



# INSTITUTE OF MEDICINE

OF THE NATIONAL ACADEMIES

## WORKSHOP ON INTEGRATING HEALTH LITERACY INTO PREVENTION PROGRAMS

### SPEAKER BIOSKETCHES

**Jennifer Cabe, M.A.**, is executive director of the Canyon Ranch Institute. Prior to joining Canyon Ranch Institute in 2007, Ms. Cabe was vice president of Scientific Communications for Feinstein Kean Healthcare. She previously served in the Office of the Surgeon General as communications director and speechwriter for Surgeon General Richard H. Carmona. Prior to joining the Office of the Surgeon General, Ms. Cabe was the communications officer at the Fogarty International Center at the National Institutes of Health in Bethesda, Maryland, and had communications, wellness, and government relations for HealthNet Health Plan in the Pacific Northwest. She was also the founder and publisher of *Best of Health & Fitness*, a successful national customized magazine for the health and fitness industry.

Ms. Cabe was awarded the Surgeon General's Medallion in 2005 and has also received the U.S. Department of Health and Human Services Honor Award for her role in developing the "U.S. Surgeon General's Family History Initiative." Since then, she has received numerous awards including the National Institutes of Health Team Merit Award (2006). Ms. Cabe earned a bachelor's degree at Trinity University in San Antonio, Texas, and a master's in public communication with an emphasis in health communication at American University in Washington, D.C.

**Jennifer Dillaha, M.D.**, is the director of the Center for Health Advancement for the Arkansas Department of Health. Since joining the Health Department in 2001, she has played a leading role in the Agency's health promotion efforts, using a life stage approach that focuses on population-based interventions to reduce the burden of chronic disease among all Arkansans. Under her leadership, the Health Department has made improving health literacy a cross-cutting strategic priority that is fundamental to its prevention efforts. Dr. Dillaha is a physician with specialty training in internal medicine and subspecialty training in infectious diseases and in geriatric medicine. She also has faculty appointments as an assistant professor in the University of Arkansas for Medical Sciences College of Public Health and College of Medicine.

**W. Douglas Evans, Ph.D., M.A.**, is director of Public Health Communication and Marketing, and professor in the Department of Prevention and Community Health and the Department of Global Health at the George Washington School of Public Health and Health Services. A research psychologist, his work focuses on two key areas: building the evidence base to establish the effectiveness of marketing and message strategies in promoting healthy behaviors and expanding the use of effective commercial marketing strategies to public health, especially to reach socially and economically disadvantaged populations.

He serves on the Secretary of Health and Human Service's National Advisory Committee on Health Promotion and Disease Prevention (Healthy People 2020) and on the Community Guide for Preventive Services Health Marketing Review. He also advises numerous social change organizations about health communication and marketing strategies, including Population Services International, Prevent Child Abuse America and the Medical Research Council in South Africa. Dr. Evans received his Bachelor of Arts in psychology and philosophy from Reed College in 1984. He went on to attain a Master of Arts and Ph.D. in cognitive science from the Johns Hopkins University in 1988 and 1991.

## WORKSHOP SPEAKER BIOSKETCHES

**Robert J. Gould, Ph.D.**, is a behavioral scientist who has helped lead some of the nation's most successful social marketing campaigns. President and CEO of Partnership for Prevention, Dr. Gould previously served as the director of Culture/Brand Integration at Crispin Porter + Bogusky Group. From 2001 to 2007, he was a partner at Porter Novelli and Managing Director of its Washington office—the second largest operation within the firm. Dr. Gould served as leader of Porter Novelli's Health and Social Marketing practice, working on anti-tobacco accounts that included the award-winning 'truth' campaign. He also worked with the American Cancer Society, the National Cancer Institute, the National Institute on Drug Abuse, the National Heart Lung and Blood Institute, Centers for Disease Control and Prevention, and the American Heart Association. Dr. Gould was the lead researcher in developing the now iconic Food Guide Pyramid for the United States Department of Agriculture. In 1978, he received a Ph.D. in social psychology at the University of Maryland and graduated Phi Beta Kappa from Bucknell University in 1973.

**Jeffrey C. Greene** is an inventor and entrepreneur. He is co-founder and CEO of MedEncentive, which offers a unique web-based incentive system designed to control healthcare costs. Prior to MedEncentive, Mr. Greene founded and ran CompONE Services, one of the largest and most technologically advanced practice management and medical billing firms in the country.

Mr. Greene is well-known for his passionate call to improve healthcare and promote healthiness in constructive ways that draw on free-market principles, positive incentives, behavioral science, and just plain commonsense. He was a long-time instructor at the University of Oklahoma's Family Medicine Residency Program. He co-authored a text on practice management published by the American Academy of Family Physicians. Among other charitable and professional organizations, he serves on the University of Oklahoma Industrial Engineering Advisory Committee. From 2005 through 2009, Mr. Greene was selected as an Oklahoma Innovator of the Year for an unprecedented four out of five years

**Jill Griffiths** is vice president of Thought Leadership, Clinical and Provider Relations for Aetna, based in Hartford, CT. She is responsible for developing thought leadership campaigns to highlight Aetna's clinical leadership, provider relations programs and activities, direct to consumer programs, and other key strategic initiatives. Ms. Griffiths co-leads Aetna's health literacy initiatives with the company's chief medical officer, is co-chair of the health literacy task force for America's Health Insurance Plans, and participates on the oral health literacy advisory group for the American Dental Association.

Previously, she was vice president of business communications, where she was responsible for public relations and employee communication for Aetna's businesses. She has been assistant vice president and director of Health Public Relations for Aetna, where she handled media relations for the health business of Aetna, and directed the regional public relations managers. Ms. Griffiths joined U.S. Healthcare in January 1996 as director of public relations, after managing the U.S. Healthcare account for Foote, Cone & Belding and the Tierney Group, agencies based in Philadelphia, PA. Ms. Griffiths holds a B.A. in English literature with a minor concentration in business administration from Ursinus College and has completed continuing education courses in advertising and public relations at Villanova University.

**Juli Hermanson, M.P.H., R.D.**, is a senior nutrition scientist at the General Mills Bell Institute of Health and Nutrition in Minneapolis. As a registered dietitian, she specializes in nutrition communications, translating nutrition science into practical advice to promote healthy eating for consumers. With over a decade of experience at General Mills, she has been involved in food regulations, marketing strategy, and communications. She currently oversees health professional outreach for the company.

## WORKSHOP SPEAKER BIOSKETCHES

Prior to her work at General Mills, she counseled nutritionally at-risk, low-income women and their families as a nutrition counselor with the Special Supplemental Food Program for Women, Infants and Children (WIC Program). She also worked as a nutrition consultant with HealthPartners' *Better Health Restaurant Challenge*, helping Twin Cities restaurants offer healthy alternatives on their menus.

Ms. Hermanson attained a Bachelor of Science degree in dietetics at Iowa State University and completed a dietetic internship at Brigham and Women's Hospital in Boston. Additionally, she holds a Master of Public Health Nutrition from the University of Minnesota, with an emphasis in Maternal and Child Health.

**Charles J. Homer, M.D., M.P.H.**, is president and CEO of the National Initiative for Children's Healthcare Quality, an action oriented organization headquartered in Boston, MA exclusively dedicated to improving the quality of health care for children. He is an associate professor of the Department of Society, Human Development and Health at the Harvard University School of Public Health and an associate clinical professor of pediatrics at Harvard Medical School. He was a member of the third U.S. Preventive Services Task Force from 2000 to 2002 and served as chair of the American Academy of Pediatrics Steering Committee on Quality Improvement and Management from 2001-2004. He obtained his bachelor's degree from Yale University, his medical degree from the University of Pennsylvania, and a master's degree in public health from the University of North Carolina at Chapel Hill.

**George Isham, M.D., M.S.**, is medical director and chief health officer for HealthPartners. He is responsible for quality and utilization management, chairs the Benefits Committee, and leads Partners for Better Health, a program and strategy for improving member health. Before his current position, Dr. Isham was medical director of MedCenters Health Plan in Minneapolis. In the late 1980s, he was executive director of University Health Care, an organization affiliated with the University of Wisconsin in Madison.

Dr. Isham received his Master of Science in preventive medicine/administrative medicine at the University of Wisconsin Madison and his Doctor of Medicine from the University of Illinois. He completed an internship and residency in internal medicine at the University of Wisconsin Hospital and Clinics in Madison. His experience as a primary care physician included 8 years at the Freeport Clinic in Freeport, Illinois, and 3 years as clinical assistant professor in medicine at the University of Wisconsin.

HealthPartners is a consumer-governed Minnesota health plan that formed through the 1992 affiliation of Group Health, Inc., and MedCenters Health Plan. HealthPartners is a large managed health care organization in Minnesota, representing nearly 800,000 members. Group Health, founded in 1957, is a network of staff medical and dental centers located throughout the Twin Cities. MedCenters, founded in 1972, is a network of contracted physicians serving members through affiliated medical and dental centers.

**John M. Montgomery, M.D., M.P.H.**, is presently vice president for Professional Relations with Blue Cross Blue Shield of Florida (BCBSFL). Prior to his present appointment, he was managing medical director for Professional Affairs and Quality also with BCBSFL. Prior to joining BCBSFL, Dr. Montgomery served as the Medicare medical director for the State of Florida. He served as the director of Health Services and medical epidemiologist for the Duval County Health Department, assistant professor of Community Health and Family Medicine at the University of Florida, and interim director of the Volusia County Health Department.

Dr. Montgomery is actively involved in all levels of organized medicine including the American College of Physician Executives, American Academy of Family Physicians, the American Medical Association, and Florida Medical Association. He is immediate past president of the Duval County Medical Society and serves on the board of the Florida Division of the American Cancer Society.

## WORKSHOP SPEAKER BIOSKETCHES

He received his B.A. from Brown University, his Master of Public Health from the Yale University School of Medicine, and his medical degree from Brown University School of Medicine. He completed his family practice internship and residency at Naval Hospital Jacksonville, and is board certified in family practice and a fellow of the American Academy of Family Physicians. Dr. Montgomery is a certified physician executive, as well as a certified health insurance executive, and has extensive experience in health care administration, managed care, strategic planning, and public health.

**Linda Neuhauser, Dr.P.H, M.P.H.**, is a clinical professor in the Division of Community Health and Human Development at University of California (UC), Berkeley School of Public Health. Her research and teaching are focused on health literacy and the effectiveness of collaboratively designed communication and community health initiatives. She is co-principal investigator of the UC Berkeley Health Research for Action center, which uses participatory research methods to create and test statewide health communication that is relevant to the literacy, language, cultural, and accessibility needs of the intended users. The resources cover a broad range of topics including: health care navigation, parenting, fall prevention, care-giving, disabilities, and wellness, and have reached over 30 million households in the United States and overseas.

Dr. Neuhauser also heads the risk communication and media relations component of the UC Berkeley Center for Infectious Disease Preparedness, and serves on national task forces in the areas of communication, internet health, and bio-defense preparedness. She participated in the Surgeon General's Workshop on Health Literacy, and was a member of the U.S. Food and Drug Administration's Risk Communication Advisory Committee. Previously, she served as a health officer in the U.S. Department of State in West and Central Africa. She holds Dr.P.H and M.P.H. degrees from the UC Berkeley School of Public Health.

**Conrad Person** is director of Corporate Contributions at Johnson & Johnson, a position he has assumed since 1998. Mr. Person's responsibilities include overseeing Johnson & Johnson's philanthropy portfolio in Sub-Saharan Africa, with an emphasis on saving and improving the lives of women and children; building health care capacity, primarily through education; and preventing diseases and reducing stigma associated with disease. He also manages the Head Start-Johnson & Johnson Management Fellows Program, an executive training program for Head Start directors held annually at the UCLA Anderson School of Management.

Mr. Person is an expert in humanitarian product donations and served as board chair of the Partnership for Quality Medical Donations, a nonprofit membership association for pharmaceutical and medical device manufacturers dedicated to raising the standards for medical donations worldwide. He was the founding board chair of the Association for Corporate Contributions Professionals, an organization devoted to enhancing the impact of corporate giving programs through professional development. Mr. Person is a graduate of Princeton University and has more than 25 years of manufacturing and human resources experience in the medical device and pharmaceutical industries.

**Scott C. Ratzan, M.D., M.P.A., M.A.**, is vice president of Global Health at Johnson & Johnson, and editor-in-chief of the *Journal of Health Communication: International Perspectives*. Previously, he was a senior technical adviser in the Bureau of Global Health at the United States Agency for International Development. He also has served on expert committees for the World Health Organization, American Medical Association, and Institute of Medicine, as well as other U.S. government agencies.

## WORKSHOP SPEAKER BIOSKETCHES

Following a decade in Boston (1988-1998) in academia as founder and director of the Emerson-Tufts Program in Health Communication, a joint master's degree program between Emerson College and Tufts University School of Medicine, Dr. Ratzan moved to Washington focusing on health policy and communication. He continues to maintain faculty appointments at Yale University School of Medicine, Tufts University School of Medicine, and George Washington University Medical Center, as well as the College of Europe in Belgium. Dr. Ratzan received his M.D. from the University of Southern California, M.P.A. from the John F. Kennedy School of Government at Harvard University, and M.A. from Emerson College.

**Arnold Saperstein, M.D.**, is the president and CEO of MetroPlus Health Plan in New York City. He began his career in managed care in 1992, and then joined MetroPlus Health Plan in 1995 initially as chief medical officer and then as president and CEO since 2006. He has focused a major portion of his career in developing programs to ensure the highest quality of care delivery to the members of his plan. Under his guidance, MetroPlus was named the highest scoring plan for quality and overall customer satisfaction in New York City for three years in a row.

Dr. Saperstein received his medical degree from the New York University School of Medicine, and completed a residency in internal medicine and a fellowship in endocrinology at the New York University Medical Center programs. He has continued to practice on a weekly basis in the field of endocrinology at Bellevue Hospital.

**RADM Penelope Slade-Sawyer, P.T., M.S.W.**, is Deputy Assistant Secretary for Health, Disease Prevention and Health Promotion, and director of the Office of Disease Prevention and Health Promotion (ODPHP), Office of Public Health and Science, in the U.S. Department of Health and Human Services (HHS). She is also a commissioned corps officer in the U.S. Public Health Service.

As the Deputy Assistant Secretary for Health, RADM Slade-Sawyer is responsible for strengthening the disease prevention and health promotion priorities of the Department within the collaborative framework of the HHS agencies. She is a senior health advisor to the Assistant Secretary of Health and to the Secretary of HHS. RADM Slade-Sawyer leads the ODPHP in coordinating three key initiatives for HHS: Healthy People 2010, the Dietary Guidelines for Americans, and the 2008 Physical Activity Guidelines for Americans. Together, these efforts focus both on preventing disease by addressing major risk factors (such as physical inactivity and poor nutrition) and on reducing the burden of disease through appropriate health screenings and prevention of secondary conditions.

Prior to her Deputy Assistant Secretary appointment, RADM Slade-Sawyer served as a senior public health advisor in the Immediate Office of the Assistant Secretary for Health. Before joining the Office of Public Health and Science, RADM Slade-Sawyer activated and led the Physical Rehabilitation Department at the Federal Medical Center, Butner, North Carolina, as the Chief of Physical Rehabilitation. RADM Slade-Sawyer earned a degree in physical therapy and a master's degree in social work from the University of North Carolina at Chapel Hill.