



Preparing for Outreach and Enrollment under the Affordable Care Act: Lessons from the States

A Kaiser Family Foundation Briefing

Tuesday, September 24, 2013

11:30 – 1:00 p.m. ET

Panelist Biographies

Samantha Artiga, Associate Director, Kaiser Commission on Medicaid and the Uninsured
Samantha Artiga serves as Director of the Disparities Policy Project at the Kaiser Family Foundation and Associate Director for the Foundation's Commission on Medicaid and the Uninsured. Ms. Artiga leads research and policy analysis to provide greater insight into healthcare disparities affecting underserved groups and strategies to promote equity in health care. In addition, she serves as a national expert on Medicaid and CHIP and directs the Foundation's work on eligibility policy at the federal and state level and outreach and enrollment. Her work also focuses on emerging program issues, including implementation of the Affordable Care Act, Section 1115 waivers, and coverage and access for vulnerable populations, including homeless individuals and immigrants. Ms. Artiga also is a member of the Advisory Panel on Outreach and Education, which advises the Secretary of Health and Human Services and the Administrator of the Centers for Medicare and Medicaid Services on opportunities to enhance the effectiveness of outreach and educational strategies. Prior to joining the Commission, Ms. Artiga worked with the *Healthy Steps for Young Children Program*, an initiative designed to improve health services for children between ages zero and three. Ms. Artiga holds a Masters in Health Services Administration degree with a concentration in Health Policy and a Bachelor of Arts degree in Economics from the George Washington University.

Niki King, Executive Vice President, Member Experience, Access to Healthcare Network, Reno, Nevada
With Access to Healthcare since its inception, Niki has helped shape every aspect of the agency from provider and member services to operations and recruitment. Her in depth understanding of the agency's long term vision paired with her team building skills have resulted in her unofficial yet well-deserved title of Implementer. Niki is charged with running every program directly related to Access to Healthcare members, as well as marketing. With a bachelor's degree in International Affairs from the University of Nevada Reno, Niki started her career at the YWCA. There, she worked with Sherri Rice, now Access to Healthcare's CEO. The two have worked as a team for Niki's entire professional career. In 2012, Niki was honored as Administrator of the Year from the Human Services Network.

Manny Lopes, CEO, East Boston Neighborhood Health Center, Boston, Massachusetts
More than two decades ago, Manny Lopes joined the East Boston Neighborhood Health Center (EBNHC) as an 18-year-old researcher, working with Dr. Jim Taylor on a blood pressure study. In the ensuing years, Manny went on to hold positions in the Human Resource and Operations Departments. After a mid-career stint outside the health center, during which Manny worked as a business consultant and project manager for Fortune 1,000 companies, helping CEOs, CIOs, and CFOs redesign critical business processes, Manny served as the health center's Vice President and Chief Information Officer, providing organizational vision and leadership with an eye for technology and collaborative innovation. Manny attended Lesley University School of Management and has a master's degree in business administration from Northeastern University's Graduate School of Business. In 2010, Manny assumed the role of Deputy Chief Executive Officer and began working closely with Jack as part of the health center's strategic succession plan. He has seamlessly adopted

increasing responsibility and has proven his readiness to take over at the EBNHC helm. Jack will continue in the role of President through 2014, concentrating on external relationships and providing advice and support to the new management team.

Diane Rowland, Sc.D., Executive Vice President, Kaiser Family Foundation; Executive Director, Kaiser Commission on Medicaid and the Uninsured

Diane Rowland is the Executive Vice President of the Henry J. Kaiser Family Foundation and the Executive Director of the Kaiser Commission on Medicaid and the Uninsured. She is also an adjunct Professor in the Department of Health Policy and Management at the Bloomberg School of Public Health of the Johns Hopkins University. In December 2009, Dr Rowland was appointed the Chair of the Medicaid and CHIP Payment and Access Commission (MACPAC), established to advise Congress on issues affecting the Medicaid and CHIP programs. She has directed the Kaiser Commission since 1991 and overseen the Foundation's health policy work since 1993. She is a noted authority on health policy, Medicare and Medicaid, and health care for low-income and disadvantaged populations and frequently testifies as an expert witness before the United States Congress on health policy issues. A nationally recognized expert with a distinguished career in public policy and research, focusing on health insurance coverage, access to care, and health care financing for low-income, elderly, and disabled populations, Dr. Rowland has published widely on these subjects. Dr. Rowland is a member of the Institute of Medicine, a founding member of the National Academy for Social Insurance, Past President and Fellow of the Association for Health Services Research (now AcademyHealth), and a member of the Board of Grantmakers in Health. She holds a Bachelor's degree from Wellesley College, a Masters in Public Administration from the University of California at Los Angeles and a Doctor of Science in health policy and management from the Johns Hopkins University.

Samantha Shepherd, Outreach and Enrollment Strategist, Cover Oregon, Portland, Oregon

Samantha leads outreach and enrollment assistance campaigns at Cover Oregon employing community partner organizations, local governments and health care providers to reach Oregonians statewide across all income levels and diverse populations. Prior to Cover Oregon, Samantha worked for the Oregon Health Authority's Healthy Kids program executing targeted outreach campaigns and addressing enrollment barriers affecting children and teens. Her previous work includes managing statewide electoral, legislative, and general advocacy campaigns and conducting policy analysis to develop strategic communications. Samantha holds a master's degree in Applied Medical Anthropology from Northern Arizona University.

Kathleen Westcoat, President and CEO, HealthCare Access Maryland, Baltimore, Maryland

Kathleen is President and CEO of HealthCare Access Maryland (HCAM). Ms. Westcoat is a public health leader in the state, working with policymakers, nonprofit organizations, and elected officials on new approaches to improving the health of Marylanders. Her leadership in this area resulted in the agency being awarded a grant by the Maryland Health Benefit Exchange to serve as the Central Region Connector as part of the State's implementation of the Affordable Care Act. As the Central Region Connector, HCAM is responsible for ensuring that uninsured residents Baltimore City, Baltimore County and Anne Arundel County learn about, apply for and enroll in health insurance. Before becoming president, she served for five years as the organization's Special Needs Liaison Coordinator, overseeing programs to improve access to health care for people with special needs and members of Baltimore's growing Hispanic community. Before her time with HCAM, Ms. Westcoat served in a variety of public health positions – with the Women, Infants and Children's program at the University of Maryland School of Medicine's Department of Pediatrics, the Center for Eating Disorders at Mercy Medical Center in Baltimore, and the Prince George's County Health Department, where she worked with HIV/AIDS patients. Ms. Westcoat earned a bachelor's degree in nutrition from The Pennsylvania State University and a Master of Public Health degree from the Johns Hopkins University Bloomberg School of Public Health.