

QUALITY IMPROVEMENT CONSULTANTS

NACCHO and NNPHI have worked collaboratively to compile the following list of persons who have expressed interest in providing technical assistance around the design and implementation of Quality Improvement (QI) programs in public health. As new persons/ resources are identified, we will update this list. The list is offered for the convenience of those seeking expertise in QI and is not a formal endorsement of any consultant.

Bobbie Berkowitz, PhD, RN, FAAN

Alumni Endowed Professor of Nursing
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Dr. Berkowitz has over 30 years of experience in public health practice, research, education, and policy. She directed the National Program Office for the Turning Point Initiative which included performance management among many activities related to strengthening the public health infrastructure. Prior to joining the University of Washington in 1996, Dr. Berkowitz served as Deputy Secretary of the Washington State Department of Health where she led the development and implementation of Washington State's Public Health Improvement Plan. This plan included a major effort to develop standards for the public health system at the local and state level. Other experience includes chief nurse positions at Public Health Seattle King County and the Whatcom County Health Department. She currently serves on the Boards of Qualis Health, a quality improvement organization; Group Health Cooperative, a large integrated health system in the Pacific Northwest; the American Academy of Nursing; and the Institute of Medicine Board on Population Health and Public Health Practice.

Michael Brand, PhD

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Dr. Brand's quality improvement experience includes conducting performance improvement projects as a psychiatric hospital administrator; working with social service agencies on performance improvement initiatives; and teaching performance improvement, assessment, and program evaluation principles and practice in undergraduate and graduate social work and public health programs. Dr. Brand also consulted with NACCHO's Project Public Health Ready (in conjunction with the Centers for Disease Control and Prevention) on program evaluation and performance improvement as part of the Southwest Center for Public Health Preparedness.

Cathy Brewton, ASQCQIA

Performance Consultant, Florida Department of Health
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Ms. Brewton has served as a performance consultant to many local county health departments in Florida, encouraging and supporting performance improvement efforts. She has also worked extensively with the Florida Multi-State Learning Collaborative project, focusing on performance management and quality improvement in public health. Her skills include: reviewing and analyzing data to identify strengths and opportunities for improvement, then implementing quality tools (i.e. 5 whys; affinity diagrams) to determine root causes; facilitating a strategic planning process, taking programs through a SWOT analysis, prioritization, development of goals, objectives, strategies, activities

and evaluation indicators, and promoting ideas for implementation of the plan; working with CHDs and programs on employee satisfaction initiatives including reward and recognition and teambuilding; and flowcharting processes.

Jim Butler

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Recently retired from the Michigan Department of Community Health, Mr. Butler intends to stay involved in assisting state and local health departments prepare for national accreditation. He has over 30 years of managerial, administrative, and leadership experience in public health. With the Michigan Department of Community Health, Mr. Butler served as the Public Health Administrator. He directed the Office of Local Health Services, served as Administrator for the Michigan Local Public Health Accreditation Program, was Co-Chair of the Michigan Multi-State Learning Collaborative Steering Committees (one and two), and was designated as the single point of contact for all statewide issues related to local public health. He was one of four principal authors of *Embracing Quality in Local Public Health: Michigan's Quality Improvement Guidebook* designed with and for local public health practitioners seeking to advance their use of a quality improvement model to improve public health practice and move toward improving outcomes.

Susan Crawford, RN, MSHSA

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Ms. Crawford is the owner and manager of Crawford Consulting, LLC, where she provides consultation on a wide range of quality improvement topics. She has experience in the performance excellence criteria of the Malcolm Baldrige National Quality Award and the Florida Sterling Council; strategic planning and leadership development; process management with PDCA / PDSA; process flowcharting, balanced scorecards, performance indicator development, measurement, and tracking.

Jennifer Edwards, DrPH, MHS

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Dr. Edwards has nearly twenty years experience in measuring and improving quality and safety; evaluating options for health system reform, and expanding coverage and improving access for uninsured and underinsured populations. Dr. Edwards recently spent two years working with a major teaching hospital in New York to bring performance improvement strategies to patient safety problems. Drawing on her training from the Institute for Healthcare Improvement, Dr. Edwards taught performance improvement to groups of clinical and administrative staff to achieve measurable improvements in care. Prior to that, she facilitated performance improvement work in Georgia and Medicaid public insurance programs by providing data and analysis to providers and program staff.

Michael Goodheim, MBA

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Mr. Goodheim has extensive experience in strategic planning in the healthcare sector, including performance of environmental assessments, hospital operational benchmarking, process flow mapping, planning session facilitation, and strategic frameworks.

Michelle Gourdine, MD

Principal Consultant, Michelle Gourdine and Associates, LLC

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Dr. Gourdine has more than 16 years of medical and public health experience, and she is dedicated to improving the health of the public through provision of consultation to policymakers, businesses, public health agencies, community organizations, and the private sector. For ten years, Dr. Gourdine served as the Health Officer for Baltimore County, Maryland, and participated in data sharing and joint community health assessment activities with local hospitals and health systems, which lead to the development of community-based health improvement initiatives. Her knowledge of the heterogeneous structure, governance, funding, and functions of local public health agencies across the country along with her working knowledge of the evolution of the national public health accreditation process allows Dr. Gourdine to provide effective consultation to local health departments desiring to prepare for accreditation.

Anne Harnish, MPA

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Ms. Harnish has worked extensively in reengineering many large scale human services and public health programs (including the state aging delivery system, early childhood development programs, and the handicapped children's program), all of which contained quality improvement approaches. Ms. Harnish's experience with the Ohio State Health Department has led to familiarity with state and local performance standards, as well as the NACCHO Operational Definition Metrics.

Becky Keyes

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Ms. Keyes is a Quality Improvement Performance Consultant with the Office of Performance Improvement at Florida's Department of Health. Her skills include: reviewing and analyzing data to identify strengths and opportunities for improvement, then using quality tools (i.e. 5 whys; affinity diagrams) to determine root causes; facilitating a strategic planning process, taking programs through a SWOT analysis, prioritization, development of goals, objectives, strategies, activities and evaluation indicators, and promoting ideas for implementation of the plan; working with CHDs and programs on employee satisfaction initiatives including reward and recognition and teambuilding; and process mapping.

**Donna Marshall, RNC, BSN, CPM, ASQCQA,
ASQCMQ/OE**

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Ms. Marshall has received two quality certifications from the American Society for Quality, and is also trained as a Florida Sterling Examiner (similar to Malcolm Baldrige Award Program). Ms. Marshall has been involved with quality improvement in many different aspects over the last 20 years in both private and public sectors. She has served as a performance consultant to local county health departments in Florida, as well as state health office programs, to drive performance improvement efforts. She currently serves as the Organizational Improvement Director and leads the team that supports organizational performance improvement for the Florida Department of Health.

Marlene “Marni” Mason, BSN, MBA

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Ms. Mason has extensive experience in the assessment and improvement of public health practice, in the development of performance standards for public health, in health plan preparation for accreditation, and in operational and clinical improvement in general healthcare, public health, and behavioral health organizations. She also has expertise in assessment and compliance with performance standards such as the National Committee for Quality Assurance, the National Performance Standards for Public Health, and the Baldrige Criteria for Performance. Recently, Ms. Mason has been traveling across the country to teach quality improvement (QI) methods and tools to public health leaders. She has consulted with 25 local and state public health QI teams in Washington, and with four local QI teams in Michigan as part of the Multi-State Learning Collaborative. Ms. Mason contributed to *Embracing Quality in Local Public Health*, a QI guidebook developed by the Michigan Accreditation Continuous Quality Improvement Collaborative. She has also coauthored several articles regarding performance management in public health, including “Quality Measurement and Performance Standards in Washington State” for the *Journal of Public Health Management and Practice*.

Edgar Morales, MPH

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Mr. Morales is currently the Planning and Performance Improvement Director for the St. Lucie County Health Department. He has served the Florida Department of Health for 17 years and has held other positions as Environmental Health Professional and Epidemiologist/Analyst in two counties in Florida. He has worked in performance improvement projects in Environmental Health, Epidemiology, Clinics, and Organizational and Community Health Improvement. His expertise is in the use of Mobilizing for Action through Planning and Partnerships (MAPP), NACCHO’s logic model for Community Health Improvement; the application and use of Malcolm Baldrige as a management model for organizational assessment, planning and process improvement; the application of several Six-Sigma tools; process management control systems; the use of statistical tools that provide guidance in decision making; the use of facilitative leadership and team building tools. Mr. Morales holds a Master in Public Health and is a member of the Florida Public Health Association and also a member of the Florida Sterling Council’s Board of Examiners, the state’s organization that applies Malcolm Baldrige’s principles of organizational excellence to make Florida a State of Excellence.

Gordon Mosser, MD

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Dr. Mosser is an associate professor in the Division of Health Policy & Management in the University of Minnesota, School of Public Health. His interests are in quality improvement, health care leadership, organizational behavior,

teamwork, and evidence-based health care. He has made over 100 presentations on quality improvement to a wide variety of audiences, including public health practitioners. He also consults internationally on quality improvement and has published 25 articles and book chapters. Prior to coming to the School of Public Health in 2006, Dr. Mosser worked as a physician leader and practiced general internal medicine for 30 years. For the last 13 of those years, he was the executive director of the Institute for Clinical Systems Improvement in Minnesota, an organization which he co-founded.

Public Health Informatics Institute

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The Public Health Informatics Institute (the Institute) offers over 16 years of experience working with state and local public health agencies to help meet their performance objectives. Specifically, the Institute's quality improvement team provides expertise in designing performance measures, as well as conducting functional analysis, workflow analysis, and business process analysis to meet public health objectives efficiently and effectively. As part of our quality improvement consultancy, the Institute delivers a customized approach for your quality improvement initiative, incorporating our proven methodology and a set of core principles to ensure a thoughtful and strategic approach for every project. Using the Institute's methodology, we work with your agency leadership to assess the key elements of the work processes, identify opportunities for improvement, and define the requirements for information systems that will support these processes. We understand that viable quality improvement strategies for public health must be collaborative. We recognize opportunities for efficiency, and provide accountability for results. The Institute's team of public health professionals is experienced in facilitation, business analysis, information technology, and project management - the tools you require to take your quality improvement project to completion.

William "Bill" Riley, PhD

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Dr. Riley has over 20 years of experience in public health, and he specializes in the area of quality improvement and quality control and safety. He currently teaches healthcare quality improvement, finance, and process control at the University of Minnesota's School of Public Health. Dr. Riley has experience as a senior health care executive at several health care organizations, where he has developed and implemented effective quality control systems, and led numerous process improvement initiatives. Dr. Riley is also the author of numerous studies and articles related to quality control, patient safety, and health care management, and he has consulted nationally on numerous quality improvement projects.

Pamela Schaefer, MN, MBA

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Ms. Schaefer has over 35 years of experience in training and facilitation, planning and thinking, balanced scorecard application, quality analysis tools and techniques, leadership training, and management. Ms. Schaefer has led numerous planning and training engagements with clients nationwide, and her expertise in strategy design, balanced scorecard, strategic management, and group facilitation has been used to assist clients in designing and leveraging improvement strategies within their organizations.

Elizabeth (Betty) Serow, PhD, MPH

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Ms. Serow has been working since 2004 on a variety of special projects in the Office of Planning, Evaluation and Data Analysis at the Florida Department of Health. She coordinates an annual summer rotation experience for 20-25 rising 2nd year MPH students from a local university, and specializes in finding ways to turn data into easily digestible information for “numerophobes.” She has worked on and off for the Department since she first went there as a consultant to plan and evaluate the Primary Care program in 1985 and most recently spent a 6-year stint at the Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the University of South Florida College of Public Health, as Director of the Florida Resiliency Mapping Project and Director of the Evaluation Unit of the Florida KidCare Collaboration Program. Ms Serow has over 20 years of training experience in program planning/evaluation and using data to drive decisions in a variety of contexts. This cuts across classic QI techniques like brainstorming, flow charting, PERT/Critical Path analysis, Ganttts, Pareto Charts, and Fishbone diagramming.,

Gowri Shetty, MS, MPH

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Ms. Shetty has over eight years of experience in quality improvement evaluation. She has designed and worked extensively with quality improvement tools and instruments to provide technical assistance, as well as evaluate programs in both public health and healthcare settings. Ms. Shetty has worked with diverse populations and a mix of government, nonprofit, and corporate agencies.

Karen van Caulil, PhD

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Dr. van Caulil has worked closely with several healthcare organizations (ranging from Ryan White providers, federally qualified health centers, health departments, and nonprofit agencies) in Central Florida on designing and implementing quality improvement efforts. She has experience in facilitating/using NACCHO tools, and has used the MAPP process to guide organizations through planning, implementation, evaluation, and quality improvement efforts.

PUBLIC HEALTH FOUNDATION CONSULTANTS

If you would like to contact the following consultants affiliated with the Public Health Foundation, please contact **Jacalyn Carden** at jcarden@phf.org or (202) 218- 4415.

Leslie Beitsch, MD, JD

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Dr. Beitsch has more than 20 years of experience working IN public health. He has served as Commissioner of the Oklahoma State Department of Health, and Assistant State Health Officer and Medical Director for the Florida Department of Health. Dr. Beitsch provides leadership to the Multi-State Learning Collaborative and its participants, facilitating group exercises and leading quality improvement processes with state and local health departments. His research focus includes medicine and public health collaboration and coordination, and health systems quality improvement and work force development.

Grace Duffy, MBA

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Ms. Duffy has worked with local health departments, federal entities, volunteer organizations, and companies to provide services in organizational and process improvement, leadership, quality, customer service, and teamwork. She is the coauthor of *The Quality Improvement Handbook* and *The Executive Guide to Improvement and Change*, and is an ASQ Certified Manager of Quality/Organizational Excellence, a Certified Quality Improvement Associate, a Certified Quality Auditor, a Certified Lean Six Sigma Master Black Belt, and a Manager of Process Improvement.

Jack Moran, PhD, CQM, CMC

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Dr. Moran has over 30 years of quality improvement expertise in developing quality improvement tools and training programs, implementing and evaluating quality improvement programs, and writing articles and books on quality improvement methods. He is an ASQ Certified Quality Manager and a Certified Management Consultant by the Institute of Management Consultants, and has been active in several quality improvement associations.

For more information:

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* NNPHI is the Program Office for the Multi-State Learning Collaborative