



## **Participants' Biographies (in alphabetical order)**

*Each participant prepared his/her biography; the Institute may have shortened it for inclusion here*

### **Laura Aiuppa, MS**

Director, Quality Solutions Group  
National Committee for Quality Assurance

Ms. Aiuppa has been employed by NCQA for over 10 years. Her responsibilities include project management and business development activities that apply NCQA expertise, resources and infrastructure to meet the needs of public and private sector clients. Ms. Aiuppa serves as project manager on a number of NCQA quality initiatives for public and private sector clients in the US and abroad. Formerly NCQA's director of Information Products, Ms. Aiuppa oversaw the development of print and electronic information products that help consumers and health care purchasers make informed health plan decisions. She has managed research on users' preferences for health plan information and has applied the findings to NCQA's reporting formats. These user-friendly reports provide comparative health plan results on clinical measures and accreditation for the public. Prior to her work at NCQA, Ms. Aiuppa conducted survey research for the evaluation of federal health care programs. She received a Masters degree in health policy and evaluation from Cornell University in 1989.

### **Margaret Beckwith, PhD**

Technical Information Specialist, Office of Cancer Content Management  
National Cancer Institute

### **Charles Bell**

Programs Director  
Consumers Union

### **Beau Brendler**

Director  
Consumer Reports WebWatch

Mr. Brendler joined Consumers Union in February 2001 to launch WebWatch. The organization's research and investigative reports have been written about by many of the world's major news organizations and leading U.S. newspapers. Mr. Brendler was also editor-in-chief of two Washington-based technology magazines, now owned by the Washington Post Co. During his tenure at ABC News.com, the site won most of online journalism's major honors. Individually, Mr. Brendler has won several reporting awards, including the 1993 C.B. Blethen Memorial Award for Distinguished Investigative Reporting. He is an oft-cited source on online credibility, consumer awareness, privacy and security, media issues and search engines. He created, organized and oversaw WebWatch's national summit on Web credibility in New York City in April, 2003. He has led or participated in Web credibility research efforts in the U.K., the Netherlands, Slovenia and Portugal. Mr. Brendler started his journalism career at weekly newspapers in Seattle, Wash., and then as a reporter and assistant city editor at the *Anchorage Times* daily newspaper in Alaska until 1992. He taught journalism at the University of Maryland, College Park, and covered the White House, Pentagon and Congress on the technology beat for Thomson publications.



**Harry Chauss, M.A**

Health Communications Manager  
IQ Solutions, Inc

Mr. Chauss has more than 10 years of experience in writing, editing, Web content development, print materials development, marketing, and project management for various for-profit, not-for-profit, and government clients. At IQ Solutions, his efforts go into creating exceptional print and electronic materials, including public health training manuals, enhanced digital presentations, speeches, and Web content, for clients such as the National Heart, Lung, and Blood Institute, the National Institute of Child Health and Human Development, the Office of Disease Prevention and Health Promotion, and the National Institute on Drug Abuse. Mr. Chauss also provides project management, marketing, and press support for these clients, as well as copywriting support for various clients across IQ Solutions' portfolio. Prior to joining IQ Solutions, he worked as a freelance writer and editor; as well as a Publications and Program Assistant for the Interreligious Coordinating Committee in Israel; and as a Communications Policy Writer for the Benton Foundation. Mr. Chauss holds a master's degree in Communications, Culture and Technology from Georgetown University and a bachelor's degree *magna cum laude* in religious studies from Siena College.

**Kate Christensen, MD**

Medical Director, Internet Services Group  
Kaiser Permanente

Dr. Christensen is an internist with Kaiser Permanente, and the medical director for kp.org, a PHR with more than 1.7 million KP member users. She also serves as the National Physician Lead for Patient Centered Care for Kaiser, and as the medical director for a KP Hospice program in Martinez, California. Prior to working with the PHR site kp.org, Dr. Christensen established and ran the Regional Ethics Department for the Northern California region, and published and presented widely on a variety of Medical Ethics topics. Dr. Christensen is board certified in Internal Medicine as well as in Hospice and Palliative Medicine, and is a Fellow of the American College of Physicians. She received her undergraduate and medical school training at the University of California Irvine, and did her residency in Internal Medicine at the Kaiser Permanente Los Angeles Medical Center. She has been in practice with Kaiser Permanente since 1984.

**Dot Coffey**

Research Assistant  
Health Improvement Institute

Prior to her undergraduate studies in biology, Ms. Coffey completed one thousand hours of training in therapeutic massage. For her senior thesis in biology, she researched the antimicrobial effects of plant secondary metabolites on enterotoxigenic *E. coli*. After receiving her bachelor's degree, she maintained a successful private practice in massage therapy and volunteered at a hospital in Auburn, WA. Ms. Coffey is a graduate of Reed College and the Boulder College of Massage Therapy and studied abroad at the University College Cork.



**Tom Conroy**

Intern

Health Improvement Institute

Mr. Conroy is a student at the University of Maryland at College Park where he majors in Public and Community Health. He has experience working in the admitting office and emergency department at Ocean Medical Center in New Jersey. Mr. Conroy also volunteers at the Adult Health and Development Program where he works with senior citizens.

**Barry A. Cooper, MHA**

President

Companion Care Association

Mr. Cooper is also the Vice President of Occupational Health Strategies (OHS). He founded CCA as a not-for-profit association in 2003 to provide solutions to unaddressed systemic problems faced by family caregivers. Planned initiatives include an online/telephone coaching service for working and low-income caregivers (in partnership with the National Alliance for Caregiving), a companion care restroom accessibility program and a community caregiver cooperative network. At OHS, Mr. Cooper's work includes assisting Fortune 1000 companies to design their health and productivity programs, recommending vendors and best practices based on extensive benchmark studies. These programs often rely on highly interactive online services for workers, retirees, and dependents. Most recently, he co-authored "Computers and Informatics in Occupational Medicine Practice", a chapter in Robert J. McCunney, MD (ed.), *A Practical Approach to Occupational and Environmental Medicine*, Third Edition (Philadelphia: Lippincott Williams & Wilkins, 2003). He holds a Masters in Health Administration from George Washington University.

**Joan Dzenowagis, PhD**

Program Manager, Evidence & Info for Policy

World Health Organization

During the past 10 years at WHO, Dr. Dzenowagis has held posts in disease and risk factor surveillance, information technology strategy, and public health policy. Most recently she was the global manager for a United Nations partnership in information and communication technologies and health, and represented WHO at the World Summit on the Information Society in 2003 and 2005. Her report, *Connecting for Health*, highlighting global opportunities in eHealth, was followed by 192 individual country reports analyzing statistics on health, demographics and ICT diffusion. Currently she is responsible for eHealth governance and Internet affairs; her research covers global and regional developments in new technologies in the health sector. She is a frequent speaker and invited panelist on eHealth in developing countries, health information quality and the future of the health Internet.

**Tom Emswiler**

Senior Program Associate, Health Policy Program

New America Foundation

Mr. Emswiler focuses on the Program's Medicare Reform Project, which seeks to transform our federal government's largest health care program into one that is both more sustainable and equitable. Additionally, he works to advance the other goals of the Health Policy Program,



including providing every American with high-quality health coverage and access to care that is effective, efficient and sustainable. Mr. Emswiler has begun work in the past few months on delivery system reform and plans to publish his first case study, co-authored with his boss Len Nichols, by the end of this year. Prior to joining New America in July 2006, Mr. Emswiler served for two years as a Legislative Assistant for Congressman Jim Cooper (D-TN), where he focused on health and budget policy. His other experience includes working as a Legislative Correspondent for Congressman Cooper, Correspondence Assistant for Senator Barbara Boxer (D-CA), intern for Senator Jack Reed (D-RI), and Canvasser for Victory 2001, the Virginia Coordinated Campaign that elected Mark Warner Governor and Tim Kaine Lieutenant Governor. Mr. Emswiler holds a bachelor's degree in Political Science from James Madison University.

**Tom Eng, MPH, VMD**

President & CEO

Healia, Inc

Dr. Eng is responsible for Healia's vision, overall management, and strategy. His life-long passion is to create new ways to help people live healthier lives. Dr. Eng is an international pioneer in eHealth product development, eHealth strategy, and the use of emerging technologies to improve healthcare and public health. He also founded EvaluMetrix LLC, a health IT consulting company, and the eHealth Institute, a nonprofit organization dedicated to improving health through emerging technologies. He is a Clinical Assistant Professor at the University of Washington; a judge and mentor for the Global Social Venture Competition; a member of the National Advisory Committee of the Health e-Technologies Initiative, chair and founder of the eHealth Developer's Summit, and an advisor to several nonprofit and commercial eHealth ventures. Dr. Eng has authored or co-authored more than 100 peer-reviewed articles, books and book chapters, and abstracts on a wide range of health and technology issues. He has worked previously at the US Department of Health and Human Services, the Institute of Medicine, the Centers for Disease Control and Prevention, the Peace Corps, the US Senate, and two state health departments. Dr. Eng has conducted health consultations in more than two dozen countries on six continents. He is an alumnus of the University of Pennsylvania and Harvard University.

**Isabel M. Estrada-Portales, MS**

Director of Communications

Office of Minority Health Resource Center

Ms. Estrada Portales is from Cuba and has a B.A. in Journalism from University of Havana, a Master of Science in Mass Communications from Florida International University, and is a Ph.D. candidate in Literature and Cultural at Georgetown University, in Washington DC. She has been writing for ages on issues of health, minorities, finances, and Latin American affairs and is the author of the book *Retóricas, astucias, convenciones... Las ideologías profesionales de los periodistas cubanos* (1994). She was awarded a Georgetown University Graduate School Merit Scholarship in 2000 and received a Foreign Language Area Studies (FLAS) fellowship in 2003-2004. She has worked at the Pan American Health Organization (PAHO), *The Miami Herald-El Nuevo Herald* and Georgetown University's Institute for Reproductive Health, where she edited the *Standard Days Method of Family Planning Manual and Standard Days Method of Family Planning Reference Guide*. She's currently a member of the Board of a community clinic Proyecto Salud in Montgomery County, MD.



**Steven Findlay, MPH**

Managing Editor, Consumer Reports Best Buy Drugs  
Consumers Union

Mr. Findlay is the Managing Editor of *Consumer Reports Best Buy Drugs* ([www.CRBestBuyDrugs.com](http://www.CRBestBuyDrugs.com)), a public education project of Consumers Union, the non-profit publisher of *Consumer Reports* magazine. He joined CU in 2004. Prior to joining CU, Mr. Findlay was Director of Research and Policy at the National Institute for Health Care Management, from 2000 to 2004, where his research focused on prescription drug spending trends, direct-to-consumer drug advertising, efforts to improve the quality of health care and health services, preventive care and health information technology. Prior to that, in 1998 and 1999, he was Senior Policy Analyst at the National Coalition on Health Care (NCHC). His work and advocacy at NCHC focused on health insurance coverage, health care cost issues, Medicare reform, and quality of care issues. Before 1998, Mr. Findlay had a 20-year career as medical and health care journalist, writer, and editor. He worked at both trade and mass media publications, including USA Today, *U.S. News & World Report* and *Business & Health* magazine. Mr. Findlay did his undergraduate work at the University of Colorado and graduate work at Johns Hopkins University in Baltimore, from which he earned an MPH in 1996.

**Callie Gass**

Program Manager, Health and Human Services  
Northrop Grumman Corporation

**Edward Grandi**

Executive Director  
American Sleep Apnea Association

Mr. Grandi administers a non-commercial web site for education on sleep apnea and co-administers the only non-commercial internet message board and chat for sleep apnea. He served three and a half years as executive director of American Sleep Apnea Association. Previously, Mr. Grandi was the development director for two DC area nonprofits with responsibility for developing and/or coordinating their Internet presence. Mr. Grandi received his Bachelors degree in Liberal Arts from St. Johns College in Annapolis, MD.

**Peter Goldschmidt, MD, DrPH, DMS**

President & Founder  
Health Improvement Institute

Peter G. Goldschmidt is also the founder and president of World Development Group, Inc. and Medical Care Management Corporation. He was formerly Director of Health Services Research & Development Service, U.S. Department of Veterans Affairs (VA), Washington, DC. Dr. Goldschmidt has a long-standing interest in the quality of health information and in enabling people to become educated consumers. He is an expert on outcomes research and cost-effectiveness analysis, and the author of *Quality management in health care* (published by McGraw Hill, 1995). For the U.S. Department of Defense, he designed the worldwide *Civilian External Peer Review Program*. His most important studies include the *Medical Practice Information Demonstration Project* (for the U.S. Department of Health and Human Services), and a *Comprehensive Study of the Ethical, Legal, and Social Implications of Biomedical and Behavioral Research and Technology* (a



study mandated by the U.S. Congress). Dr. Goldschmidt's international health experience includes missions for the U.S. Trade and Development Agency (US-TDA), U.S. Agency for International Development (US-AID), World Bank, and World Health Organization (WHO). Dr. Goldschmidt is a graduate of University College Hospital Medical School (London), the University of Westminster School of Management Studies (London), and the Johns Hopkins University Bloomberg School of Public Health.

**Starr Roxanne Hiltz, PhD**

Distinguished Professor Emeritus, Information Systems

New Jersey Institute of Technology

Dr. Hiltz also serves as a consultant to National Library of Medicine on the Requirements for a National Disaster Information Center for NLM. Dr. Hiltz is active in emergency response research and is involved with the New Jersey Center for Pervasive Information Technology, a collaborative effort of Princeton University, NJIT and Rutgers University. She also is directing the WebCenter for Learning Networks' Effectiveness Research with support from the Alfred P. Sloan Foundation, and carrying out research on aging and information technology. She co-authored the award winning book, *The Network Nation: Human Communication via Computer*. Dr. Hiltz received her A.B. in sociology from Vassar College and MA and PhD in sociology from Columbia University. She is the recipient of Computing Pioneer Award from the Electronic Frontier Foundation.

**John Hopkins**

Vice President, Best Practices

WebMD

Mr. Hopkins ensures site integrity and brand credibility for the WebMD Network of sites. His priorities include ethics, development, implementation, and compliance of policy, which covers privacy, advertising, editorial content, and sponsored content. Mr. Hopkins is responsible for third-party accreditation programs from URAC, TRUSTe, Consumer Reports WebWatch, and the HON Code of Ethics. Due to the sensitive nature of user communication and WebMD's core value to maintain integrity, he manages customer service policy and other related regulatory and compliance-related issues. Mr. Hopkins serves as the chairman of URAC's Health Web Site Accreditation Committee and has served as a member of URAC's Health Web Site Advisory Committee. He is also an active member in the International Association of Privacy Professionals and has the IAPP credential of Certified Information Privacy Professional. Before joining WebMD, Mr. Hopkins served as director of business development for a medical services consulting company. His previous experience includes work as a clinical respiratory therapist at the National Institutes of Health in Bethesda, Md. He is a U.S. Army veteran and graduated from the U.S. Army School of Respiratory Therapy at Ft. Sam Houston, Texas. Mr. Hopkins also has a bachelor's degree in communication from Kennesaw State University.

**Irene Jillson, PhD**

Assistant Professor, School of Nursing and Health Studies

Georgetown University

Dr. Jillson has wide ranging experience in designing and conducting health and social science research and analysis for government, international and private organizations in the U.S. and



other countries. This work focuses on design and application of research and evaluation methods to support and inform decision-making and program and project design and implementation. Areas of experience include: policy planning and evaluation, particularly in health and social services; research design, including a focus on combining qualitative and quantitative methods, and participatory research; design and evaluation of integrated health and social services; and use of telecommunications systems for knowledge transfer and participatory development planning. Dr. Jillson teaches undergraduate and graduate courses in ethics, research, and health policy, and is engaged in collaborative research with public and private institutions in a number of countries.

**Michele Kang, MPPM**

Vice President & General Manager, Health & Human Services  
Northrop Grumman Corporation

**Karla Karapetian**

Communications Program Manager  
American Massage Therapy Association

At American Massage Therapy Association, Ms. Karapetian worked to promote the locator service, which allows consumers to search for professional massage therapists throughout the U.S, to consumers through public relations efforts including print, radio and TV as well as a national advertising campaign in consumer magazines. Through these efforts the association has seen an overall increase in traffic to the locator service. She is also working to redesign the consumer section of their website to become *the* source for information about massage therapy for both consumers and healthcare professionals. Ms. Karapetian received her Bachelor of Science in Public Relations and Political Science from University of Wisconsin.

**Joanna Kaufman, RN, MS**

Information Specialist  
Institute for Family-Center Care

Ms. Kaufman is a registered nurse with a myriad of pediatric clinical experience. She left clinical practice in 1983 to be the Executive Director of a federally funded SPRANS (Special Project of Regional and National Significance) funded by the Department of Health and Human Services Bureau of Maternal/Child Health. As a member of the Institute's team, she serves as a Faculty member of the Hospitals Moving Forward with Patient and Family-Centered Care Intensive Training Seminars, is the primary editor for the Institute's e-newsletter, *Pinwheel pages*, and collaborates on a variety of projects that involve research, writing, editing, and analysis.

**Donald W. Kemper, MPH**

Chairman & CEO  
Healthwise, Inc.

Since its founding in 1975, Mr. Kemper has directed the Healthwise mission "to help people make better health decisions." Over 100 million times a year people turn to Healthwise information in print, on the Web or on the phone for help in managing their health care problems. Mr. Kemper co-authored the Healthwise Handbook used by over 30 million American families to manage common illnesses. He inspired development of the Healthwise® Knowledgebase which is integrated into the Web sites of the ten top health plans, WebMD,



MSN, Yahoo, AOL and hundreds of hospitals. Mr. Kemper was the founding chairman of Hi-Ethics, creating the ethical standards now followed by URAC's Health Web Site Accreditation Program. He was also the founding chairman of the Center for Information Therapy, which advocates for the prescription of information to help people make better health decisions.

**Jibanananda Khuntia**

Student

Robert H. Smith School of Business

**Barbara Lambiaso, MSW, MPH**

Project Manager

Massachusetts Health Quality Partners

Ms. Lambiaso is a project manager at Massachusetts Health Quality Partners (MHQP), a non-profit collaborative that reports physician performance information for physicians to use to improve the quality of care they provide and for consumers to use in making informed decisions around the healthcare they receive. Ms. Lambiaso manages MHQP's communications efforts, including the public release of data for MHQP's quality reporting projects. MHQP reports clinical quality measures and patient experience information on primary care physicians in Massachusetts on a public website, [www.mhqp.org](http://www.mhqp.org). Prior to MHQP, Ms. Lambiaso managed the development public health campaigns and health promotion materials with a community based, public health non-profit. Ms. Lambiaso holds a dual master's degree in Social Work and Public Health from Boston University and Bachelor of Arts degree in Communication and Psychology from the University of Buffalo.

**Ying Li, MA**

Volunteer

Health Improvement Institute

Ms. Li is the volunteer webmaster of the Health Improvement Institute's website. She is also a Research Analyst at the Joint Center for Political and Economic Studies, and is currently pursuing a doctoral degree in mass communication from Southern Illinois University. Ms. Li holds an M.A and a B.A. in library and information science from Peking University, China.

**George Linzer**

Executive Producer, Lab Tests Online

American Association for Clinical Chemistry (AACC)

Mr. Linzer is currently Executive Producer of *Lab Tests Online*, an award-winning patient education website produced by the American Association for Clinical Chemistry. Responsible for the site's launch in 2001, Mr. Linzer recognized that establishing the site's credibility with healthcare consumers and journalists was essential to its success. Building a collaboration of 17 professional organizations to develop the site's content, he also subscribed the site to the HONCode and Consumer Reports WebWatch guidelines to promote credible information practices on the Internet. Today, the site averages one million visitors a month and is often cited in health articles and sometimes spotlighted in newspapers and magazines. Mr. Linzer has also contributed evaluations of healthcare websites to HealthRatings.org, a joint effort of the Health Improvement Institute and Consumer Reports WebWatch. Mr. Linzer has a BA from Dartmouth



College. He has previously conducted strategic analyses for several distance learning organizations and co-founded a communications company that launched, among other things, the ubiquitous *Energy Star* program for the US Environmental Protection Agency.

**William Liss-Levinson, PhD**

Vice President & Chief Strategy and Operation Officer  
Castle Connolly Medical, Ltd

In a career spanning more than 30 years, Dr. Liss-Levinson, has successfully transitioned from a healthcare professional in the provider sector to a senior business development executive in the publishing sector. He is involved in all aspects of the company's operations in addition to direct responsibility for business development, strategic partnerships, new product development, marketing and sales and strategic planning. Dr. Liss-Levinson has held senior positions in various healthcare organizations, and has served as: Director of Program Development for a major New York integrated delivery system; Director of Corporate Planning for a multi-level, multi-site geriatric health system; Director of Medical & Geriatric Services for one of the nation's leading philanthropic organizations; and Director of a pioneering Hospice program. He has testified before Congress on Hospice care and Medicare reimbursement, authored chapters and articles in numerous professional publications, and has lectured and conducted workshops extensively throughout North America to both professional groups and laypersons. As but one example, he most recently (September 24, 2007) was a member of a panel "Learning the New 3R's: Healthcare Quality Metrics" at a major conference held in Philadelphia "Health Content 07" sponsored by the InfoCommerce Group.

**Gui Liu**

Workshop Coordinator  
Health Improvement Institute

Ms. Liu recently received her Bachelor's degree from Georgetown University, where she studied Psychology and Japanese. As an undergraduate, she interned at the New York City chapter of Leukemia and Lymphoma Society and was a research assistant at Lombardi Comprehensive Cancer Care Center. While at Georgetown University, Ms. Liu worked for DC Schools Program as a tutor, and was a volunteer for Learning Enterprises teaching English in Anhui, China.

**Sue Mantel, MBA, PhD**

Associate Professor  
Indiana University - Kelly School of Business Indianapolis

Dr. Mantel joined the Kelley School of Business in 2003. Previously, she was an Associate Professor of Marketing at the University of Toledo from 1994 - 2003. Dr. Mantel's research interests include Consumer Information Processing, Influences of Affect on Consumer Responses, Judgment and Inference Processes, and Decision Making. She has authored articles in these areas and is currently working on a project that investigates situational influences on the perception of risk in Direct to Consumer Advertising. Dr Mantel's work has been published in business and marketing journals including Journal of Consumer Research, Journal of Consumer Psychology, Journal of Operations Management, Journal of Business Research, and Psychometric Bulletin and Review among others. Dr. Mantel received her B.S. in Computer



Science and Business from Bowling Green State University and her MBA and Ph.D. in Marketing from The University of Cincinnati.

**Brian Marquis**

Program Analyst

NIH, National Institute on Drug Abuse

Mr. Marquis has worked at the AHRQ Publications Clearinghouse and as a contractor at National Heart, Lung and Blood Institute. He holds a B.S. in Family Studies from College of Health and Human Performance at University of Maryland College Park. Mr. Marquis is the recipient of Hammer Award in 2000 for his contribution to Healthfinder.gov, a federal web site for consumers, developed by the U.S. Department of Health and Human Services together with other Federal agencies.

**Marilyn Moon, PhD**

VP/Director, Health Program

American Institutes for Research

A nationally-known expert on Medicare, Dr. Moon has served as a Senior Fellow at the Urban Institute and as a public trustee for the Social Security and Medicare trust funds. Dr. Moon has written extensively on health policy, both for the elderly and the population in general, and on social insurance issues. Her most recent book, *Medicare: A Policy Primer*, was published in 2006. From 1993 to 2000, Dr. Moon also wrote a periodic column for the Washington Post on health reform and health coverage issues. She is currently the Chair of the Maryland Health Care Commission and has served on a number of boards for non-profit organizations, the Medicare Rights Center, and the National Academy of Social Insurance. Dr. Moon earned a PhD in economics from the University of Wisconsin-Madison. Previously, she was an associate professor of economics at the University of Wisconsin, Milwaukee, a senior analyst at the Congressional Budget Office, and the founding Director of the Public Policy Institute of the American Association of Retired Persons.

**Naomi Naierman, MPA**

President

American Hospice Foundation

Ms. Naierman has been an executive in the hospice field for 24 years. At the American Hospice Foundation since 1995, she has been responsible for forming its founding board of directors, developing long range plans, and raising the national visibility of the organization as an advocate for dying and grieving Americans. The mission of the Foundation is to increase access to hospice care and to advocate for public reporting. Prior to AHF, Ms. Naierman served as the Executive Director of Hospice Council of Metropolitan Washington in Washington, DC and the Deputy Director of the Washington Office at Abt Associates, Inc. Ms. Naierman is the author of numerous articles and has lectured before a wide variety of audiences. She has been interviewed on national television, radio, and newspapers, including *NBC's Nightly News* with Tom Brokaw, *ABC's Good Morning America* with Diane Sawyer. Ms. Naierman received her BS in mathematics from Simmons College and MPA from George Washington University.



**Sharon Quint-Kasner, RN, MS**  
Technical Information Specialist, Office of Cancer Content Management  
National Cancer Institute

**Ellen Robinson, MHS**  
Senior Communications Manager  
IQ Solutions

Ms. Robinson offers social marketing, health education and program planning support to clients in the Federal and nonprofit public health arenas. Ms. Robinson leads the marketing task for healthfinder.gov, the online gateway to reliable health information, and health news, sponsored by the Office of Prevention and Health Promotion. She is responsible for increasing visibility of the web site and gathering news coverage. She has also implemented low-cost ways to promote the web site and increase its usage. Additionally, Ms. Robinson managed the National Institute on Drug Abuse NIDA for Teens web site and the Substance Abuse and Mental Health Services Administration National Alcohol and Drug Addiction Recovery Month web site. Ms. Robinson received her MHS in Behavioral Sciences and Health Education and Certificate in Health Communication from Johns Hopkins Bloomberg School of Public Health and B.A. in Journalism/public relations sequence from University of Maryland – University Honors Program in College Park, MD.

**Patricia C. Rodriguez**  
Deputy Director/Medical Record Manager, CERT Program  
Livanta, LLC

Ms. Rodriguez has 25 years of experience in the field of health information management. Her most recent experience includes overseeing the operational and internal quality control functions of a call center and imaging center for the Comprehensive Error Rate Testing Program under contract with the Center for Medicare and Medicaid Services (CMS). Prior to joining Livanta, LLC, she oversaw the operational and internal quality control functions of the Clinical Data Abstraction Center. As Technical Analyst, Ms. Rodriguez supervised the administrative tasks required by the CEPRP program and PRP/MAP activities. She also served as liaison for the subcontractor and coordinated data abstraction activities. Prior to joining FMAS in 1992, she held management positions both in acute care hospital and health care consulting arenas. Ms. Rodriguez's background includes the development and maintenance of secure and confidential storage and retrieval systems and the establishment of efficient tracking systems for medical records.

**Kim Saxton, PhD**  
Assistant Professor, Marketing  
Indiana University - Kelley School of Business

Dr. Saxton holds a Ph.D. and MBA in Marketing from Indiana University, as well as a B.S. in Management Science from MIT. She has 20 years' experience in Competitive Intelligence, Market Research and Marketing. Kim started her career in consulting. Other roles have included VP, New Product Development at WalkerInformation, Global Market Research Manager at Eli Lilly and Company, Executive Director of Marketing at Xanodyne Pharmaceuticals and Partner of her own Competitive Intelligence and Strategic Planning consulting firm. Dr. Saxton has



published in *Marketing Science*, *Journal of Business Research*, *International Journal of Research in Marketing*, *Corporate Reputation Review*, *Reputation Management*, *Psychometrika* and *Journal of Research in Science Teaching*. Her research is primarily focused on pharmaceutical marketing, the use of data modeling procedures, corporate reputation and the integration of sales and marketing activities.

### **Greg Scandlen**

President & CEO

Consumers for Health Care Choices

Mr. Scandlen is the founder and president of Consumers for Health Care Choices, a non-partisan, non-profit membership organization aimed at empowering consumers in the health care system. He is an accomplished writer, researcher, and public speaker. He is considered one of the nation's experts on health care financing, insurance regulation and employee benefits. He testifies frequently before Congress, and appears on such television shows as the O'Reilly Factor, NBC Nightly News, ABC News, and CNN. Mr. Scandlen gives three dozen speeches a year to organizations representing employers and labor, hospitals and physicians, insurers and pharmaceutical companies. He has published many papers on topics such as health care costs, insurance reform, employee benefits, individual insurance programs, HSAs and HRAs, and every aspect of consumer driven health care. Mr. Scandlen has worked for several Washington-based think tanks, including the Cato Institute, the National Center for Policy Analysis and the Galen Institute. He was the president of the Health Benefits Group, a benefits consulting firm, and the founder and executive director of the Council for Affordable Health Insurance, a trade association of insurance companies. He also spent 12 years in the Blue Cross Blue Shield system, most recently as the director of state research at the national association.

### **Gordon R. Seidenberg, MPA, MPH**

Member, Board of Directors

Acoustic Neuroma Association

Mr. Seidenberg is an independent business consultant; he has prepared business plans for a construction company including financials for launching an expansion program and developed Website content for a promising e-commerce business. He serves as the liaison between ANA's Board of Director and the Medical Advisory Board. Mr. Seidenberg has 30 years of senior management experience with the National Institute of Mental Health. At NIMH, he held positions of acting Executive Officer; Deputy Executive Officer; lead facility planner for NIMH in the design, management, and budget oversight of the new NIH Neurosciences Center; and Deputy Director for Special Projects and Program Coordination, Division of AIDS, and Health and Behavior Research, and Division of Adult Translational Research and Treatment Development. Mr. Seidenberg received his BS in biology from Union College, MPA from Cornell University, and MPH from Johns Hopkins University. He is the recipient of numerous awards, including NIMH Special Service Award, PHS Meritorious Service Medal, and PHS Outstanding Service Medal.



**Joshua Seidman, PhD**

President

Center for Information Therapy

Before launching the IxCenter, Dr. Seidman served as senior editor and director of quality initiatives for the Advisory Board Company's Consumer Health Initiative, Director of Measure Development of National Committee for Quality Assurance (NCQA), a consultant to independent oversight groups and government agencies in the assessment of electronic consumer health information, Assistant Director of Private Sector Relations at the American College of Cardiology, and a peer reviewer for various scientific journals. In addition, Dr. Seidman has published several book chapters and articles in peer-reviewed journals on e-health and quality-of-care-related issues. For five years, Dr. Seidman volunteered as President of the board of directors for Micah House, a transitional house in Washington, D.C., for homeless women recovering from substance abuse. Dr. Seidman holds a PhD in health services research and a MHS in health policy and management, both from the Johns Hopkins School of Public Health. His doctoral research involved the development of a tool to evaluate the quality of health information on the Internet and an assessment of what Web site characteristics influenced health information quality. He received his BA in political science from Brown University.

**Deb Shade, RN**

Associate Director

CureSearch National Childhood Cancer Foundation

**Megan Sowa**

Program Associate, Institute on Health Care Costs & Solutions

National Business Group on Health

Ms. Sowa supports the Institute's initiatives in the area of health care quality and solutions, consumer-directed health care, and evidence-based benefit design. She has concentrated much of her work with the Business Group on providing resources and creating tools for employers to improve communications with their employees. Ms. Sowa graduated from Penn State University with a major in Marketing and a minor in Sociology.

**Ruth Ann Speir, MS**

Program Manager, National Oral Health Information Clearinghouse

IQ Solutions, Inc

As Director of Information Services at IQ Solutions, Inc., Ms. Speir manages the National Oral Health Information Clearinghouse for NIDCR. She directs the team that develops and writes content for the Diseases and Conditions index on the NIDCR Web site (<http://www.nidcr.nih.gov/HealthInformation/DiseasesAndConditions/default.htm>), NIDCR publications, and other materials targeted towards patients and health care providers treating patients with special oral health care needs. Previously, Ms. Speir directed the NIDDK Information Clearinghouses. One notable task was managing the development of three clearinghouse Web sites and an online catalog from conception to usability testing to launch and integrating the catalog site with NIDDK's inventory and inquiry response tracking system to ensure real-time inventory data (<http://diabetes.niddk.nih.gov>, <http://digestive.niddk.nih.gov>,



<http://kidney.niddk.nih.gov>, <http://catalog.niddk.nih.gov>). Ms. Speir holds a M.S. in Health Administration and a B.S. in Health Science, Secondary Education from Towson University.

**Earl Steinberg, MD, MPP**

President & CEO

Resolution Health, Inc

Dr. Steinberg is a nationally known expert in evaluation and improvement of the quality and efficiency of health care. Dr. Steinberg is a member of Blue Cross/Blue Shield Association's National Medical Advisory Panel, an Adjunct Professor of Medicine and of Health Policy and Management at Johns Hopkins University, and a member of the Advisory Council of Harvard Medical School's Department of Health Care Policy. Prior to joining RHI, Dr. Steinberg spent six years as Vice President of Covance Health Economics and Outcomes Services Inc., Director of its Quality Assessment and Improvement Systems Division, and Co-Director of its Outcomes Studies Group; 12 years on at Johns Hopkins University, where he was also the Director of The Johns Hopkins Program for Medical Technology and Practice Assessment; and four years on the Federal Physician Payment Review Commission. Dr. Steinberg received his A.B., M.D., and Master of Public Policy degrees from Harvard University. Dr. Steinberg has received numerous awards, including the Henry J. Kaiser Family Foundation Faculty Scholar Award in General Internal Medicine, the "Outstanding Young Investigator" Award from the Association for Health Services Research, and a Special Presidential Visionary Award from the National Kidney Foundation for his work as the scientific director of the NKF's landmark Kidney Disease Outcomes and Quality Initiative. He also is a Fellow of the American College of Physicians and of AcademyHealth.

**Aliya Sternsterin**

Senior Writer, National Journal's Technology Daily

National Journal Group

**Murray Turoff, PhD**

Distinguished Professor Emeritus, Information Systems

New Jersey Institute of Technology

Dr. Turoff is also a consultant for National Library of Medicine on the Requirements for a National Disaster Information Center for NLM and the co-founder of ISCRAM (Information Systems for Crisis Response and Management). He has been engaged in research and development of computer-mediated communication systems since the late 1960s. He was the designer of the Emergency Management Information System And Reference Index (EMISARI), which was the first group communication-oriented crisis management system and which was used for the 1971 Wage Price Freeze and assorted federal crisis events until the mid-1980s. Dr. Turoff is the also co-author of the award winning book, *The Network Nation: Human Communication via Computers*, and a recipient of Computing Pioneer Award from the Electronic Frontier Foundation. Dr. Turoff received his Bachelor's degree in Physics and Math from University of California at Berkeley and PhD in Physics from Brandeis University.



**Veronica Venturini-Hunter, MPH**

Executive Consultant II, Office of the Director  
Arizona Health Care Cost Containment System

Ms. Venturini-Hunter is responsible for directing Health and Wellness Initiatives for the agency. Among other wellness and community health planning projects, she is leading a recently awarded Medicaid Transformation (Transparency) grant to develop a Value Driven Decision Support Web-based Tool Box to provide cost, quality, episode of care, and evidence based medicine, as well as culturally appropriate and linguistically competent health information to beneficiaries, providers, and health plans. By implementing this tool box, their goal is to transform the AHCCCS Medicaid program and the patient care process. In addition, she is responsible for developing communication, outreach, market research and evaluation plans to support the project. Over past 10 years, Ms. Venturini-Hunter worked at a small community hospital (Saint Anthony Hospital) in Chicago; she was responsible for the areas of community/government relations, marketing communication and outreach. Ms. Venturini-Hunter received her BS in Health Education from Illinois State University and an MPH with a concentration in Health Policy and Administration from University of Illinois of Chicago.

**Paul Walter, JD**

Senior Partner  
Tydings & Rosenberg

For over forty years Mr. Walter has practiced law in Baltimore and has earned a reputation as one of the area's foremost senior practitioners. His practice includes business matters as well as litigation. Although most of his career has been in private practice at Tydings & Rosenberg, he also served as an assistant attorney general of Maryland and Counsel to the Secretary of the Department of Health & Mental Hygiene. During the course of his practice Mr. Walter has remained active in community organizations, including having served on the Board of Regents of Morgan State University, the Citizens Advisory Council of the Rosewood Center for the Mentally Retarded, and the Governor's Drug and Alcohol Abuse Commission. He is currently an Advisory Board Member of the Council of Caring Communities of the United Nations. Mr. Walter is also an adjunct professor of law at the University of Baltimore School of Law where he conducts a course on litigation process.

**Faye Williams, MSLS**

Library Services Manager, Library/Info Services  
Office of Minority Health Resource Center

Ms. Williams has managed information in academic, corporate and government settings, and does extensive searching on the Internet for technical and business information. She has contributed to the content development of websites in all these venues, and regularly evaluates the content and organization of online databases. Ms. Williams has a M.S. in Library Science from Simmons College, Boston, Massachusetts, and is a member of the Medical Library Association.



**Jorgen Wouters, MA**

Senior Web Producer

Consumer Report WebWatch

Mr. Wouters oversaw the creation of HealthRatings.org in 2005, and continues to coordinate the publication of each new round of health site ratings. He has reviewed every site in all four rounds of health site ratings, assessing compliance with WebWatch guidelines for credibility. He served as project manager for the creation of the Consumer Reports Best Buy Drugs site. Before joining WebWatch, Mr. Wouters wrote for McKinsey & Company, and prior to that, he was fly fishing editor at the outdoor recreation site Gorp.com. Mr. Wouters also covered international news for ABCNEWS.com, edited a weekly newsletter on information services for Business Research Publications and wrote about the Internet for Washington Technology magazine when it was still called the "Information Superhighway." He holds a bachelor's degree in history and geography from the State University of New York at Plattsburgh, and a master's degree in journalism from Syracuse University's S.I. Newhouse School of Public Communications.