was Senior Policy Analyst at the National Coalition on Health Care (NCHC), also in Washington. His work in both those positions focused on health reform, health insurance coverage, health care cost issues, Medicare, quality of care, and health information technology. Prior to 1998, Steve had a 20-year career as medical and health care journalist and editor. He worked at both trade and mass media publications, including USA TODAY, U.S. News & World Report and Business & Health magazine. Steve did his undergraduate work at the University of Colorado and has a Masters Degree in Public Health from Johns Hopkins University.

## **David Lansky, PhD**

### **President & CEO, Pacific Business Group on Health**

David Lansky, PhD, joined the Pacific Business Group on Health (PBGH) in February 2008. He previously served as Senior Director of the Health Program at the Markle Foundation (NY) from 2004 to 2008. His work there focused on accelerating the adoption of interoperable health information technology

throughout U.S. health care, with a particular emphasis on ensuring that patients and consumers have access to and control over their information and can participate fully in the redesign of the health care system. Prior to coming to Markle, Lansky was President of the Foundation for Accountability (FACCT) from 1995 to 2004.

A nationally-recognized expert in accountability and quality measurement, Lansky is serving on the HIT Policy Committee and the California Health Information Exchange Advisory Board. He has also served as a board member or advisor to numerous health care projects and programs, including the National Quality Forum, the Joint Commission on Accreditation of Healthcare Organizations, the National Patient Safety Foundation, the Leapfrog Group, the Medicare Beneficiary Education Advisory Panel, and the American Health Information Community (AHIC).

Before coming to FACCT, Lansky was a senior policy analyst for the Jackson Hole Group during the national health care reform debate of 1993-94. He also led the Center for Outcomes Research and Education at Oregon-based Providence Health System. His responsibilities included outcomes research, measurement of consumer satisfaction, health risk and health status assessment, development of electronic member records, and communicating with purchasers and the larger community about health care quality.

### **Mark McClellan, MD, PhD**

**Director, Engelberg Center for Health Care Reform  
and Leonard D. Schaeffer Chair in Health Policy Studies  
The Brookings Institution**

Mark B. McClellan, MPA., MD., PhD, is a Senior Fellow, Director of the Engelberg Center for Health Care Reform, and Leonard D. Schaeffer Chair in Health Policy Studies at the Brookings Institution. He is also a former administrator of the Centers for Medicare and Medicaid Services (CMS) and former commissioner of the Food and Drug Administration (FDA). The Engelberg Center is studying ways to provide practical solutions for access, quality, and financing challenges facing the U.S. health care system. A doctor and economist by training, he is developing and implementing ideas to drive improvements in high-quality, innovative, affordable health care.

While at the FDA and CMS, McClellan developed and implemented major reforms in health policy, including the Medicare prescription drug benefit, the FDA's Critical Path Initiative, and public-private initiatives to develop better information on the quality and cost of care.

McClellan's additional professional experience includes: associate professor of economics and of medicine, Stanford University, 1995-present; member, President's Council of Economic Advisers and senior director for Health Care, White House, 2001-2002; member, Institute of Medicine, 2003-present; research associate, National Bureau of Economic Research, 1995-2001, 2006-present; national fellow, Hoover Institution, Stanford University, 2000-2001; director, Program on Health Outcomes Research, Center for Health Policy and Center for Primary Care and Outcomes Research, Stanford University, 1999-2001; associate editor, Journal of Health Economics, 1998-2001; and deputy assistant secretary for Economic Policy, U.S. Department of the Treasury, 1998-1999. McClellan holds a Ph.D. in economics from the Massachusetts Institute of Technology, an M.D. from Harvard University-Massachusetts Institute of Technology Division of Health Sciences and Technology, an M.P.A. from Harvard University and a B.A. from the University of Texas at Austin.

## **Todd Park**

### **Senior Fellow, Center for American Progress**

Todd Park is a Senior Fellow at the Center for American Progress, focused on health information technology and health reform. He combines an accomplished track record as a health IT innovator in the private sector with a deep passion for public policy -- and is an energetic advocate for enlightened public-private leadership on health IT and reform issues.

Park is one of the country's leading health IT entrepreneurs. In 1997, he co-founded Athenahealth and co-led its development over the next decade into one of the most innovative, socially-oriented, and successful health IT companies in the industry. Having retired from athenahealth's management team and joined its Board of Directors in 2008, Park has co-founded and serves as a Board Director of another company, Maria Health/Ventana Health, which is developing a new web-based service that will help patients navigate the complexities of the U.S. health care system. Park also currently serves as senior health care advisor to Ashoka, a leading global incubator of social entrepreneurs. In this capacity, Park is helping to create a venture to bring affordable, scalable health to the rural poor in India via a combination of primary care telemedicine, low-cost drugs and diagnostics, and clean water.

Park's entrepreneurial work gives him unique and powerful insights into how health IT can help advance the public good and the many practical challenges that must be overcome to do so. In early 2009, he organized an independent workgroup of leading experts to study optimal ways to operationalize the health IT investment plan authorized by the American Recovery and Reinvestment Act. Park is emerging as a strong voice regarding the imperative to link health IT investment tightly with health reform, the need for the health IT industry to innovate significantly in order to deliver maximum social value, and the benefits of optimal public-private collaboration in service of health care transformation. As one example of his policy interests, he has derived considerable insight regarding how current policies (public and private) for payment of physicians do not provide them with the right incentives to use health IT in ways that would result in better outcomes and lower costs; in fact, he has observed how physician reimbursement policies often unintentionally disincent the right use of health IT. Among other things, Park is actively studying how MD payment policies can be reformed to encourage the use of health IT to deliver significantly improved health and health care value -- thereby also triggering a wave of market-driven innovation across the health IT industry to help physicians deliver these improvements.

Prior to Athenahealth, Park served as a management consultant with Booz Allen & Hamilton, focused on health care strategy and operations. Park graduated from Harvard College with an A.B. in Economics, magna cum laude and Phi Beta Kappa.

## **Steven Waldren, MD, MS, FAFAP**

### **Director, American Academy of Family Physicians (AAFP) Center for Health Information Technology**

Steven E. Waldren, MD, serves as director of the American Academy of Family Physicians' Center for Health IT. Waldren joined the AAFP in May 2004. The Center for Health IT assists family physicians and other primary care doctors at various stages of EHR adoption. In addition to directing the AAFP's Center for Health IT, he serves as co-chair of the Physicians' EHR Coalition, a group of representatives from more than 20 professional medical associations that address issues related to health care IT and physician practices. He also is a member of the National Quality Forum's HIT Measure Steering Committee.

Waldren serves in a volunteer role as vice chair of the American Society for Testing Materials, co-founded Open Health Data, and is a member and past co-chair of the Ambulatory Functionality Working Group of the Certification Commission for Health Information Technology. Additionally, Waldren serves as board chair of the Center for Improving Medication Management, co-chair of the Ambulatory Care Quality Alliance's Data Aggregation and HIT Subcommittee; member of the Association for Information and Image Management (AIIM) working group on PDF/H; member of the American National Standards Institute-Health Care Information Technology Standards Panel; member of the Certification Commission on Health

IT Ambulatory Working Group; Co-founder of [www.ccrstandard.com](http://www.ccrstandard.com); and, member of Healthcare IT News Editorial Advisory Board.

Waldren is a board-certified family physician. He completed his master's in health care informatics in May 2004 from the University of Missouri, Columbia, while completing a National Library of Medicine Postdoctoral Medical Informatics Research Fellowship. He completed his family medicine residency at Wesley Family Medicine (University of Kansas School of Medicine), Wichita, Kansas and earned his medical degree from the University of Kansas School of Medicine, Kansas City.