



## Controlling Costs and Improving Quality for Retirees: Can It Improve the Health System Overall?

*EBRI/ERF Policy Forum #56*

The Barbara Jordan Conference Center  
Henry J. Kaiser Family Foundation  
1330 G Street NW, between 13<sup>th</sup> and 14<sup>th</sup> Streets  
Washington, DC 20005  
(202) 347-5270

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### *Speaker Biographies*

#### **James D. Bentley, Ph.D.**

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Jim Bentley joined the American Hospital Association in 1991 and is currently the Senior Vice President for Strategic Policy Planning. His responsibilities include developing policy on long-term public policy issues such as (1) What agenda would make health care more affordable? (2) How should we pay for health services in the future? (3) How can relationships between physicians and hospitals be improved? (4) How can hospitals design work and relationships with employees to become thriving work places? (5) How can hospitals meet the challenges of preparedness for mass casualty disasters?

Before joining the American Hospital Association, Dr. Bentley spent 15 years with the Association of American Medical Colleges (AAMC). Initially responsible for legislative and regulatory activities affecting teaching hospitals, he concluded his AAMC career as Vice President of Clinical Services with responsibility for the Association's program of services for teaching hospitals and faculty practice plans.

Dr. Bentley spent five years in the U.S. Navy Medical Service Corps and has been on the faculty of George Washington University, where he taught medical sociology and health care administration.

In 1998 and 1999, Dr. Bentley was a member of the Board of Examiners for the Malcolm Baldrige National Quality Award. He has served two terms as a member of the Board of Trustees of Holy Cross Health of Silver Spring, MD, and continues to serve on its Mission and Planning Committee.

He has published in a wide variety of journals, including *Health Affairs*, *The New England Journal of Medicine*, and *The Journal of the American Medical Association*.

Dr. Bentley earned his B.A. in health facilities management from Michigan State University and his Ph.D. in medical care organization from the University of Michigan.

#### **Robert M. Crane**

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Robert M. Crane is Senior Vice President, Research and Policy Development for Kaiser Foundation Health Plan, Inc., and Kaiser Foundation Hospitals. In addition, he is Director of the Kaiser Permanente Institute for Health Policy. The Institute is responsible for identifying and analyzing public policy issues and working with others to shape health policy development over the long term. Mr. Crane also has executive responsibility for the Kaiser Foundation Research Institute. During his 20-year career with Kaiser Permanente, Mr. Crane has held positions as:

- Senior Vice President and Chief Administrative Officer;
- Interim Group Senior Vice President overseeing operations in the Central East, Southeast, and Rocky Mountain Divisions;

- Senior Vice President, Interregional Services and General Manager of Kaiser Permanente Consulting and Business Services;
- Senior Vice President, Quality Management;
- Senior Vice President, National Accounts and Public Relations;
- Vice President, Government Relations.

Prior to joining Kaiser Permanente in 1983, Mr. Crane worked for nearly four years with the New York State Department of Health, where he served as Deputy Commissioner for Program and Policy Development and Director of its Office of Health Systems Management.

This was preceded by eight years of executive and legislative branch experience at the federal level. Mr. Crane served on the staff of the U.S. House of Representatives' Subcommittee on Health and the Environment. Prior to this position, he held several management positions with the U.S. Department of Health, Education and Welfare.

Mr. Crane was a Senior Executive Fellow at Harvard's John F. Kennedy School of Government in 1981. He holds a master's degree in business and public administration from Cornell University and a bachelor's degree from the College of Wooster.

### **Paul Fronstin, Ph.D.**

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Paul Fronstin is a Senior Research Associate with the Employee Benefit Research Institute, a private, nonprofit, nonpartisan organization committed to original public policy research and education on economic security and employee benefits. He is also Director of the Institute's Health Research and Education Program. He has been with EBRI since 1993.

Dr. Fronstin's research interests include trends in employment-based health benefits, consumer-driven health benefits, the uninsured, retiree health benefits, employee benefits and taxation, and public opinion about health care. He currently serves on the steering committee for the Emeriti Retirement Health Program and serves on the Maryland State Planning Grant Health Care Coverage Workgroup. In 2001, Dr. Fronstin served on the Institute of Medicine Subcommittee on the Status of the Uninsured.

Dr. Fronstin learned his Bachelor of Science degree from SUNY Binghamton and his Ph.D. in economics from the University of Miami.

### **J. Mark Gibson**

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Mark Gibson is currently a program officer for the Milbank Memorial Fund and Deputy Director of the Center for Evidence-based Policy at the Oregon Health and Science University.

Mr. Gibson became directly involved in state health policy deliberations when he served as Chief of Staff to Oregon Senate President John Kitzhaber, M.D., from 1985 to 1993. In this role, Mr. Gibson supervised the staff of the Senate and advised the President on the full range of issues considered by the Senate. During this time, Mr. Gibson participated directly in the drafting and passage of the groundbreaking Oregon Health Plan.

From 1995 through January of 2003, he served as Policy Advisor for Health, Human Services, and Labor to Governor John Kitzhaber of Oregon. In this role, he led Oregon's numerous health initiatives from Workers' Compensation Reform to creation of the Oregon Children's Health Insurance Program and to a reorganization and expansion of the Oregon Health Plan. Most recently, Mr. Gibson led the effort to enact the Practitioner Managed Prescription Drug Plan, Oregon's answer to runaway drug costs in its Medicaid program. This approach uses systematic reviews of global drug effectiveness research to guide the creation of a preferred drug list that is both clinically sound and economical.

From 2000 to 2002, Mr. Gibson served as co-chair of the Reforming States Group, a voluntary nonpartisan collaboration of senior health policy officials from both the legislative and executive branches of state government.

### **Paul B. Ginsburg, Ph.D.**

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Paul Ginsburg is President of the Center for Studying Health System Change (HSC). Founded in 1995, HSC conducts research to inform policymakers about changes in the organization of financing and delivery of care and the effects of these changes on people. Data are gathered through the Community Tracking Study, which includes surveys of households and physicians and conducts site visits to interview health system leaders in 12 communities that are representative of the nation. HSC is widely known for the objectivity and technical quality of its research and its success in communicating it to policymakers and the media as well as to the research community. Affiliated with Mathematica Policy Research, Inc., HSC receives core funding from The Robert Wood Johnson Foundation. To learn more about HSC, please visit its Web site: [www.hschange.org](http://www.hschange.org).

Dr. Ginsburg served as the founding Executive Director of the Physician Payment Review Commission (now the Medicare Payment Advisory Commission). Widely regarded as highly influential, the Commission developed the Medicare physician payment reform proposal that was enacted by Congress in 1989. He was a senior economist at RAND and served as Deputy Assistant Director at the Congressional Budget Office. Before that, he served on the faculties of Duke and Michigan State Universities. He earned his doctorate in economics from Harvard University.

Dr. Ginsburg is a noted speaker and consultant on the changes taking place in the health care system and the future outlook. In addition to presentations on the overall direction of change, recent topics have included cost trends and drivers, consumer-driven health care, and competition in health care. *Modern Healthcare* twice named him one of the 100 most powerful persons in health care. He is a founding member of the National Academy of Social Insurance, a Public Trustee of the American Academy of Ophthalmology, and served two elected terms on the board of Academy Health.

### **Bruce McPherson**

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Bruce McPherson has served as Executive Director of the Alliance for Advancing Nonprofit Healthcare since March 2004, soon after the Alliance commenced operations. Mr. McPherson has had key leadership and management positions in health policy and/or operational matters throughout his career, including seven years recently with the National Rehabilitation Hospital, 15 years with the American Hospital Association, and six years with the Blue Cross Association. He received bachelor of business and master of hospital administration degrees from the University of Michigan.

### **Dallas L. Salisbury**

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Dallas L. Salisbury is President and CEO of the Employee Benefit Research Institute (EBRI). EBRI was founded in Washington, DC, in 1978. EBRI provides objective, unbiased information regarding the employee benefit system and related financial security issues. The objective: that decisions be made based on verifiable facts. Mr. Salisbury joined EBRI at its founding in 1978.

The EBRI mission: “to contribute to, to encourage, and to enhance the development of sound employee benefit programs and sound public policy through objective research and education.” EBRI has earned widespread regard as an organization that “tells it like it is.” The Institute does not lobby and does not advocate or oppose any policy position. EBRI is supported financially by for-profit and non-profit corporations of all types, foundations, unions, government organizations, and international organizations

seeking to better understand U.S economic security programs. Researchers, policymakers, and the media rely heavily on EBRI research. Mr. Salisbury and his team are regularly featured at congressional and commission hearings, and in print and broadcast media around the world. EBRI is one of the 20 most frequently quoted “think-tanks” in the nation.

Mr. Salisbury is currently a member of a number of commissions and study panels, and he serves on many editorial advisory boards. He is a Fellow of the National Academy of Human Resources, recipient of the Award for Professional Excellence from the Society for Human Resource Management, and the Keystone Award of World at Work. He currently serves as a member of the U.S. Advisory Panel on Medicare Education; the Advisory Committee to the Comptroller General of the United States; and on the GAO Advisory Group on Social Security and Retirement. He was a delegate to the 1998 and 2002 National Summit on Retirement Savings, hosted by the President and congressional leaders. He has served on the Secretary of Labor’s ERISA Advisory Council, the Presidential PBGC Advisory Committee, and the Board of Directors of the Society for Human Resources Management. He has written and lectured extensively on economic security topics, including 23 books and 120 book chapters and articles. His most recent books are: *The Future of Social Insurance: Incremental Action or Fundamental Reform?* (published in 2001 by the Brookings Institution Press); *IRA and 401(k) Investing and Managing Money in Retirement* (both published in 2000 by Dorling Kindersley).

Prior to joining EBRI, Mr. Salisbury held full-time positions with the Washington State Legislature, the U.S. Department of Justice, the Employee Benefits Security Administration of the U.S. Department of Labor (formerly known as the PWBA), and the Pension Benefit Guaranty Corporation (PBGC). He holds a B.A. degree in finance from the University of Washington and an M.A. in public administration from the Maxwell School at Syracuse University.

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### **Stephen C. Schoenbaum, M.D.**

Stephen Schoenbaum is Executive Vice President for Programs of The Commonwealth Fund, a national foundation based in New York City that is devoted to improving coverage and access to health care and quality of care. From 1993 to 1999, he was the Medical Director and then President of Harvard Pilgrim Health Care of New England, a mixed model HMO delivery system in Providence, RI. Prior to that, from 1981 to 1993, he was Deputy Medical Director at Harvard Community Health Plan in the Boston area, where his roles included developing specialty services, disease management programs, clinical guidelines, and enhancing the plan’s computerized clinical information systems. Nationally, he also played a significant role in the development of HEDIS.

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### **Martin Sepulveda, M.D.**

Martin J. Sepulveda is highly respected as one of the leading occupational health physicians in the country. As Vice President of Global Occupational Health Services and Health Benefits at IBM, he has helped IBM achieve national distinction as the only corporation to twice receive a national award given to the company with the most outstanding occupational health and safety program.

Dr. Sepulveda graduated magna cum laude from Yale University in 1974 and attended both Harvard Medical School and Harvard School of Public Health, graduating with an M.D. degree and an M.P.H. degree in 1978. His residencies brought him to Moffitt Hospital at the University of California in San Francisco and to the Centers for Disease Control and Prevention (CDC) in Morgantown, WVA. From 1984 to 1985, he was a fellow in internal medicine at the University of Iowa Hospitals and Clinics.

Upon completion of his training at the University of Iowa, Sepulveda began a career with IBM, where he served in a variety of capacities, both as a physician delivering clinical care and a manager solving the occupational health problems of a large work force.

Whether he is designing multicultural AIDS education modules for IBM's diverse international work force or elevating the level of occupational clinical practice at IBM's worldwide facilities, Dr. Sepulveda brings quality to all he does. His personal commitment, passion for excellence, and strategic vision have led to safety standards that have become a model for the advancement of occupational health services not only for more than 300,000 IBM employees around the world, but for other international employers and communities.

Two examples of the impact of his thoughtful work include the radical enhancement of the safety standards of buses used to transport more than 6,000 employees in Guadalajara, Mexico, and the implementation of world-class food, water, and fire safety standards in employee dormitories in the Asia Pacific.

Beyond his work at IBM, Dr. Sepulveda is an indefatigable leader who participates in many prestigious boards and associations, generously lending his time and expertise to protect the nation's public health. He has been a scientific advisor to the National Institute of Occupational Safety and Health (NIOSH) and a board member for the American Board of Occupational Health Nurses.

His work as a member of the board of directors of the National AIDS Fund exemplifies the strength of his commitment to the causes he embraces. When the National AIDS Fund was faced with serious financial problems, he personally orchestrated an effort to revitalize the organization and succeeded in saving the fund from disaster.