



NIHCM  
FOUNDATION

# Encouraging Adolescents' Use of Recommended Health Care Services

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## SPEAKER BIOGRAPHIES

(In order of appearance on the program)

**NANCY CHOCKLEY, MBA** is the founding President and CEO of the National Institute for Health Care Management (NIHCM) and NIHCM Foundation, and has led the organizations since their inception in 1993, steering them through one of the most interesting decades of health care policy. She has spearheaded NIHCM Foundation's work in obesity, pharmaceuticals, prevention, children's health and the uninsured. Ms. Chockley is a national voice in the health care arena and has been featured on many broadcasts such as ABC World News Tonight with Peter Jennings, NBC News with Tom Brokaw, BBC and CNN, and in numerous print outlets such as *The Wall Street Journal*, *The New York Times*, and *USA Today*. Ms. Chockley received her M.B.A. in 1983 and her BA, with Distinction in Economics, in 1980 from the University of Virginia. Prior to founding NIHCM, Ms. Chockley was a principal in the Strategy Practice of Mercer Management Consulting where she had worked with a variety of industries, including health care and pharmaceuticals, since 1985. Her experience spans the areas of business strategy development, best practices benchmarking and strategy implementation.

**KATHRYN SANTORO, MA**, is a Program Manager at NIHCM Foundation. Ms. Santoro manages two grants with the Health Resources and Services Administration's Maternal and Child Health Bureau (MCHB), where she is responsible for research and policy analysis of issues related to maternal, child and adolescent health. She also manages NIHCM Foundation's Research and Journalism Awards. In addition to her current grant-funded work, Ms. Santoro assists in finding grant-funded opportunities and developing and submitting grant applications. Ms. Santoro joined NIHCM Foundation in September 2004 after receiving her Master's degree in Public Policy from the George Washington University with a focus on women's health policy. Ms. Santoro worked for Women in Government as a Project Consultant compiling a state-by-state report card on access to cervical cancer screening. While pursuing her Master's degree, Ms. Santoro worked for a health policy consulting firm as a Communications Assistant and as a Graduate Intern for a Washington, D.C. based women's and children's policy research organization. Ms. Santoro attended Villanova University in Villanova, PA and graduated with a BA cum laude in Political Science in 2002.

**HARVINDER SAREEN, PhD** is the Director of Clinical Programs at WellPoint's HealthCare Quality and Innovations, Comprehensive Health Solutions. She leads the Anthem Blue Cross Childhood Obesity Initiative in California. Under her leadership, the initiative has partnered

with academic institutions for the scientific evaluation of initiative activities. She also leads the company's National State Sponsored Business Obesity Initiative targeted towards enhancing well-child care around obesity and providing resources and innovative BMI training to primary care physicians and clinical staff. Her work has recently expanded into diabetes care, advancing the Medicaid Medical Home agenda, and using advanced healthcare analytics to enhance care management for Medicaid and SCHIP members. In addition to the above responsibilities, Dr. Sareen has developed *SimpleSteps*, a pilot wellness program for employees under the umbrella of WellPoint's Choose Better Health program. She is also co-chair of the California Wellness Committee for WellPoint and is a member of the WellPoint's Women's Wellness Committee.

Dr. Sareen has spearheaded several collaborative projects with leaders in the arenas of healthcare, research, and public service including the National Committee Quality Assurance (NCQA), to pilot test the feasibility of a performance measure in childhood obesity; the California Child Health and Disability Prevention Program (CHDP), to promote standard screening for obesity and BMI measurement; University of California, Los Angeles (UCLA), to evaluate the effectiveness of the fresh fruit and vegetable bar program for the Los Angeles Unified School District (LAUSD); and the California Governor's Council on Physical Fitness and Sports to promote healthier lifestyles among young adolescents in low-income communities.

Dr. Sareen holds a doctoral degree from the UCLA School of Public Health. Her previous work includes working closely with underserved populations in northern India, the Women, Infants, and Children program in South Los Angeles, the Healthy Start program, the American Academy of Pediatrics, and First 5 Ventura County California. She is an active member of the Society for Research on Child Development and the American Public Health Association. She was inducted into the Delta-Omega National Honorary Society in Public Health, Iota Chapter, in 2004.

**SUZANNE RIVES, RN, MSW** is a Quality Improvement Consultant with Blue Cross and Blue Shield of Vermont where she is responsible for the design, implementation, management and outcomes monitoring of key QI project initiatives necessary for NCQA accreditation and regulatory compliance. Additionally, she audits the Plan's vendor conducting HEDIS chart reviews for compliance with HEDIS standards (data collection and determination). Prior to her work at Blue Cross and Blue Shield of Vermont, Suzanne worked for twenty years with various local and national commercial, Medicare and Medicaid health plans' care management operations (case, disease, utilization and quality management). Her experience includes project management and facilitation of care management opportunities assessments related to program design, performance and results.

**DOUG EVANS, PhD** recently became the director of the Public Health Communication & Marketing program. He is also a Professor in the Department of Prevention and Community Health and in the Department of Global Health. Professor Evans' has 17 years of experience in prevention research, health promotion and disease prevention program evaluation, and social marketing and communications research. He has designed many large-scale evaluations and intervention research studies and has extensive experience evaluating behavior change and public education intervention programs designed to communicate science-based information to diverse audiences. He has published extensively on media influences on health risk behavior and worked a lot on public health subject areas of tobacco and cancer control; nutrition, physical

activity, and obesity; diabetes; asthma; HIV/STDs; and reproductive health.

Dr. Evans currently leads an evaluation of the Consortium to Lower Obesity in Chicago Children's (CLOCC) 5-4-3-2-1 Go! social marketing initiative, which is aimed at reducing community obesity health risks. He also leads an evaluation of the Parents Speak Up National Campaign (PSUNC), a mass media campaign to promote parent-child communication about sexual activity among parents of pre-teen and teenage children. Dr. Evans serves a member of the Secretary of Health and Human Service's National Advisory Committee on Health Promotion and Disease Prevention (Healthy People 2020). He is also an active peer reviewer and serves on editorial boards for health communication and social marketing journals.

Dr. Evans holds a Ph.D. and M.A. in Cognitive Science from The Johns Hopkins University, and a B.A., in Psychology/Philosophy from Reed College, Portland, OR.

**PETER BOLAND, PhD** is business development director for BeWell Mobile Tehcnology. Dr. Boland is a national thought-leader with 28 years of healthcare industry experience. He has been a management consultant to leading technology vendors (Oracle, Sun Microsystems, Cisco, Medscape, Verizon, Siebel Systems, TriZetto Group), healthcare delivery systems, insurance companies, hospital systems, purchasers and pharmaceutical manufacturers. He was the lead external consultant to Shell Services International's initiative to outsource Royal Dutch Shell business and technology resources to healthcare providers and insurers in the United States. He has served as project director for numerous change management and technology development initiatives for e-commerce businesses, integrated delivery systems and insurance companies (The Hartford, John Hancock, Northwestern National, Lincoln National). He has also led cost management and operations improvement projects for hospital systems and major purchasers (Marriott, Alcoa, Honeywell, Pacific Bell). He has provided specialized consulting services to prominent hospital organizations (UCSF, The Methodist Hospital, Carondelet Health Services, Scripps Memorial Hospital and Clinics, University of Wisconsin Hospital and Clinics), large managed care companies (Kaiser Permanente, Anthem Health Systems, Blue Shield of California, CAPP Care, Premera), consumer-directed health plans and wireless communication ventures (BeWell Mobile).

Dr. Boland has been forecasting and analyzing healthcare industry trends for over twenty years and is a keynote speaker at major healthcare conferences. He is often quoted in trade and news media such as The New York Times, Wall Street Journal, The Economist, Business Week, Los Angeles Times, and The News Hour. He has served as a strategic advisor to investors and as a board member to healthcare companies and industry trade associations. He has written numerous books on healthcare delivery (Making Managed Healthcare Work and The New Healthcare Market), clinical practice (Physician Profiling And Risk Adjustment), management and market strategy (Redesigning Healthcare Delivery and The Capitation Sourcebook), and was the founding editor of Aspen Publishers' Managed Care Quarterly. He has also published in dozens of professional journals such as Health Affairs, Inquiry, Modern Healthcare, Hospitals, Business and Health, and Healthcare Financial Management.

He received a doctorate from UCLA, a master's degree from the University of Michigan, and a post-graduate certificate from Harvard University's Executive Program in Health Policy and Management.

**CHARLES E. IRWIN, Jr., MD** is Professor and Vice Chairman of Pediatrics, and Director of the Division of Adolescent Medicine at the University of California, San Francisco (UCSF) School of Medicine. He is a faculty member of the Institute for Health Policy Studies at UCSF and directs both the Public Policy Analysis and Education Center for Middle Childhood, Adolescent and Young Adult Health and the National Adolescent Health Information Center. He has been director of the Leadership Education in Adolescent Health program since 1977. This program has trained over 150 health professional postdoctoral and graduate students.

Dr Irwin's research has focused on risky behaviors during adolescence, and on methods of identifying adolescents who are prone to initiate health-damaging behaviors during the second decade of life. His current research focuses on improving preventive screening practices in clinical practice. He is the author of over 100 publications and the editor of several texts focusing on pediatric and adolescent health.

The recipient of several awards, Dr. Irwin has received the outstanding achievement award for research from the Society for Adolescent Medicine (1985), the National Center for Youth Law's annual award recognizing his research with high risk youth (1988), the Ambulatory Pediatric Association's Teaching Award for training physicians in the behavioral sciences (1990), the Swedish Medical Society's International Lectureship Award (1996), the American Academy of Pediatrics' Adele Hofmann Lifetime Achievement Award in Adolescent Health (1998) and the Society for Adolescent Medicine's Outstanding Achievement Award (1999). Dr. Irwin served as the first chair of the American Board of Pediatrics' Sub-board of Adolescent Medicine (1991-1998) and has just completed his tenure as President of the Society for Adolescent Medicine (2002-2003). In 2004, Dr. Irwin assumed the position of Editor-in-Chief of the Journal of Adolescent Health.

He received a B.S. degree in Biology from Hobart College, a B.M.S. degree from Dartmouth Medical School and an M.D. degree from the University of California, San Francisco.