

Executive Briefing Series Supporting High Performance Government: Leading Large Scale Change

*“The Next Wave in Health Care: Using Health Information Technology for Improving Front Line Programs”
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Biographies

William S. Bernstein
Chair, Healthcare Division, Manatt, Phelps & Phillips

Mr. Bernstein is a member of Manatt, Phelps & Phillips, LLP's Board of Directors, is Chairman of the Healthcare Division, and is Administrative Partner of the New York office. Mr. Bernstein's law practice concentrates on advising clients in the healthcare industry, including provider organizations, payor organizations, emerging companies and financial institutions. His practice also emphasizes strategic, business, transactional and regulatory matters.

Mr. Bernstein counsels numerous states, providers, companies and coalitions on healthcare information infrastructure and associated regulatory and financial considerations. He also speaks and writes extensively on emerging public policy issues in the health information technology field. He has assisted clients in raising billions of dollars of public-sector financing, ranging from innovative public-private ambulatory initiatives to cutting-edge funding for hospitals.

Mr. Bernstein has served as a law clerk to the Honorable Raymond J. Pettine, United States District Judge for the District of Rhode Island (1983), and as a staff member in the Office of Secretary Joseph A. Califano Jr., the United States Department of Health, Education and Welfare (1979).

Rachel Block
Deputy Commissioner, Office of Health Information Technology Transformation, NYS Department of Health

Rachel Block is Deputy Commissioner for Health Information Technology Transformation in the NYS Department of Health, where she oversees development and implementation of New York's statewide health information technology strategy. Before joining the Department in May 2009, she served as the founding executive director for the New York eHealth Collaborative (NYeC), a statewide multi-stakeholder organization committed to advancing health information technology adoption and use in New York.

From August 2003 – March 2008, she was the project director for the United Hospital Fund's Quality Strategies Initiative where she developed several initiatives to coordinate improvements in health care delivery and outcomes across the health care system in New York, including the planning process which led to creating NYeC. Prior to joining the Fund, Rachel worked in the public and private sectors leading strategic planning and policy development

efforts to improve the effectiveness and efficiency of state health programs. She served as a vice president for health services at Maximus from 2002-2003. From 1994-2002, Rachel held several senior management positions at the Centers for Medicare & Medicaid Services (previously Health Care Financing Administration) where she directed policy development and operations of Medicaid, State Children's Health Insurance, and Federal Survey and Certification Programs, with particular emphasis on quality improvement, data and systems issues.

From 1992-94, Rachel worked for then-Governor Howard Dean in the development of a comprehensive health reform plan for the state of Vermont. She also worked for the New York State Legislature from 1978-92 where she concentrated on Medicaid, coverage for the uninsured, public health and professional licensing issues.

Rachel is currently the president of the board for the eHealth Initiative Foundation.

Robert Doar
Commissioner, NYC Human Resources Administration

Robert Doar, Commissioner of the New York City Human Resources Administration (HRA), was appointed by Mayor Michael R. Bloomberg on January 8, 2007. With more than 14,000 employees, HRA leads New York City's principle social services programs. The Agency provides temporary cash assistance, food assistance, public health insurance and other essential services while making work central in the lives of a diverse group of New Yorkers. HRA/DSS is also responsible for the administration of Adult Protective Services, Child Support Enforcement, and Home Care.

In his position at HRA, Commissioner Doar has focused the Agency on the task of moving New Yorkers from dependency to self-sufficiency. Through his leadership, the Agency has expanded its focus on young men by increasing their access to work supports and creating fatherhood initiatives that encourage fathers to be more involved in the lives of their children. Commissioner Doar is also extensively involved in Mayor Bloomberg's proposal to expand the federal Earned Income Tax Credit. He has also taken a lead in advocating for more successful efforts to combat fraud and abuse in all public assistance programs.

Prior to coming to HRA, Doar was the Commissioner of the New York State Office of Temporary and Disability Assistance (OTDA), the agency which has oversight responsibility for the welfare, food stamp, child support and disability determination programs across the state. Previously, he had served as the OTDA Deputy Commissioner for the Division of Child Support Enforcement.

Mr. Doar and his wife, Sara, have four children.

Thomas Farley
Commissioner, NYC Department of Health and Mental Hygiene

Dr. Farley is Commissioner of the New York City Department of Health and Mental Hygiene. One of the world's oldest and largest public health agencies, the Agency has an annual budget of \$1.6 billion and more than 6,000 staff. Its priorities include a comprehensive tobacco control program, launched in 2002, that has resulted in 350,000 fewer smokers (a 25% decline among adults and 50% among children), preventing more than 100,000 premature deaths. New York City was the first in the U.S. to eliminate trans fat from restaurant food, rigorously monitor the diabetes epidemic, and require chain restaurants to post calorie information prominently. In 2006, the City launched the nation's largest community-based Electronic Health Record project, which will give more than one million New Yorkers improved and consistent preventive care. Prior to joining the Agency, Dr. Farley was Chair of the Department of Community Health Sciences at the Tulane University School of Public Health and Tropical Medicine. He received his MD and Master of Public Health degrees from Tulane University. He is trained as a pediatrician and served in the Centers for Disease Control's Epidemic Intelligence Service. He worked for the CDC and the Louisiana Office of Public Health from 1989 to 2000, most of that time directing control programs for various infectious diseases. He has conducted research and published articles on a wide range of topics, including

Legionnaires' disease, prevention of HIV/STDs, youth violence, infant mortality, and obesity. He is coauthor with RAND Senior Scientist Deborah Cohen of Prescription for a Healthy Nation (Beacon Press). He served as Senior Adviser to New York City Health Commissioner Thomas Frieden in 2007-2008.

Robert Walsh
Commissioner, NYC Department of Small Business Services

Robert W. Walsh was appointed Commissioner of the New York City Department of Small Business Services (SBS) by Mayor Bloomberg in January 2002. During his tenure, he has redefined how the City serves and responds to the needs of the City's 220,000 small businesses.

SBS has invigorated the City's 64 Business Improvement Districts— the largest network of BIDs in the country – which collectively invest more than \$98 million dollars in the maintenance, development and promotion of commercial districts throughout the City. Under Walsh's leadership, SBS enhanced the delivery of services to New York City's small businesses. Through NYC Business Solutions, SBS provides businesses with business planning assistance, business courses, help accessing financing, hiring and training employees, selling to the government, and accessing incentives. To make starting, operating and expanding a business simple and easy, SBS launched online tools through NYC Business Express. SBS has also energized the City's promotion and support of minority- and women-owned businesses.

Since Mayor Bloomberg merged the City's adult workforce development programs with SBS in July 2003, Walsh has led the effort to link workforce and economic development by meeting the needs of both businesses and jobseekers. Under his leadership, SBS has increased the number of Workforce1 Career Centers from three to nine and implemented data-driven performance management. The result has been an increase in the number of placements made by the Career Centers each quarter from just 127 in 2004 to more than 7,800 during the last quarter. Since 2004, the Workforce1 Career Centers have placed New Yorkers in 88,000 jobs, with 25,000 placements achieved in 2009. SBS also overhauled the City's training voucher program by focusing on training provider accountability and tightly linking training opportunities to jobs.

Prior to his appointment, Walsh spent five years in North Carolina as President of Charlotte Center City Partners, an organization dedicated to improving and growing Charlotte's central business district. From 1989 to April 1997, he led the Union Square Partnership, where he played a key role in the neighborhood's revitalization. During the 1980's, he worked in the administration of Mayor Edward I. Koch. He began his career in public service as a New York City Urban Fellow, a program he later directed. Commissioner Walsh holds a bachelor's degree and a master's degree from Fordham University.