High and Low Value Care Across the Consumer, Provider and Purchaser

Presenter   **Marge Ginsburg, BSN, MPH**
Bio   **Former Executive Director of the Center for Healthcare Decisions**

Until her retirement last summer, Marge was the Executive Director of the Center for Healthcare Decisions (CHCD), a nonprofit, nonpartisan organization dedicated to promoting/ conducting civic engagement related to complex health policy issues. She founded CHCD in 1994, recognizing that the general public needed a greater role in addressing challenging issues faced by healthcare policymakers, purchasers and providers. Funded by grants and contracts, CHCD has gathered the citizen perspective on such topics as end-of-life care; cost-effectiveness in clinical and coverage decisions; design of health plan benefits; priorities for quality improvement; the use of evidence in clinical decisions; and ways to reduce low-value care.
While at CHCD, Marge served on the boards of National Quality Forum and the Integrated Healthcare Association, as well as NCQA's Committee on Performance Measurement, among others. In 2011, she was a committee member for Determining the Essential Health Care Benefits under the Institute of Medicine, established by the newly-formed ACA.

Prior to her work with CHCD, Marge was Director, Aging Health Services at the Institute on Aging, San Francisco; established CA's first public sector Adult Day Health Center at Laguna Honda Hospital; was a home care nurse with the SF VNA; a Peace Corps nurse in Nepal; and a volunteer nurse for the United Farm Workers. She received her nursing degree from the University of Maryland and an MPH from UC Berkeley.

Presenter   **Joshua, Fangmeier, MPP**
Bio   **Employee Research Division, Minnesota Management and Budget**

Josh Fangmeier is the Research Director of the Employee Insurance Division at Minnesota Management and Budget, where he leads the research and data analytics team for the State Employee Group Insurance Program (SEGIP). SEGIP provides health insurance benefits to over 128,000 Minnesota state employees and their dependents and is the largest employer group purchaser of health care in Minnesota. Prior to joining state government, Mr. Fangmeier worked on state health policy issues at the Center for Healthcare Research and Transformation at the University of Michigan. He holds a Masters of Public Policy degree from the University of Michigan.

Presenter   **Jeffrey Rideout MD, MA, FACP**
Bio   **President and CEO**
                 Integrated Healthcare Association

Dr. Rideout is currently President and CEO of the Integrated Healthcare Association, www.iha.org. The Integrated Healthcare Association is a California statewide multi-stakeholder leadership group that promotes quality improvement, accountability and affordability of health care. Dr. Rideout holds academic appointments with Stanford University School of Medicine and University of California Berkeley Haas School of Business, teaching on topics related to healthcare technology, services and investment. Dr. Rideout serves as an independent director for the Amedisys Corporation, one of the nation's largest home health and hospice companies, is Senior Advisor to the American Heart Association's Worksite Wellness Initiative and frequently advises new health IT and digital health companies. Previously Dr. Rideout served as the Senior Medical Advisor for Covered California, the Chief Medical Officer for Cisco Systems and the Chief Medical Officer for Blue Shield of California. Dr. Rideout is currently board chair for Contra Costa Interfaith Housing, which provides permanent housing to low income families in Contra Costa County, California.

Dr. Rideout completed his residency training in internal medicine at University of California, San Francisco and is a Fellow of the American College of Physicians. He received his medical degree from Harvard Medical School and his undergraduate degree from Stanford University. He also holds a master's degree in Philosophy, Politics, and Economics from Oxford University where he studied as a Rhodes Scholar.