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The Reede Scholars, Inc. Health Equity Symposium Planning Committee:
Mary Fleming, MD, MPH, Linda E. Haller, Kamilah Jackson MD, MPH,
Monica Le, MD, MPH, Audra Robertson, MD, MPH, Sanjeev Sriram, MD,
MPH, Judith Steinberg, MD, MPH, Mallory Williams, MD, MPH



The
California
Endowment



The Reede Scholars, Inc.
3rd Annual Health Equity Symposium

From the Lecture Hall to
the Town Hall:
Messaging Strategies to
Advance Health Equity

Thursday, May 3rd, 2012
3:30pm-6:30pm

Joseph B. Martin Conference Center
Harvard Medical School

Agenda

- 3:30 – 4:30 Reception
- 4:30 Welcome
- 4:35 Introductory Remarks:
John McDonough DPH, MPA
Professor of the Practice of Public Health and
Director of the Center for Public Health Leadership
in the Department of Health Policy and
Management at the Harvard School of Public Health
- 4:45 Panel Presentations
Donna Gittens
Founder/Principal causemedia, Inc.
- Stephen Smith**
City Editor for The Boston Globe
- Sanjeev Sriram, MD, MPH**
National Physicians Alliance
- 5:15 – 6:15 Audience Discussion
Moderator **Mallory Williams, MD, MPH, FACS**
Associate Professor of Surgery & Chief, Division of
Trauma, Critical Care, & Acute Care Surgery
University of Toledo College of Medicine
Trauma Medical Director and Director, Surgical ICU
University of Toledo Medical Center
- 6:15 - 6:30 Closing Remarks:
Tobe Berkovitz, PhD, MA, BFA
Associate Professor, Advertising at Boston
University College of Communication

Speakers

John McDonough, DPH, MPA

John E. McDonough, DPH, MPA is a professor of public health practice at the Harvard School of Public Health and director of the new HSPH Center for Public Health Leadership.

Most recently, he was the Joan H. Tisch Distinguished Fellow in Public Health at Hunter College in New York City.

From 1985 to 1997, he served as a member of the Massachusetts House of Representatives where he co-chaired the Joint Committee on Health Care. From 1998 through 2003, he was an Associate Professor at the Heller School at Brandeis University. From 2003 and 2008, he served as Executive Director of Health Care For All, Massachusetts' leading consumer health advocacy organization, where he played a key role in passage and implementation of the 2006 Massachusetts health reform law. From 2008 and 2010, he served as a Senior Advisor on National Health Reform to the U.S. Senate Committee on Health, Education, Labor and Pensions.

His articles have appeared in Health Affairs, the New England Journal of Medicine and other journals. He has written three books: Inside National Health Reform (2011), Experiencing Politics: A Legislator's Stories of Government and Health Care(2000), and Interests, Ideas, and Deregulation: The Fate of Hospital Rate Setting (1998). He received a doctorate in public health in 1996 from the School of Public Health at the University of Michigan and a Masters in Public Administration from the John F. Kennedy School of Government at Harvard University in 1990. He lives in Brookline with his wife, Janice Furlong.



Tobe Berkovitz, PhD, MA, BFA

Dr. Berkovitz is an Associate Professor of Advertising at the Boston University College of Communications. Dr. Berkovitz has worked since 1974 as a political media consultant on presidential, senatorial, congressional and gubernatorial election campaigns. He specializes in media strategy and time buying, and works as a producer of political commercials. He has consulted on campaigns in over 25 states. His clients have included Senators John Glenn, Carl Levin, Patrick Leahy and Tom Harkin. Dr. Berkovitz appears frequently on television and in the press as a political and media analyst. Dr. Berkovitz received his Bachelors of Fine Arts at the University of Connecticut, Masters at the University of Connecticut, and Doctorate from Wayne State University.



Donna Gittens



A visionary leader and an authority on cause-related marketing, Donna has built an exceptional advertising/social marketing agency, causemedia, Inc. Dedicated to serving socially conscious corporations and non-profits, the agency is partner to some of the area's most savvy industry leaders including among others the Boston Red Sox, Novo Nordisk, The Boston Foundation, Massachusetts General Hospital, AIDS Action of Massachusetts and the Massachusetts Department of Public Health.

Steven Smith

Stephen Smith is city editor of The Boston Globe, a post he has held since 2011. For nine years before that, he was a health reporter on the Globe's Health/Science Desk. His coverage portfolio included public health, infectious disease, cancer, health disparities, and consumer health. Before joining the Globe, Smith was a reporter and editor for 16 years at The Miami Herald, where much of his work focused on health and science. He was a Nieman fellow at Harvard University during the 1999-2000 academic year, and a finalist for the Pulitzer Prize in 1993. He is a graduate of Northwestern University.



Sanjeev Sriram, MD, MPH



Dr. Sriram completed his medical degree and his pediatrics residency at UCLA, where he also served as Chief Resident at the Department of Pediatrics. In June 2009, he completed the Commonwealth Fund / Harvard University Fellowship (CFHUF) in Minority Health Policy and earned his Masters in Public Health. After finishing his fellowship, Dr. Sriram moved to Washington, DC and worked as the Director of Membership Communications and Outreach for the National Physicians Alliance.

Through the NPA's Secure Health Care for All campaign for health reform, he encouraged community-minded physicians to give voice to their patients, free from the influence of the pharmaceutical and insurance industries. Dr. Sriram has recruited health care providers to speak at town meetings, with members of Congress, and in various media outlets. In October 2009, he testified before Congress on the relationship between civil rights and the need for a public option for health insurance. His editorials have been published on Maggie Mahar's blog called Health Beat, Current.com, and The Hill. After the Patient Protection and Affordable Care Act was passed, Dr. Sriram directed his efforts towards practicing general pediatrics and legislative advocacy for child health.

He currently works for Children's National Medical Center in their Southeast DC Children's Health Centers, and is an Assistant Professor of Pediatrics at the George Washington University School of Medicine.

Dr. Sriram is also a Member-at-Large for the DC Chapter of the American Academy of Pediatrics. He writes on issues of health and social justice on his blog, "DR in D.C."

Mallory Williams, MD, MPH, FACS

Dr. Williams is Associate Professor of Surgery and Chief of Trauma, Critical Care, & Acute Care Surgery at the University of Toledo College of Medicine. He received his Bachelors of Science degree from Morehouse College in Atlanta, Georgia. He went on to earn his Doctor of Medicine Degree from the University of Maryland School of Medicine.



Dr. Williams earned his Masters in Public Health Degree from Harvard University School of Public Health as both a Harvard University Presidential Scholar and Commonwealth/Harvard University Fellow in Minority Health Policy. Dr. Williams completed his general surgery training as the Chief Administrative Resident at Wayne State University in Detroit, Michigan and his critical care fellowship at the Brigham and Women's Hospital under his mentor Selwyn O. Rogers. He is a board certified in both general surgery and surgical critical care. His academic interests include better understanding health care delivery in safety net hospitals and improving communication and team dynamics in high stress health care delivery areas such as the trauma care unit, intensive care unit, and operating room. He is a scientific reviewer for both the Agency for Health Care Quality and the National Science Foundation. Dr. Williams is a former member of the Louisiana Emergency Response Network Commission and played a major role in the passage of critical legislation to rebuild the state trauma system in Louisiana in the post Katrina era.

He is a current member of the Trauma Visionary Committee of the State of Ohio and a member of the leadership team responsible for the State of Ohio Trauma System Evaluation. He is a frequent guest of the television segment, "Talk Back Live" in Toledo where he delivers commentary and messages that focus on trauma prevention and other public health topics. He is an academic surgeon who chooses to focus his work and service at the intersection between public health and surgery. He is married to Patrice and has 3 daughters, Shelby, Maya, and Zoe.

Special Recognition:

Karen Davis, PhD

Karen Davis is president of The Commonwealth Fund, a national philanthropy engaged in independent research on health and social policy issues.



Dr. Davis is a nationally recognized economist, with a distinguished career in public policy and research. Before joining the Fund, she served as chairman of the Department of Health Policy and Management at The Johns Hopkins School of Public Health, where she also held an appointment as professor of economics. She served as deputy assistant secretary for health policy in the Department of Health and Human Services from 1977–1980, and was the first woman to head a U.S. Public Health Service agency.

Prior to her government career, Dr. Davis was a senior fellow at the Brookings Institution in Washington, D.C., a visiting lecturer at Harvard University, and an assistant professor of economics at Rice University. A native of Oklahoma, she received her Ph.D. in economics from Rice University, which recognized her achievements with a Distinguished Alumna Award in 1991. Dr. Davis is the recipient of the 2000 Baxter-Allegiance Foundation Prize for Health Services Research. In the spring of 2001, Dr. Davis received an honorary doctorate in humane letters from John Hopkins University. In 2006, she was selected for the AcademyHealth Distinguished Investigator Award for significant and lasting contributions to the field of health services research in addition to the Picker Award for

Dr. Davis has published a number of significant books, monographs, and articles on health and social policy issues, including the landmark books: *Health Care Cost Containment*, *Medicare Policy*, *National Health Insurance: Benefits, Costs, and Consequences*, and *Health and the War on Poverty*.

She serves on the Board of Directors of the Geisinger Health System. She was elected to the Institute of Medicine in 1975, has served two terms on the IOM governing Council (1986-90 and 1997-2000), was a member of the IOM Committee on Redesigning Health Insurance Benefits, Payment and Performance Improvement Programs, and was awarded the Adam Yarmolinsky medal in 2007 for her contributions to the mission of the Institute of Medicine. She is a past president of the AcademyHealth (formerly AHSRHP) and an AcademyHealth distinguished fellow. In 2006, she was selected for the AcademyHealth Distinguished Investigator Award for significant and lasting contributions to the field of health services research in addition to the Picker Award for Excellence in the Advancement of Patient Centered Care. She is also a member of the Kaiser Commission on Medicaid and the Uninsured and a former member of the Agency for Healthcare Quality and Research (AHRQ) National Advisory Committee. She also serves on the Panel of Health Advisors for the Congressional Budget Office and is an elected Fellow of the American Academy of Arts and Sciences.

The Reede Scholars, Inc: History and Mission

Joan Y. Reede, MD, MPH, MS, MBA



Dr. Reede was appointed as the first Dean for Diversity and Community Partnership at Harvard Medical School in January 2002. Dr. Reede is also the Director of the Minority Faculty Development Program and Faculty Director of Community Outreach Programs at HMS. In addition, she holds the appointments of Associate Professor of Medicine at HMS; Associate Professor of Society, Human Development and Health, at the Harvard School of Public

Health; and Assistant in Health Policy at Massachusetts General Hospital. The impact of Dr. Reede's work is reflected in the numerous programs she has created to benefit minority students, residents, scientists, and physicians. Over the years, Dr. Reede has created and developed more than 16 programs at HMS that aim to address pipeline and leadership issues for minorities and women who are interested in careers in medicine, academic and scientific research, and the health care professions. Supported by a dedicated staff, she has developed mentoring programs for under-represented minority students at middle school, graduate, and medical school levels. Dr. Reede is a member of the Institute of Medicine of the Academies of Science, and the recipient of the 2011 Diversity Award from the Association of Professors of Medicine.

The Reede Scholars, Inc. is the alumni organization of the Commonwealth Fund/Harvard University Fellowship in Minority Health Policy, California Endowment Scholars in Health Policy, and Joseph L. Henry Oral Health Fellowship programs at Harvard Medical School.

Mission

The mission of the organization is to transform health policy through education, research, policy and practice to improve human health and wellbeing.

Goals

Our growing network of scholars seeks to achieve the following goals

- 1) Ensure high quality health care and public health services for all populations
- 2) Enhance measurement and surveillance of targeted public health and health care goals in disadvantaged/vulnerable populations
- 3) Develop, implement, and evaluate health policies that address social determinants of health and leading causes of morbidity and death
- 4) Engage communities we serve through dialogue, education, and civic participation to advocate for improved health, community empowerment, and health equity
- 5) Support endeavors to educate future Reede Scholars