

## SPEAKER BIOGRAPHIES

November 14, 2008

**DAVID HELMS** is President and CEO of AcademyHealth in Washington, D.C. In addition to leading AcademyHealth, Dr. Helms serves as President and CEO of the Coalition for Health Services, AcademyHealth's advocacy arm. The Coalition provides a unified voice for enhanced federal funding of health services research and data to inform health policy and practice. He also serves as senior advisor to two AcademyHealth national programs sponsored by the Robert Wood Johnson Foundation (RWJF). The RWJF Health Care Financing & Organization Program provides funding for investigator-initiated research on health care financing and the RWJF State Coverage Initiatives Program provides support to states to address pressing health coverage and access problems. Dr. Helms is frequently invited to facilitate consensus processes on health policy issues and on the development of research agendas. He also serves on a number of health related boards and advisory committees." Prior to assuming his current position, Dr. Helms founded and directed the Alpha Center where he was president from 1976-2000. The Alpha Center was a non-partisan, non-profit health policy center that provided expert technical assistance, objective analysis, research, comprehensive education and facilitation services. He received his doctorate in public administration and economics from the Maxwell School of Citizenship and Public Affairs at Syracuse University.

**JON KINGSDALE** is the Executive Director of the Commonwealth Health Insurance Connector Authority, an independent authority established in 2006 under Massachusetts' landmark health reform legislation. As the founding Executive Director, he leads key initiatives to make health insurance universally available and to reform health care financing in Massachusetts. As a senior executive at the Tufts Health Plans for twenty years, Jon was responsible for strategic planning, product development, public affairs and government relations. Prior to Tufts Health Plan, he worked in strategic planning and reimbursement at Blue Cross Blue Shield of Massachusetts, researched hospital finances at the Harvard School of Public Health, consulted on health policy issues in Washington, D.C., and worked as a reporter for Forbes Magazine. He received a doctorate in economic history from the University of Michigan and his bachelors degree from the University of Pennsylvania. He has taught at the Harvard School of Public Health, the Boston University School of Public Health, and Tufts University School of Medicine.

**CAL R. LUDEMAN** is commissioner of the Minnesota Department of Human Services (DHS), the state's largest agency with an annual budget of \$11 billion and more than 7,200 employees. The department provides or administers a broad range of services, including health care, economic assistance, child welfare services, and services for the elderly and people with disabilities. DHS is one of the largest health care purchasers in the state, purchasing health care for more than 650,000 people annually and processing more than 47 million health care claims and other transactions per year. Gov. Tim Pawlenty appointed Ludeman commissioner in July 2006. Ludeman is chair of the Governor's Health Cabinet, which is charged with using the state's health care purchasing influence to buy health care better, to streamline and improve health care regulation, and to drive the market to better results for all Minnesotans. He co-chaired the Governor's Health Transformation Task Force that resulted in significant health care reform in 2008. Ludeman is also cochair of the Smart-Buy Alliance, a coalition of public and private health care purchasers that represent approximately two-thirds of all of Minnesotans. Prior to joining DHS, Ludeman served as commissioner of the Minnesota Department of Employee Relations from 2003 to 2006. He served in the Minnesota House of Representatives from 1979 to 1985, including as minority whip in 1983 and 1984. Ludeman is from Tracy, Minnesota. He and his wife, Deb, have 3 children and 8 granddaughters.

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**ENRIQUE MARTINEZ-VIDAL** is a Vice President at AcademyHealth and the Director of the Robert Wood Johnson Foundation's State Coverage Initiatives (SCI) program which works with state policy leaders to develop strategies to improve insurance coverage and foster broad health care reform. He is also currently the project director for the State Quality Improvement Institute, a project of the Commonwealth Fund to assist states that are ready to make substantial commitments to quality improvement and to facilitate development of concrete action plans for further progress. Previously Mr. Martinez-Vidal was the deputy director for performance and benefits at the Maryland Health Care Commission, an independent state agency. There he was responsible for the oversight of Maryland's small group insurance market reforms; the annual evaluation of Maryland's mandated health insurance benefits; the collection and public dissemination of quality and performance information for hospitals, nursing homes and health plans; providing primary assistance on all legislative issues; and working on numerous other projects related to the affordability of health care, quality improvement, and patient safety. Mr. Martinez-Vidal was formerly a policy analyst with the Maryland Department of Legislative Services for five years. During that time he staffed the House Economic Matters Committee and was involved with a number of health-care related issues. He has a B.A. in political science and international studies from Dickinson College and a master's degree in public policy from Georgetown University.

**E. MITCHELL ("MITCH") ROOB, JR.** was appointed as secretary of the Indiana Family and Social Services Administration in 2005. Since that time, he has led a major transformation of FSSA, including initiatives to install the first agency wide accounting system, to modernize the intake process for public assistance program, and to reduce the long standing wait list for services to person with disabilities and the elderly. Mr. Roob has also been the principal architect of the Governor's innovative Healthy Indiana Plan to address the issue of high rates of smoking, low rates of childhood immunizations, and the growing number of uninsured Hoosiers. He has worked in a variety of public and private organizations, including as vice president of Netgov, COO of the Indianapolis Water Company, president of the Marion County Health and Hospital Corporation, and the director of the Department of Transportation in Indianapolis. During his time with the Marion County health and Hospital Corporation, he was responsible for the county Health Department and Wishard Public Hospital. Here he developed the Wishard Advantage, a health program for low-income residents, the IU Medical group and worked to reduce infant mortality. Wishard was named one of the top 100 hospitals in the nation three of the four years Mr. Roob was its president. He received his bachelor's degree from DePauw University and his M.B.A. from Notre Dame.

**SUMI SOUSA** serves as the health care advisor to Assembly Speaker Karen Bass, and oversees all health legislation and health budget issues on her behalf in the California State Assembly. She was the staff person responsible for Assembly Bill 8 (Núñez) and Assembly Bill 1x (Núñez), California's most recent attempt at comprehensive health care reform. She has served as the health advisor to the last three Assembly Speakers. Ms. Sousa has concentrated primarily in health policy and budgeting, and state and local finance. From 1999–2003, she served as executive director to the California Health Facilities Financing Authority. During her four years as executive director, Ms. Sousa oversaw several billion dollars in financing for the state's non-profits hospitals and spearheaded innovative loan and grant programs to assist California's safety net providers in expanding their services to the state's uninsured and underserved populations. She previously served as special assistant to San Francisco Mayor Willie L. Brown, Jr., handling the health and human service budgets for the City and County of San Francisco. Throughout the years, she has worked in several offices of the California State Assembly and California State Senate, serving on the staff of Assembly member Phillip Isenberg, Senator Herschel Rosenthal, and the Assembly Committee on Revenue and Taxation.