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The Center for  
**COMMUNITY  
HEALTH STUDIES**

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UNIVERSITY OF SOUTHERN CALIFORNIA

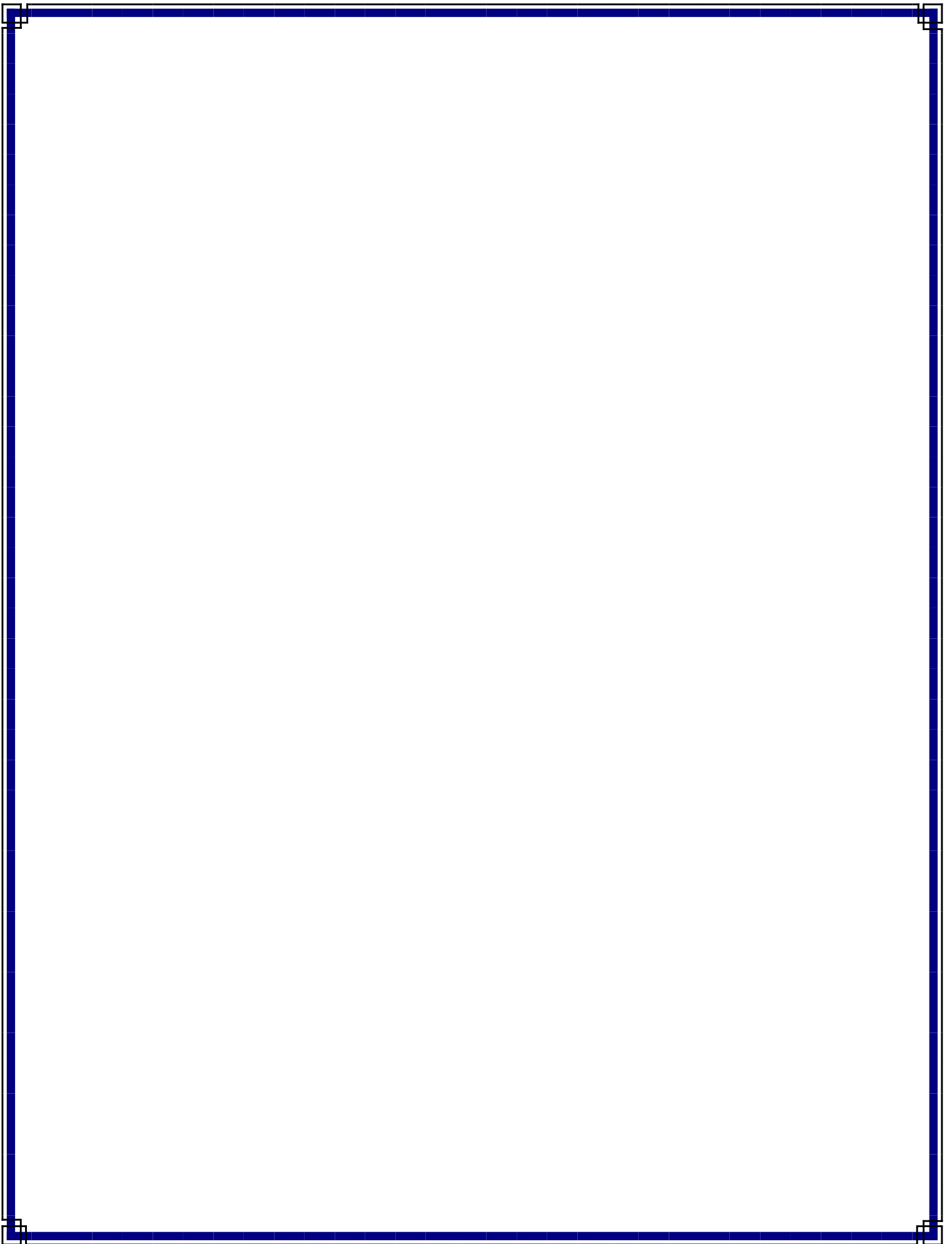
**CHILD HEALTH  
POLICY  
RESEARCH  
SYMPOSIUM 2009**

March 2

The Center for Healthy Communities  
1000 N Alameda St.  
Los Angeles, CA 90012



*The Health Consumer Alliance*



# CHILD HEALTH POLICY RESEARCH SYMPOSIUM

March 2, 2009

## Schedule of Events

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**Registration & Continental Breakfast** 8:00-9:00 am

**Welcome** 9:00-9:15 am

Michael Cousineau, DrPH Director, USC Center for Community Health Studies  
Robert K. Ross, MD President and CEO, The California Endowment

**Update on National & State Health Care Reforms** 9:15-10:15 am

Wendell Primus, PhD Senior Policy Advisor on Budget & Health Issues  
to House Speaker Nancy Pelosi  
Daniel Zingale Senior Vice President for Policy, Communication,  
and Public Affairs, The California Endowment  
Wendy Lazarus, MPH Founder & Co-President, Children's Partnership

**Prospects for Child Health Care Reform in California** 10:15-11:15 am

Robert Phillips, MPA, MPH Senior Program Officer, The California Endowment  
Lucien Wulsin, JD Director, Insure the Uninsured Project (ITUP)  
Jean Ross, MA Executive Director, California Budget Project  
Lesley Cummings, MA Director, Managed Risk Medical Insurance Board (MRMIB)  
Wilma Chan, MA Vice President for Policy, Children Now

**Break** 11:15-11:25 am

**Using Child Health Data Effectively for Policy Change** 11:25-12:15 am

Gregory Stevens, PhD, MHS Assistant Professor, USC Center for Community Health Studies  
Kena Burke, MPP Director, Children's Health Initiative of San Louis Obispo  
Peggy Toy, MA Director, Health DATA Program  
UCLA Center for Health Policy Research

**Lunch** 12:15-1:15 pm

**A Vision for Improving Child Health Care Systems** 1:15-1:45 pm

Paul Wise, MD, MPH Director, Center for Policy, Outcomes, and Prevention  
Stanford University

**Break-out Sessions** 1:45-3:00 pm

- *Fundraising for Children's Health Care in a "Down" Economy:  
How to Elaborate a Business Case for Children's Health Care*
- *Strengthening the Medical Home for Children:  
What Programs, Health Plans and Providers Can Do*
- *Policies and Innovations Influencing Outreach and Enrollment*
- *Improving Accessibility & Utilization of Dental Care Services for Vulnerable Children*

**Enrollment Modernization:**

**Can a Radical Incrementalist Approach Get Us There?** 3:00-3:30pm

Sam Karp Vice President of Programs, California HealthCare Foundation

**Closing** 3:30-3:45pm

Michael Cousineau, DrPH Director, USC Center for Community Health Studies

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*--Please join us for some light refreshments at the conclusion of the symposium--*

## BREAKOUT SESSIONS

### **Fundraising for Children's Health Care in a "Down" Economy: How to Elaborate a Business Case for Children's Health Care**

**Yosemite Room**

Session Coordinator: Michael Cousineau, DrPH  
Director, Center for Community Health Studies, USC

Session Moderator: Maura Harrington, PhD, MBA  
COO/Director of Consulting, Center for Nonprofit Management

Panelists: Judith Darnell, MPP  
Policy Director, United Ways of California

Leona Butler  
CEO, Santa Clara Family Health Plan

Rodney Presley, MSW, LCSW  
Vice President, Assist Management Consulting LLC

### **Strengthening the Medical Home for Children: What Programs, Health Plans and Providers Can Do**

**Mojave Room**

Session Coordinator: Gregory Stevens, PhD  
Assistant Professor of Research, Center for Community Health Studies, USC

Panelists: Manjusha Kulkarni, JD  
Staff Attorney, National Health Law Program

Kathryn Smith, RN, MN  
Associate Director, University Center for Excellence in Developmental Disabilities, CHLA

### **Policies and Innovations Influencing Outreach and Enrollment**

**Catalina Room**

Session Coordinator: Albert Farias, MPH  
Project Manager, Center for Community Health Studies, USC

Panelists: Claudia Page  
Co-Director, Center to Promote HealthCare Access

Katie Murphy, JD  
Staff Attorney, Western Center on Law and Poverty

Lucy Quacinella, Esq.  
Principal, Multiforum Advocacy Solutions

### **Improving Accessibility & Utilization of Dental Care Services for Vulnerable Children**

**Cabrillo Room**

Session Coordinator: Em Arpawong, MPH  
Project Manager, Center for Community Health Studies, USC

Panelists: Joel Diringer, JD, MPH  
Founder, Diringer & Associates

Dana Hughes, DrPH, MPH, MS  
Professor, Philip R. Lee Institute for Health Policy Studies, UCSF

Kim Lewis, JD  
Senior Health Attorney, Western Center on Law and Poverty

## **SPEAKER & MODERATOR BIOGRAPHIES**

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### **EM ARPAWONG, MPH**

Em Arpawong is concurrently a Project Manager at the Center for Community Health Studies and a doctoral student in Health Behavior Research at the Institute for Prevention Research at USC. Ms. Arpawong began her research career studying cervical cancer with a fellowship award at the National Cancer Institute. She has eight years of experience in the public health field, having conducted public policy research for women's and reproductive health, developed survey tools to assess children's risk for environmentally-related cancers, managed medical informatics projects, and coordinated school based assessments to evaluate California state policy aimed at reducing rates of obesity and type II diabetes in children. Her current research interests include applying ecological research models to health care use, and evaluating mediators between the built environment and health. Her work at the Center focuses on using health plan informatics to evaluate utilization and quality of health care. Ms. Arpawong received her BA in Biology from Oberlin College and an MPH from USC.

### **KENA BURKE, MPP**

Kena C. Burke has been the founding Executive Director of the Children's Health Initiative of San Luis Obispo County (CHISLO) since its inception in late 2004. CHISLO is a non-profit, community-based collaborative organization that strives to ensure that every child has access to quality health care coverage. Working with numerous community partners, CHISLO has successfully implemented an innovative "one-door" approach to community outreach, having more than 5,000 children reported without health insurance. Of those children, approximately 3,500 have been enrolled in MediCal, Healthy Families or Healthy Kids. Along with community partners and the dedication of a wonderful board of directors, CHISLO has raised almost \$4 million dollars for Healthy Kids.

Prior to working for CHISLO, Ms. Burke worked for Cal Poly San Luis Obispo, where she created and implemented a new model for Engineering Assessment: a center designed to support the accreditation and assessment efforts of ten engineering programs. By streamlining data collection techniques and coordination of analysis and reporting, engineering programs provided timely and relevant data from its own identified constituent groups to justify and modify overall curricular design and changes. Ms. Burke began her career in San Luis Obispo working for Corporate Communications at Pacific Gas and Electric Company.

Ms. Burke has worked on many local health care issues regarding financing, Medicare reimbursement rates, education and access issues in San Luis Obispo County including serving on several advisory panels. As a board member for the Partnership for the Children / Clinica de Tolosa Dental Clinic, Ms. Burke continues to work for access for all our local children. However, all of this work pales in comparison to Ms. Burke's true profession: creating a wonderful life for her daughter. Ms. Burke received her BA in English from Texas Tech University, and her Master's degree in Public Policy from Cal Poly, San Luis Obispo.

### **LEONA BUTLER**

Leona M. Butler is a CEO Emerita for the Santa Clara Family Health Plan (SCFHP). Through December 2008, she was Chief Executive Officer of SCFHP. She arrived in 1997, within months of SCFHP's startup. Mrs. Butler guided the plan to a dominant position in the Santa Clara County market while advocating for universal health insurance coverage for all Californians.

Mrs. Butler has been a leader of the Children's Health Initiative (CHI), a community-based outreach and enrollment program, and developed and administered Healthy Kids, a locally funded insurance plan. These programs, whose mission is to provide health insurance for every child in Santa Clara County, provide coverage to children who do not qualify for public insurance. The programs, the first of their kind in the nation, were created by a public-private partnership that included SCFHP. Additionally, Mrs. Butler has been actively involved in the Healthy Families program since its inception, and has worked to ensure that SCFHP be designated each year as the community provider plan for Santa Clara County. Mrs. Butler served on the Healthy Families Advisory Panel from 1998 to 2001.

Previously, as CEO of the Health Plan of San Joaquin, Mrs. Butler was responsible for designing the Health Plan, obtaining its Knox-Keene license, contracting with the Department

of Health Services, and implementing all aspects of the Health Plan, which had a membership of more than 48,000. As Vice President for Provider Affairs at Blue Cross of California, Mrs. Butler was responsible for the conception, design and implementation of the Prudent Buyer plan, the first large PPO in the State, and for designing and administering provider contracting for California Care. Mrs. Butler spent three years with the California Legislature as the chief staff person on the Medi-Cal program during a time of major Medi-Cal reform, and organized and administered a large medical group in San Francisco, now known as the California Pacific Medical Group.

Mrs. Butler's health care experience started at the University of California San Francisco Medical Center where she held a variety of positions, starting as an analyst for the Chancellor and culminating as Principal Investigator for a grant to investigate ways to educate the public via television news.

### **WILMA CHAN, MA**

Wilma Chan has been a strong advocate for children and families for over 35 years. Assemblywoman Wilma Chan served as the first woman Majority Leader of the State Assembly. She represented Oakland, Alameda and Piedmont in the State Assembly from 2000 – 2006. She authored many groundbreaking bills including making California the first state to ban toxic flame retardants and implement a no-lead standard in drinking water pipes and fixtures. Ms. Chan authored historic legislation to end the practice of hospitals overcharging uninsured and underinsured patients and to cover California's 800,000 uninsured children. She won approval of \$100 million to expand State Preschool and fought successfully to maintain the state's Master Plan for college student access. Prior to her election to the Assembly, Ms. Chan was elected twice as the first Asian American to serve on the Alameda County Board of Supervisors after completing a term on the Oakland Board of Education. Ms. Chan holds a BA in history from Wellesley College and a MA in education policy from Stanford University. She has two grown children and one grandchild.

She served as the Legislator in Residence at UC Berkeley during the 2006-07 academic year and taught political science on campus for two years. In addition, she was appointed by Senate President Pro Tem Perata to serve on the California Medical Assistance Commission. She has worked on healthcare projects in Alameda County, including an expansion of health services at the Peralta Community Colleges and was a candidate for the California State Senate 9<sup>th</sup> SD. She was recently appointed Vice President for Policy at Children Now.

### **MICHAEL COUSINEAU, DrPH**

Michael R. Cousineau is Associate Professor of Research in the Department of Family Medicine and Preventive Medicine at the USC Keck School of Medicine. He directs the USC Center for Community Health Studies and teaches in both the Masters in Public Health and the Professionalism and the Practice of Medicine programs. He has a masters and a doctorate from the UCLA School of Public Health. His work focuses on health policy and services, project evaluations, access to care for the low income uninsured, governance and operation of safety-net providers (including public hospitals, community-based clinics and health centers), and the health needs of vulnerable populations including the homeless. His work includes studying the impact of initiatives designed to expand health insurance to adults and children, the dynamics of insurance coverage decisions by small businesses, alternative governance of safety net hospitals, and the health and mental health needs of the homeless. His publications appear in American Journal of Public Health, Medical Care, Public Health Reports, Evaluation Review and the Journal of Community Health.

### **LESLEY CUMMINGS, MA**

Ms. Cummings is the Executive Director of the California Managed Risk Medical Insurance Board (MRMIB). MRMIB runs California's SCHIP program—Healthy Families—and the state's pool for medically uninsurable people. The Healthy Families program is the country's largest SCHIP program with over 900,000 children enrolled.

In 2004, she led MRMIB's efforts in assessing the impact of an employer enacted pay or play requirement (ultimately overturned by the voters) on the purchasing pool that MRMIB would have operated under the Act (SB 2).

Ms. Cummings has over thirty years of experience in California state government, having held various positions within the executive and legislative branches. Prior to returning to MRMIB, she

served as a Special Assistant to the Speaker of the California Assembly on health issues. She has served in the executive branch as the Associate Director for Policy at the Department of Health Services, and a Deputy Director at MRMIB. In the Legislature, she was chief consultant to the Assembly Insurance Subcommittee on health insurance, and was responsible for health budget issues at the Assembly Ways and Means Committee and the Legislative Analyst's Office. She participated in the drafting of California's small group health insurance reform, including the development and implementation of a state-operated purchasing pool for small employers, legislation reforming managed care, and the design and implementation of the Healthy Families Program.

### **JUDITH DARNELL, MPP**

Judith Darnell has served as Director of United Ways of California since 2004 and has worked for children and families since the early 1990s. She works with local United Ways across California and their corporate volunteers, advocating for comprehensive health coverage for all California's children. In 2007, the work expanded to include federal advocacy. United Way and its constituents have become an increasingly strong voice for sustainable policy change in the health and human services field.

Previously Judy served as Director of Community Building and Director of Success by 6 at United Way of Santa Cruz County. Darnell's non-profit work began in 1993 developing prevention programs and directing a Healthy Start program in Santa Cruz County. Prior to 1993, Judy served as District Manager / Vice President with California Casualty Insurance Company and later as co-owner of Starlite Studios / Darnell Collins Productions, a media production company in the San Francisco Bay Area.

Darnell received a B.A. in psychology from Case Western Reserve University and a master of public policy from the Leon & Sylvia Panetta Institute of Public Policy / California State University Monterey Bay. She lives in Felton CA with her husband and is proud mother of two grown sons and grandmother of an adorable grandson, all who are lucky enough to have health insurance.

### **JOEL DIRINGER, JD, MPH**

Joel Diringer is the founder of Diringer & Associates, a Central California's health care consulting firm specializing in data analysis, program evaluation and policy analysis for nonprofit and governmental organizations. The firm's work focuses on oral health, children's health coverage and access to care for farmworkers and other indigent populations. Recent publications include policy reports on adult Denti-Cal benefits, inclusion of dental care in health reform, and utilization of dental benefits in children's coverage programs.

Previously, Joel was Senior Program Officer and Health Policy Advisor at The California Endowment, California's largest health philanthropy. Joel received his Juris Doctor from the University of California at Davis Martin Luther King, Jr. School of Law and his Masters in Public Health from the Harvard School of Public Health. He resides in San Luis Obispo, California.

### **ALBERT FARIAS, MPH**

Albert Farias, MPH is a Project Manager for the Center for Community Health Studies at USC. His work focuses on process monitoring and evaluation of the outreach, enrollment, retention, and utilization infrastructure in Los Angeles County in relation to public health coverage programs. Mr. Farias received his Masters in Public Health from Columbia University, specializing in Health Promotion and Disease Prevention. Additionally, he earned his Bachelor of Science in Biology from the University of California, Los Angeles. His experience includes implementation and evaluation of research studies around topics of health disparities, cancer, childhood obesity, and smoking cessation.

### **MAURA HARRINGTON, PhD, MBA**

Maura J. Harrington, Ph.D. MBA is the COO and Director of Consulting Services of the Center for Nonprofit Management of Southern California, leading the growth of the consulting and coaching practices provided to nonprofits and public agencies. Previously for more than 11 years Dr. Harrington worked for Lodestar Management/Research, Inc., a firm specializing in applied social research, program planning, program evaluation and management services for the public and nonprofit sectors. As vice president of consulting services and senior researcher she was

responsible for Lodestar's evaluation and strategic planning consultations to private foundations, nonprofit organizations and government social service agencies. Maura has also regularly conducted workshops on participatory and evaluation methods for small nonprofit organizations as well as for the Center for Nonprofit Management, the Long Beach Nonprofit Partnership and several foundations throughout California. As an adjunct professor she teaches courses on Social Work Research and Children and Family Issues in Urban America at the USC School of Social Work. As an Associate of the Achieving Styles Institute, Maura has designed and delivered leadership training workshops, designed training for trainers who use the leadership model and has conducted several research studies related to the model. Maura earned her Ph.D. in Organizational Behavior (Department of Psychology) from the Claremont Graduate School, where her primary areas of research were effective leadership, Achieving Styles, managerial empowerment, managerial styles and effectiveness. She also holds an MBA from the Peter Drucker Graduate Management Center and a B.S. in Psychology from Georgetown University. She is an active member of the American Evaluation Association, the past Chair of the Independent Consulting Topical Interest Group and past the Chair the City of Pasadena Human Services Commission.

### **DANA HUGHES, DrPH, MPH, MS**

Dana Hughes has nearly 30 years experience in the field of health policy research and evaluation. The majority of her work has focused on issues related to access to health care and health care financing particularly related to low income children and their families, including examination of policies and implementation of Medicaid, SCHIP and other public insurance programs. Her work includes monitoring trends in health insurance coverage, examining barriers to insurance and health services, and approaches to addressing disparities in health and health care use. Currently, Dr. Hughes is Principal Investigator for an evaluation of The San Francisco Foundation's Oral Health Initiative, an effort to expand access to oral health services among underserved populations in the San Francisco Bay Area. She is also serves as P.I. on an evaluation of a demonstration project to provide very young children oral health screenings and preventive clinical care within WIC programs. Other current projects include a study of the implementation and impact of federal Medicaid documentation requirements on counties and beneficiaries ("DRA") and an assessment of clinic redesign in San Mateo County to address the needs of low income and other underserved adults. She recently served on teams evaluating the Children's Health Initiatives in Santa Clara and San Mateo Counties. Currently, she is a Professor at the Philip R. Lee Institute for Health Policy Studies and the Department of Family and Community Medicine at the University of California, San Francisco. Dr. Hughes earned a doctorate in public health (DrPH) at the University of California at Berkeley. In addition, she has a Masters Degree in public health and a Masters Degree in urban planning from Columbia University.

### **SAM KARP**

Sam Karp is Vice President of Programs at the California HealthCare Foundation (CHCF), where he is responsible for leading strategy and program development of a \$40 million annual grant portfolio of this independent philanthropy committed to improving the way health care is delivered and financed in California. Previously, as CHCF's Director of its Health Information Technology program and Chief Information Officer, Mr. Karp led the Foundation's grantmaking and investments in health IT. Under Mr. Karp's leadership, CHCF sponsored various initiatives to accelerate the adoption and effective use of new information technologies in health care and increase understanding of the emerging health policy and regulatory issues resulting from technological change. Prior to joining CHCF, Karp served as the founder and CEO of HandsNet, Inc., a national nonprofit technology intermediary. He previously directed a large community health and nutrition organization in Santa Cruz, California, where he pioneered the development of integrated service delivery systems for low-income children, families, and the elderly. Karp is active in a variety of nonprofit organizations, state and national associations, and has consulted internationally.

### **MANJUSHA KULKARNI, JD**

Manjusha P. Kulkarni is a staff attorney at the National Health Law Program (NHeLP) in Los Angeles, California. Manju has worked on improving access to quality health care for low-income individuals at NHeLP since 1999. She conducts administrative and legislative policy advocacy in the areas of children's health care access, and access to oral health care and medical

transportation. On these topics, Manju has authored numerous articles, reports and training materials and has provided legal assistance to hundreds of health attorneys and advocates. In 2006, she was selected to participate in the Women's Policy Institute Fellowship program, a project of the Women's Foundation of California to train women to take on leadership roles in state policy advocacy, and she served as mentor to the Environmental Health and Justice Team of the Women's Policy Institute Fellowship Class of in 2007-08. Prior to joining NHeLP, Manju served as Director of Intake at the Law Offices of Sharon Lybeck Hartmann, a civil rights law firm appointed to monitor compliance with the consent decrees for the Denny's class action race discrimination lawsuits. Manju received a Bachelor of Arts degree in Political Science and a Certificate in Women's Studies from Duke University and a Juris Doctor degree from Boston University School of Law.

### **WENDY LAZARUS, MPH**

Wendy Lazarus is founder and co-president of The Children's Partnership, a national, nonprofit organization founded in 1993 to advance the interests of America's children and families—especially those at risk of being left behind. Its primary mission is to ensure that all children have the resources and the opportunities they need to grow up healthy and to lead productive lives.

Ms. Lazarus is a leading advocate and policy expert on a wide range of children's issues, having spent more than 25 years working on the front lines for children throughout the nation. Her distinguished career includes serving as the Children's Defense Fund's first director of health, as founding vice-president for policy for Children Now, and as a consultant to the Conrad Hilton and Piton Foundations. Throughout the years, she has helped secure improved health care, child support, access to information technologies, and other vital resources for hundreds of thousands of children and families. Under her leadership at The Children's Partnership, children and the use of digital opportunity is now a forefront policy issue in the United States.

In addition, Ms. Lazarus has led a number of health reform efforts, including major improvements in the federal Medicaid program for children. Her organization is currently helping advance The 100% Campaign, a California-based effort to provide health coverage to every child. With Ms. Lazarus's leadership, The Children's Partnership has also spearheaded the creation and roll-out of Express Lane Eligibility, pioneering to use technology to expedite enrollment in public health insurance programs for hundreds of thousands of uninsured children through other public programs in which they are already enrolled. Ms. Lazarus has also helped define the next frontier in health care for children—the deployment of new technologies such as telemedicine to improve children's health.

Ms. Lazarus serves as a board member or advisor to a number of national, state and community-based organizations and companies. She was appointed by Governor Arnold Schwarzenegger to the California Broadband Task Force and provided her expertise to State Superintendent Delaine Eastin's Educational Technology Task Force. She also serves as expert advisor to the California Emerging Technologies Fund, a board member of the Center for Healthcare Access, a board member of Connected Nation, and a steering committee member of the California Community Technology Policy Group. She also developed and taught a graduate-level course in child advocacy at UCLA.

Ms. Lazarus graduated from Yale University in Yale's first class of women graduates, and received her Master's degree in Science in Public Health from the University of North Carolina.

### **KIMBERLY LEWIS, JD**

As WCLP's senior health attorney, Kim works on a variety of issues concerning eligibility for health coverage and access to services of low income persons in California. She has served as co-counsel on a number of cases concerning Medi-Cal recipients' access to coverage and health services. Over the past number of years she has worked as co-counsel on *Katie A. v. Bonta*, a case to obtain intensive home-based mental health services for children who are in foster care or at risk of being removed from their homes. In 2006, she received the California Lawyer of the Year award in Public Policy for her work on that case. She is a graduate of the University of San Diego School of Law. Prior to coming to the WCLP, Kim was a government benefits attorney at the Legal Aid Foundation of Los Angeles, where she provided direct representation to low income Los Angeles residents in health, welfare and social security cases. Kim was an Adjunct Professor at the USD School of Law and the Directing Attorney of the law school's Patient Advocacy Program. During her tenure at the law school, she established the Mental Health Clinic in 1993 and served as Supervising Attorney of that clinic until her departure in September 2000. She also established a

Special Education Advocacy Project to provide representation, education and training for families with children who are emotionally disturbed. She has over 17 years of experience as a health care attorney, 10 of which she served as an advocate in the mental health system.

### **KATIE MURPHY, JD**

Katie joined WCLP in 1999 where she held a Skadden fellowship from 2000-2002 and is currently a staff attorney in the health unit. Katie leads the statewide advocacy community on Medi-Cal eligibility issues with particular emphasis on retention of coverage, health advocacy for children and families, and administrative implementation and simplification. Katie serves as the statewide advocacy representative on several stakeholder workgroups and committees. Katie provides legal technical assistance to state and county agencies revising eligibility policies and to sponsors of health reform bills. She is the editor and lead author of WCLP's Medi-Cal Eligibility Guide, a dynamic trainer on health care issues for advocates, and the co-coordinator of WCLP's law clerk program. Katie graduated from UCLA School of Law in 2000 in the inaugural class of UCLA's Program in Public Interest Law and Policy. Prior to law school, Katie served as a congressional caseworker for United States Senator Russ Feingold. She has received numerous public service awards and was most recently named one of "Southern California's Rising Stars" by LA Magazine.

### **CLAUDIA PAGE**

Claudia Page is a Co-Director at The Center to Promote HealthCare Access, a non-profit technology solution provider improving quality of life by connecting people to needed public benefits. The Center's signature tool is One-e-App, an innovative Web-based system for connecting families with a range of publicly funded health and human service programs. Prior to work with The Center, Ms. Page was a senior program officer in the Health Information and Technology Program at the California HealthCare Foundation. Ms. Page was also a Policy Analyst at the Medi-Cal Policy Institute, where her work centered on eligibility and enrollment in Medicaid and SCHIP. She was a lead in the development and pilot of Health-e-App in California, one of the nation's first online applications for Medicaid and S-CHIP, which launched in 2000 and is still used today statewide in California. Ms. Page has worked at Planned Parenthood affiliates in Washington, DC and Austin, Texas, and at the San Francisco Department of Public Health.

### **ROBERT PHILLIPS, MPA, MPH**

Robert Phillips leads The California Endowment's Access to Health Goal on strategies to help improve access to health coverage and care for California's uninsured and underserved populations. Phillips, who is based out of The Endowment's Greater Bay Area Regional office in San Francisco, also works on the foundation's *Covering California's Kids* program (a statewide initiative to expand access to health coverage to all California's kids).

Phillips has experience working successfully with a variety of sectors on health policy issue campaigns. Prior to joining The Endowment, Phillips was senior vice president of Carter Phillips LLC, a public affairs firm that specializes in strategic communication and political strategy to nonprofits, government agencies and labor unions. Phillips' diverse public policy and advocacy background includes his service as a senior associate at Policy Link, a national nonprofit research and advocacy organization, where he provided strategic development and direction for the organization's initiatives including health disparities and asthma. Phillips also was the Western Region capital strategies coordinator and a political coordinator/organizer for the Service Employees International Union in Oakland, CA, and a senior health policy analyst for the AFL-CIO in Washington, DC.

He currently serves as a board member of the California Transplant Donor Network, the California Legislative Black Caucus Foundation, and the Earned Assets Resource Network (EARN). He was formerly President of the Health Access Foundation Board of Directors, and was former Secretary/Treasurer of the Board of Trustees of the Alameda County Medical Center. Phillips is a resident of Richmond, CA, and received his bachelors in Political Science/Economics from Morehouse College in Atlanta, his masters in Public Affairs from the Maxwell School of Citizen and Public Affairs at Syracuse University, and his masters in Public Health from Harvard University's School of Public Health.

## **RODNEY PRESLEY, MSW, LCSW**

Rodney D. Presley, MSW, LCSW is Vice President of Assist Management Consulting, LLC. Presley has over 20 years experience in program development, strategic planning, grants management, and administration in nonprofit healthcare, mental health and social services settings in California, Maryland, and the District of Columbia. He has worked in various agencies and organizations including: Planned Parenthood Santa Monica, Los Angeles Free Clinic, Venice Family Clinic, Comprehensive Child Crisis Services (City and County of San Francisco), and USC School of Social Work. He has extensive experience working with children and adolescents in special education school settings, foster care agencies, group homes, juvenile justice system, psychiatric emergency services, inpatient facilities, as well as in a private practice setting. He led various trainings for Comprehensive Child Crisis Services, Baltimore County Department of Social Services, High Road Primary School, and Hattie Sams Learning Center. Training topics have included: Childhood Aggression, Suicide Prevention, Psychosocial Assessments, and Behavior Plans for Oppositional Children and Adolescents. Presently, he is a volunteer for Free Arts for Abused Children in Los Angeles. He has been a field instructor for MSW students from San Francisco State University, University of Maryland, and Howard University. Mr. Presley has a Bachelor of Science degree in Health Science from San Jose State University and a Master of Social Work degree from the University of Southern California, School of Social Work.

## **WENDELL PRIMUS, PhD**

Wendell Primus is the Senior Policy Advisor on Budget and Health issues to Speaker Nancy Pelosi. Prior to this appointment in March, 2005, Dr. Primus was the Minority Staff Director at the Joint Economic Committee. Prior to that position, Dr. Primus was the Director of Income Security for the Center on Budget and Policy Priorities in Washington, D.C. He previously served in the Clinton Administration as the Deputy Assistant Secretary for Human Services Policy at the Department of Health and Human Services. In that position, Dr. Primus was primarily responsible for policy development and for the conduct of research and evaluation on issues relating to income assistance, employment and related human services programs. Dr. Primus has also served as Chief Economist for the House Ways and Means Committee and Staff Director for the Committee's Subcommittee on Human Resources. During his fifteen-year tenure at Ways and Means, he was responsible for editing thirteen editions of the Committee's "Green Book." Dr. Primus received his Ph.D. in economics from Iowa State University.

## **LUCY QUACINELLA, ESQ.**

Lucy Quacinella, founder of Multiforum Advocacy Solutions (MAS), is a California attorney specializing in health and other human rights issues. In addition to policy advocacy and litigation to improve publicly-funded programs, MAS works with community-based organizations in the U.S. and abroad to develop and implement advocacy plans to strategically attack the root causes of poverty. One of MAS' most recent collaborations is with the Women's Equity in Access to Care and Treatment (WE-ACTx) Legal Project in Kigali, Rwanda.

## **ROBERT ROSS, MD, MPA**

Robert K. Ross, M.D., is president and chief executive officer for The California Endowment, a health foundation established in 1996 to address the health needs of Californians. Prior to his appointment in September 2000, Dr. Ross served as director of the Health and Human Services Agency for the County of San Diego from 1993 to 2000, and Commissioner of Public Health for the City of Philadelphia from 1990 to 1993. Dr. Ross has an extensive background as a clinician and public health administrator. His service includes: medical director for LINK School-Based Clinic Program, Camden, New Jersey; instructor of clinical medicine, Children's Hospital of Philadelphia; and faculty member at San Diego State University's School of Public Health.

Dr. Ross has been actively involved in community and professional activities at both the local and national level. He served as a member of the National Vaccine Advisory Committee, and on the boards of the National Marrow Donor Program, San Diego United Way and Jackie Robinson YMCA. He is a Diplomate of the American Academy of Pediatrics, served on the President's Summit for America's Future and as chairman of the national Boost for Kids Initiative. Dr. Ross received his undergraduate, masters in Public Administration and medical degrees from the University of Pennsylvania in Philadelphia.

During his tenure at The California Endowment, the foundation has focused on the health needs of underserved Californians by championing the cause of health coverage for all children, strengthening the capacity of community health centers, improving health services for farm worker and ex-offender populations, and strengthening the pipeline for bringing racial and ethnic diversity to the health professions. He was also named by Capitol Weekly as one of California's most influential civic leaders in health policy in 2006.

### **JEAN ROSS, MCRP**

Jean Ross joined the California Budget Project (CBP) as its first executive director in 1995. The CBP is a nonprofit, nonpartisan organization established to promote a better understanding of state fiscal and economic policy issues and their impact on low and middle income Californians. Her prior professional experience includes serving as Principal Consultant to the Assembly Revenue and Taxation Committee, Senior Consultant to the Assembly Human Services Committee, where she staffed the California Legislature's Joint Select Committee on the Changing Family; and Assistant Research Director of the Service Employees International Union in Washington, DC, where she was responsible for coordinating the union's research on tax, budget, and employment policy issues. Jean serves on the Board of the Washington, DC-based Institute on Taxation and Economic Policy; the Advisory Board of the Tax Policy Center, a joint project of the Urban Institute and Brookings Institution; the Advisory Committee of California's Franchise Tax Board; the Technical Advisory Committee of California's Economic Strategy Panel; and the Board of the California Tax Reform Association. Ms. Ross is a frequent speaker on fiscal and economic policy issues and has published numerous reports and articles. She has authored articles published by the Los Angeles Times, Sacramento Bee, State Tax Notes, San Francisco Chronicle, San Diego Union Tribune, Cornell University Press, and other publications.

Ms. Ross graduated from the University of California, Santa Cruz and has a master's degree in City and Regional Planning with a concentration in Regional Economics from the University of California, Berkeley. Ms. Ross was selected as a Senior Fellow of the University of California, Los Angeles' School of Public Policy and Social Research in 2000-01.

### **KATHRYN SMITH, RN, MN**

Ms. Smith is Assistant Professor of Clinical Pediatrics at Keck School of Medicine at USC, Assistant Clinical Professor at UCLA School of Nursing, Associate Director at the University Center for Excellence in Developmental Disabilities (UCEDD) at Children's Hospital Los Angeles (CHLA), and Assistant Nursing Director and Supervisor of the Policy Concentration in the LEND Program at UCEDD. Ms. Smith has over 30 years of clinical experience with children with spina bifida and their families, as well as experience in managing grant and contracts. She directs local and state-wide projects to improve conditions for children with special health care needs and their families. She has served as the principal or co-investigator for numerous projects related to children with special health care needs, including serving as the principal investigator for the CDC Spina Bifida Patient Registry Demonstration Project, the co-investigator for the Testing of the Transition Preparation Program, and the project director for the Effectiveness of Bladder and Bowel Techniques in Children with Spina Bifida study.

### **GREGORY STEVENS, PhD, MHS**

Dr. Stevens is an Assistant Professor of Research in the Center for Community Health Studies at the Keck School of Medicine, University of Southern California. He is currently a co-investigator on two large statewide evaluation projects of The California Endowment's *Covering California's Kids* program and First 5 California's *Children's Health Access Initiative*, both of which are strategic advocacy, program, and policy-focused initiatives to expand health insurance coverage for children in California. Dr. Stevens received his Ph.D. from Johns Hopkins University Bloomberg School of Public Health. He focuses his research on primary health care quality for vulnerable children, racial/ethnic and socioeconomic disparities in care, and patient-provider relationship issues involved in the delivery of well-child care and developmental services. Dr. Stevens is co-author of the book *Vulnerable Populations in the United States* (Jossey-Bass, 2005).

## **PEGGY TOY, MA**

Peggy Toy directs the Health DATA (Data, Advocacy, and Technical Assistance) Program, a key public service program of the UCLA Center for Health Policy Research. She is responsible for training and technical assistance services that build the capacity of organizations to access and use health research data in their policy and program development work.

Prior to heading Health DATA, Toy founded The PROMAC Group, a consulting firm that provides training and technical assistance in advocacy and strategic communications for public and private health organizations. She also has directed regional and national capacity-building programs for the National Cancer Institute, Centers for Disease Control and Prevention, Center for Substance Abuse Prevention, and the California and Los Angeles County departments of health, specializing in public health policy, media advocacy, and social marketing. She has also worked with the World Health Organization, the CDC Office on Smoking and Health, the National Community Building Network, and public television stations KCET and KLCS. She earned her Master of Arts degree in Communication Management from the USC Annenberg School of Communication with an emphasis on Public Health Policy and Communications.

## **PAUL WISE, MD, MPH**

Dr. Wise is the Richard E. Behrman Professor of Child Health and Society, Professor of Pediatrics, and Director of the Center for Policy, Outcomes and Prevention at Stanford University School of Medicine. Dr. Wise received his BA and MD degrees from Cornell University, his MPH degree from the Harvard School of Public Health, and completed his pediatric training at Children's Hospital in Boston. His former positions include Director of Emergency and Primary Care Services at Children's Hospital, Boston; Director of the Harvard Institute for Reproductive and Child Health at Harvard Medical School; and Special Assistant to the U.S. Surgeon General. Dr. Wise's research focuses on U.S. and international child health policy, the policy implications of gene-environment interaction, and the impact of medical innovation on disparities in child health. Dr. Wise has served as Chair of the Steering Committee of the NIH Global Network for Women's and Children's Health Research, and currently serves on the Secretary of the Department of Health and Human Services' Advisory Committee on Genetics, Health and Society.

## **LUCIEN WULSIN, JR., JD**

Lucien Wulsin is the project director of the Insure the Uninsured Project (ITUP), and is working on approaches to expand coverage for the working uninsured throughout California under grants from The California Wellness Foundation, Blue Shield Foundation of California, and The California Endowment. He is the author of *California at the Crossroads: Choices for Health Care Reform*, a study funded by the James Irvine Foundation on California's options to redesign its health care system. He also authored a "Health Care Options Report" funded by the state of California, which described opportunities and recommendations to develop affordable health coverage for all low and moderate income Californians. He has represented numerous health care organizations throughout California on efforts to increase funding, care and coverage for the uninsured.

Mr. Wulsin served as chief consultant to the Special Committee on MediCal Oversight of the California Assembly, where he worked closely with Assemblyman Burt Margolin on health coverage reforms. Mr. Wulsin has also worked at the National Health Law Program as a senior attorney with Greater Boston Legal Services, and as a clinical associate at Harvard Law School. Mr. Wulsin is a member of the bar in California and Massachusetts and a graduate of the University of Virginia Law School and Trinity College.

## **DANIEL ZINGALE**

Daniel Zingale joined the California Endowment as Senior Vice President for Policy, Communications, and Public Affairs in January 2009. Previously, he served as chief of staff to Maria Shriver and senior adviser to Governor Arnold Schwarzenegger. Mr. Zingale also worked for the former California Governor Gray Davis as Secretary of the Cabinet and Chief of Staff in the Office of the California Controller. He was also the Executive Director of AIDS Action in Washington, D.C. and political director of the Human Rights Campaign. As founding director of the California Department of Managed Health Care, Mr. Zingale was the first "HMO czar" in the nation. He is a former member of the California Agricultural Labor Relations Board and currently serves on the California Commission on the Status of Women.

## OUR SPONSORS

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### THE CALIFORNIA ENDOWMENT

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The California Endowment is a private, statewide health foundation that was created in 1996 as a result of Blue Cross of California's creation of WellPoint Health Networks, a for-profit corporation. This conversion set the groundwork for our mission:

*The California Endowment's mission is to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians.*

The California Endowment's vision for a healthy California involves more than the absence of disease. It is a state where community members and policymakers work together to improve health and health care, and there is respect for the experience and knowledge of the people who are the most directly affected by health disparities. It is a state where all Californians have a strong sense of self-worth and practice healthy lifestyles, where diversity is a source of strength for communities, where health problems are addressed promptly and effectively to minimize their consequences, and where prevention is a shared agenda and partnership is the norm.

An important factor in our work as a change agent is vigorous "grassroots-to-treetops" advocacy and mobilization. We actively promote and support an array of local grassroots coalitions, which are deeply rooted in communities and know best the conditions that need to change, as well as statewide and, in some cases, national organizations. Together, these individuals, organizations and coalitions act to influence health decision makers and shape policies and systems at all levels so that they reflect ideas that emerge from the grassroots and work for everyone.

### THE HEALTH CONSUMER ALLIANCE

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#### *The Health Consumer Alliance*

HCA is a partnership of consumer assistance programs operated by community-based legal services organizations. Our common mission is to help low-income people obtain essential health care. Since opening its doors in October 1998, HCA has helped more than 56,500 low-income consumers with health access problems. HCA receives its core funding from The California Endowment, which most recently awarded HCA a three-year, \$11 million grant for the program's continuation through February 2009. \$1.8 million of the award is to assist consumers with Medicare Part D. The California Healthcare Foundation also provides support for HCA with Medicare Part D.

HCA's local Health Consumer Centers operate in thirteen counties that, together, include more than three fifths of poor Californians: Alameda, El Dorado, Fresno, Imperial, Kern, Los Angeles, Orange, Placer, Sacramento, San Diego, San Francisco, San Mateo and Yolo. They are supported in this work by the National Health Law Program, which serves as lead agency, and the Western Center on Law and Poverty.

Our two main priorities are (a) helping consumers establish or maintain health coverage; and (b) ensuring that low-income consumers with health coverage get good access to essential services, including through managed care plans. We are committed to resolving problems in the most efficient manner possible, without wasting resources in unnecessary formal proceedings. Our activities give us a unique "on the ground" perspective about health access and quality issues facing low-income consumers. As consumers begin to experience new problems, we quickly see them reflected in our caseload. Likewise, as old problems are addressed successfully, we see them fade away among the consumers seeking our help.

### CALIFORNIA CHILDREN'S HEALTH INITIATIVES

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CCHI is a collaboration of local Children's Health Initiatives (CHI) in 30 counties across California. Collectively, the CHIs have insured more than 88,000 previously uninsured children into the locally funded Healthy Kids program. With firsthand experience and success enrolling children into public programs, such as Medi-Cal and Healthy Families, as well as administering local Healthy Kids programs, the CHIs have shown that coverage for all children in California is a do-able goal we can and must achieve now. This vision of CCHI is that every child who lives in California will have access to affordable and quality health care through health insurance. The mission of CCHI is to create sustainable health care coverage for all children in California, and maximize federal and state participation in funding that health insurance.

## ACKNOWLEDGEMENTS

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