

Engaging Businesses in Creating Health and Economic Prosperity for Vibrant Communities



An Event for Learning and Action, convened by the
[Action Collaborative on Business Engagement in
Building Healthy Communities](#) and the [Business
Engagement in Obesity Solutions Innovation
Collaborative](#)

September 18, 2019 · 8:30am to 3:30pm

NAS Building, 2101 Constitution Avenue, NW
Washington DC

***Any activities and products associated with these collaboratives do not necessarily represent the views of any one organization, the Roundtables, or the National Academies, and have not been subjected to the review procedures of, nor are they reports, products, or activities of the National Academies.*

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A meeting of the
*Action Collaborative on Business Engagement in
Building Healthy Communities and the
Business Engagement in Obesity Solutions Innovation Collaborative*



**Engaging Businesses in Health and Economic Prosperity for Vibrant Communities:
An Event for Learning and Action**

September 18, 2019

Location: NAS Building, Room 120; 2101 Constitution Avenue, NW, Washington, DC 20001

Zoom webconference available for Main Session

Learning Objectives/Goals:

At the conclusion of this event, participants will be able to:

- Describe the interdependence between health, chronic disease and a community's economic competitiveness.
- Promote shared messaging and data relevant to employers that elevate the value of their engagement in community health improvement
- Apply effective strategies for businesses and other key community stakeholders to advance a culture of health in vibrant communities where business can thrive.

8:30 am Welcome and Introductions

Joe Nadglowski, Business Engagement in Obesity Solutions Innovation Collaborative

Meg Guerin-Calvert, Action Collaborative on Business Engagement in Building Healthy Communities

8:45 am KEYNOTE

Speaker: Ceci Connolly, Alliance of Community Health Plans

9:15 am FIRESIDE CHAT 1: Lessons Learned from Current Community Initiatives on Health and Economic Impact

Moderator: Michelle Zamperetti, Zamperetti Consulting

- Live Well San Diego, CA - *Nick Macchione*
- Population Health Collaborative, Western New York – *John Craik*
- Way to Wellville – *Jeff Doemland*
- Healthy Klamath County – *Jessie Hecocota*

10:15 am FIRESIDE CHAT 2: Business/Employers Leading the Way

Moderator: Joe Nadglowski, Obesity Action Coalition

- One for Good, Washington County, MD – *Maggie Biscarr, PepsiCo; Paul Frey, Washington County Chamber of Commerce*
- Nashville Chamber of Commerce, TN – *Stephanie Coleman*
- Obesity Initiative, National Alliance for Health Purchaser Coalitions – *Margaret Raheyem*

11:15 am **Breakout Session Overview**

Moderator: Meg Guerin Calvert, FTI Consulting

11:20 am **Break & Active Networking**

*Boxed lunches available for pick-up

11:45 am **Breakout Session**

- Economic Impact of Engaging in Community Health in Workforce: Retention, Productivity, Absenteeism/Presenteeism (Members Room) *Facilitator: Robin Blackstone, Banner Health*
- Competitiveness Impact: Economic Development, Corporate Culture, Employee and Business Engagement (Room 118) *Facilitator: Jeff Lundy, PepsiCo*
- Models and Approaches to Business Engagement in Community Health: What Works, Where, and Why? (Main Room 120) *Facilitator: Jonathan Peck, Institute for Alternative Futures*
- Aligning Business Structures: Benefits, Metrics, and Partnerships to Improve Employee and Community Health (Board Room) *Megan Nechanicky, General Mills, Inc*

1:00 pm **Reflections from the Lunch Breakout Session**

Moderator: Bob McLellan, Dartmouth

Report out by Breakout Facilitators

1:30 pm **Thought Leadership: Update on the Surgeon General's report on Community Health and Economic Prosperity**

Moderator: Cathy Baase, Michigan Health Improvement Alliance

- Ursula Bauer, U.S. Centers for Disease Control and Prevention
- Greg Fairchild, University of Virginia School of Business

2:30 pm **FIRE SIDE CHAT 3: United Front for Business Engagement**

Moderator: Jodi Mitchell

- Bipartisan Policy Center – *Anand Parekh, Chief Medical Officer*
- Partnership for a Healthier America – *Stacy Molander, Chief Operating Officer*
- U.S. Chamber Foundation – *Lawrence Bowdish, Director, Research and Issue Networks*
- American Heart Association – *Jessica Black, Vice President, Community Health*

3:30 pm **CONCLUDING REMARKS**

Bob McLellan, Dartmouth

About the Collaboratives

The [Action Collaborative on Business Engagement in Building Healthy Communities](#) and the [Business Engagement in Obesity Solutions Innovation Collaborative](#) are ad hoc activities associated with the National Academies of Sciences, Engineering, and Medicine's Roundtable on Population Health Improvement and Roundtable on Obesity Solutions, respectively. The Collaboratives are flexible and action-oriented groups that welcome all interested organizations and individuals.

Any activities and products associated with these collaboratives do not necessarily represent the views of any one organization, the Roundtable, or the National Academies and have not been subjected to the review procedures of, nor are they reports, products, or activities of the National Academies.

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9/18/19

SPEAKER AND MODERATOR BIOSKETCHES

Cathy Baase

Retired from her role as Chief Health Officer and Global Director of Health Services for The Dow Chemical Company, a position she held for 20 years of her 32 years with Dow. While there she had direct responsibility for leadership and management of all Occupational Health, Epidemiology, and Health Promotion programs and staff around the world. Dr. Baase was also the key driver of the Dow Health Strategy.

Dr Baase is active in a number of organizations and associations. She is the Chair of the Board of Directors of the Michigan Health Improvement Alliance (MIHIA), a multi-stakeholder collaborative dedicated to improving the health of people in 14 counties of central Michigan. She is a member of the Population Health Roundtable of the National Academy of Sciences, Engineering and Medicine and its Collaborative on Business Engagement in Building Healthy Communities. She serves as Co-Chair of the Health Enhancement Research Organization, HERO, and Employer-Community Committee. Dr. Baase served as a board member of the Partnership for Prevention for more than 10 years and the Board of Directors of the PCPCC, The Patient Centered Primary Care Collaborative Board for three years, the Robert Wood Johnson Foundation Roadmaps to Health Advisory Board, The National Quality Forum's (NQF) advisory group for the Multi-stakeholder Input on a National Priority: Improving Population Health by Working with Communities project, many committee and advisory positions with the CDC and most recently served on the Public Health – Health Care Collaboration Workgroup (PHHCC) of the Advisory Committee to the Director (ACD) of Centers for Disease Control and Prevention (CDC). For several years, she has been a member of the American College of Occupational and Environmental Medicine, ACOEM, Health and Productivity Committee and was previously a member of the Clinical Research Roundtable of the Institute of Medicine, The National Academies. She is a Fellow in the American College of Occupational and Environmental Medicine and a Fellow in the American Academy of Family Physicians. Under her leadership, the health programs of The Dow Chemical Company have been extensively recognized for their innovation and achievement around the world.

Dr. Baase is a distinguished communicator on the topics of health strategy, prevention, occupational health and public health and is on the editorial staff for the American Journal of Health Promotion. She has co-authored more than 20 publications in the scientific literature and received many awards for leadership in the field of corporate health.

Dr. Baase graduated from the College of Human Medicine, Michigan State University, and completed a post-doctoral fellowship in primary care faculty development. She has been board certified in Family Practice since completing her residency at Saginaw Cooperative Hospitals where she served as chief

resident. She graduated summa cum laude from Saginaw Valley State University with degrees in chemistry and secondary education.

Ursula Bauer

Ursula E. Bauer, PhD, MPH, is a senior advisor to the U.S. Surgeon General for community health and economic prosperity (CHEP). In that role, she implements partnership strategies to advance multi-sectoral investment in community health to improve individual, community, business and economic prosperity. Prior to joining the Surgeon General's Office in 2018, she directed the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) at the Centers for Disease Control and Prevention. In that role, she set the strategic direction for the Center's coordinated approach to preventing chronic diseases and promoting health across the life span and in key settings, with a focus on the behaviors that put our health most at risk. Prior to joining CDC in 2010, Dr. Bauer held various leadership positions in state health departments in Louisiana, Florida and New York. Dr. Bauer holds a PhD in Epidemiology from Yale University, an MPH in Family Health from Columbia University, and a Master's degree in Political Science from Rutgers University.

Jessica Black

Jessica Donze Black is the National Vice President of Community Health for the American Heart Association. She leads the organizational strategy focused on maximizing health and wellbeing in communities and works closely with AHA's local teams. Prior to joining the AHA, Jessica directed the Kids Safe and Healthful Foods Project, a joint initiative of The Pew Charitable Trusts and the Robert Wood Johnson Foundation, where she led research, communications, and advocacy work focused on child nutrition. Jessica's other past work includes serving as the National Director of the Healthy Schools Program for the Alliance for a Healthier Generation, the first executive director of the Campaign to End Obesity, the director of obesity initiatives for the American Heart Association, the manager of national nutrition policy for the Academy of Nutrition and Dietetics, a health policy fellow for Senator Jeff Bingaman, and a pediatric dietitian at DuPont Hospital for Children. Jessica has a Bachelor of Science from the University of Wisconsin – Madison and a Master's Degree in Public Health from the University of Maryland – College Park.

Robin P Blackstone

Robin P. Blackstone, MD, FACS, holds the Ira A. Fulton Endowed Chair in Metabolic and Bariatric Surgery. She is a Professor in Surgery at the University of Arizona and a Certified Diplomate of the American Board of Obesity Medicine. Dr. Blackstone's clinical interest are to integrate a large health care system approach to obesity with community engagement and research. She founded the Institute for Obesity and Metabolic Disorders at Banner Health to provide a framework to facilitate that goal. Her research interests are focused on developing a personalized approach to obesity treatment and tertiary prevention within a value framework. Advocacy for the patient with obesity inspired Dr. Blackstone to help establish the Obesity Action Coalition and she worked extensively on incorporating coverage of obesity within the ACA. Dr. Blackstone is the first woman to have served as President of the American Society for Metabolic and Bariatric Surgery in its 36-year history. During her tenure as President she helped to establish one national standard for bariatric surgery with continuous improvement and rigorous data reporting: the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program. She has a passion for teaching and established a week long didactic and clinical session on

Obesity within the University of Arizona School of Medicine - Phoenix, now in its 9th year. Dr. Blackstone earned her M.D. from the University of Texas Health Science Center – San Antonio.

Maggie Biscarr

Maggie Biscarr has over 15 years of experience developing and managing programs and public-private partnerships designed to serve vulnerable populations. In 2016, Maggie made a move from the non-profit sector to PepsiCo, where she directs a global partnership strategy for PepsiCo's Public Policy / Government Affairs shop. She and her team work across business units to develop proactive, shared value partnerships (with retail customers, industry groups, and the public sector) that connect PepsiCo's commercial and sustainability agendas. Prior to her role at PepsiCo, Maggie led the development of AARP Foundation's nutrition incentive portfolio, including Fruit and Vegetable incentive and food Rx programs. Most notably, Maggie developed and ran Fresh Savings, an innovative public-private partnership with UnitedHealthcare, Kroger, farmers markets, and USDA that provided monetary incentives for SNAP consumers to incentivize the purchase and consumption of fresh fruits and vegetables. Prior to that, she led the development of AARP Foundation's first competitive grant making program, and managed the local activation related to AARP's Drive to End Hunger partnership with NASCAR and Hendrick Motorsports, coordinating food and fund drives to benefit local hunger relief organizations, providing millions of meals in communities with high rates of food insecurity.

Lawrence Bowdish

Lawrence Bowdish is Director, Research and Issue Networks with the U.S. Chamber of Commerce Foundation's Corporate Citizenship Center, where he has worked since May 2013. In that time period, he has served as the Issue lead for Financial Wellness and Food Security.

Previously, Lawrence was a lecturer and professor at Ohio State University and the American Military University. He also worked as a consultant for county health departments that were instituting public health initiatives for youth and teens in the state of Florida.

Bowdish holds a Ph.D. in Modern American and Economic History from the Ohio State University, where he wrote a dissertation on consumer credit, and published articles on the mortgage and student loan markets. He has a B.A. in History and Economics from New College of Florida.

Stephanie Coleman

Stephanie Coleman is chief growth officer at the Nashville Area Chamber of Commerce where she leads the Chamber's revenue and member value teams, which include member and investor relations, sponsorship, small business initiatives and programs and events. Coleman also oversees fundraising to support the organization's five-year regional economic development strategy. She joined the Chamber in 2008 after leaving a congressional staff position in Washington, D.C. She has served in a variety of roles at the Chamber, including oversight of the organization's finance, administration and human resources functions, and serving as vice president of marketing and communications, vice president of policy and vice president of member value and strategic alliances.

Born and raised in Lexington, Ky., Coleman moved to Nashville, Tenn. to attend Vanderbilt University, graduating with a double-major in economics and French. In 2006, she earned a master's degree in international economic development and diplomacy at the University of Kentucky's Patterson School of

Diplomacy and International Commerce, and she completed a Master of Business Administration from Lipscomb University's College of Business in 2015. She is an ex officio member of the Nashville Entrepreneur Center's Board of Directors where she serves as a member of the program committee. In 2013 she was named a member of Nashville Emerging Leaders, and in 2019 she was named to the 44th class of Leadership Nashville. She serves as an elder of Downtown Presbyterian Church (DPC) and was appointed to the DPC Corporation Board of Directors in 2014 where she currently serves as president. Coleman is a volunteer coordinator for DPC's Saturday breakfast for Nashville's homeless and urban poor, in partnership with Lambcroft Ministries. She also serves on the advisory boards of Nashville's Downtown YMCA and Advancing Women in Nashville (AWIN), and she is co-chair of the Nashville American Cancer Society's inaugural Discovery Ball Auction Committee. In her free time, she enjoys running, reading and learning Spanish with her husband, Dave.

Ceci Connolly

Ceci Connolly, a nationally recognized health care leader, took over as president and CEO of the Alliance of Community Health Plans in January 2016. In her role, she works with some of the most innovative executives in the health sector to provide high-quality, evidence-based, affordable care. She is passionate about transforming America's system to deliver greater value to all.

Connolly has spent more than a decade in health care, first as a national correspondent for the Washington Post and then in thought leadership roles at two international consulting firms. She is a leading thinker in the disruptive forces shaping the health industry and has been a trusted adviser to c-suite executives who share her commitment to equitable, patient-centered care.

She is co-author of the book *"LANDMARK: The Inside Story of America's Health Law and What it Means for Us All,"* has covered six presidential campaigns and numerous natural disasters including Hurricane Katrina. She is the first non-physician to receive the prestigious Mayo Clinic Plummer Society award for promoting deeper understanding of science and medicine and in 2001 was awarded a fellowship to Harvard's Kennedy School of Government.

For four years, Connolly served on the board of Whitman-Walker Health, a \$26 million nonprofit, community health center, serving 15,000 clients a year. She is a founding member of Women of Impact (WOI) for Healthcare and serves on the national advisory committee of the Altarum Institute Center for Sustainable Health Spending. She is a graduate of Boston College.

John Craik

John Craik is Executive Director of the Population Health Collaborative in Buffalo, New York.

John holds a Bachelor's Degree in Organizational Development from Cornell University, and magna cum laude graduate of the SUNY at Buffalo School of Law. John has been in not-for-profit leadership positions in healthcare, behavioral health, education and social services. He is a graduate of Leadership Buffalo Class of 1990, the Oishei Foundation Young Leaders Group and the Harvard Business School Club of Buffalo Not-for-Profit Management and Development Program. He is a Fellow with the Health Foundation of Western and Central New York and a Six Sigma Yellow Belt. Erie County Executive Mark Poloncarz recently asked John to serve as the co-chair of 'Live Well Erie County,' an initiative that addresses the full breadth of quality of life issues for the residents of the county that includes Buffalo, NY. John is an active volunteer and board member with several area not-for-profits.

Jeff Doemland

Jeff Doemland is the Way to Wellville advisor to Spartanburg, SC. Wellville is a non-profit supporting five communities in their efforts to improve specific conditions driving poor health outcomes. In Spartanburg, Jeff's working with the local Wellville collaborative to advance several community health projects, including a community-wide effort to understand and address the effects of racial inequities on the vitality of the community. Prior to joining Wellville in 2015, he and Wellville colleague Rick Brush led a project at the large health insurer Cigna, exploring the social determinants of health in four sites. Jeff lives in Farmington, CT.

Greg Fairchild

Gregory Fairchild is the Isidore Horween Research Professor of Business Administration at the University of Virginia's Darden School of Business and associate dean for Washington, D.C., area initiatives and academic director of public policy and entrepreneurship. Fairchild serves as an academic director for Darden's Institute for Business in Society (IBIS). He teaches strategic management, entrepreneurship and ethics in Darden's MBA and Executive Education programs. He has received a number of awards for teaching excellence at the Darden School.

His research is likewise renowned, as he was recently the lead investigator studying business models and public policy issues in the field of community development finance, an initiative supported by a three-year \$850,000 grant from the John D. and Catherine T. MacArthur Foundation. Fairchild was named one of five high impact research professors and the sole scholar focused in entrepreneurship by the Financial Times in 2010. In 2009, he received a faculty Pioneer Award presented by the Aspen Institute's Center for Business Education for his leadership and risk taking in integrating ethical, environmental and social issues into the MBA curriculum. In 2011, he was the only academic named as one of "25 Virginians to watch" by Virginia Business Magazine. In 2012, Fairchild was named one of the Top 10 Business School Professors in the World by CNN/Fortune and one of the 50 Best Business School Professors by Poets & Quants. His multidisciplinary work has been cited by Inc. Magazine, The Economist, National Public Radio (NPR), USA Today, New York Times, and The Washington Post, among others.

Fairchild worked in marketing positions for such industry leaders as Kraft General Foods, Procter & Gamble and Saks Fifth Avenue before embarking on his doctoral studies. Fairchild served on the investment advisory of the Virginia Retirement Service (VRS), the Commonwealth's public pension fund from 2009 to 2012. Governor McAuliffe appointed Fairchild to the board of Virginia Community Capital, the Commonwealth's largest community-development bank, where he served from 2015 to 2017. University of Virginia President Terry Sullivan appointed Fairchild to the board of University Physician's Group, the University Medical Center's practice plan, where he served from 2012 to 2017. In 2017, Fairchild became a trustee of Union Square Capital Core Real Estate Fund, a mutual fund, and was appointed by Governor McAuliffe to the Virginia Economic Development Partnership, the Commonwealth's economic development authority. In addition to his teaching and research, he is a consultant to corporations, nonprofits and governmental agencies.

Fairchild and his wife, Tierney Temple Fairchild (MBA '94) are the founders of Resilience Education, an organization committed to providing high quality Socratic education to those that might not otherwise

afford it (www.Resilience-Education.org). This is the conduit through which the Darden Prison Program is administered, among other initiatives.

Paul Frey

Paul Frey is President and Chief Executive Officer of the Washington County Chamber of Commerce.

Paul's primary responsibility is to provide effective leadership for the organization and its members in carrying out the Chamber's mission, directing internal operations and developing external relationships beneficial to business and community advancement. Paul also manages event sponsorships, advocacy initiatives, and serves as the staff liaison for the Government Affairs Committee.

Meg Guerin-Calvert

Margaret Guerin-Calvert is a Senior Managing Director at FTI Consulting and is based in Washington, D.C. She is founding President of the Center for Healthcare Economics and Policy within the Economic Consulting segment. Ms. Guerin-Calvert has over 30 years of experience in economics and litigation consulting, including antitrust, mergers, damages, class certification and intellectual property in industries including healthcare, transportation, technology, manufacturing and mining. She is widely recognized for her economic and healthcare expertise and cogent economic analyses and has an active practice as economic advisor to clients and governments in the U.S. and internationally. Ms. Guerin-Calvert is also a founding director of Compass Lexecon (formerly Competition Policy Associates) and has served as Senior Consultant, Compass Lexecon, and continues in this role on selected matters.

Jessie Hecocta

Jessie Hecocta is an enrolled member of The Klamath Tribes and is currently the Relationship Manager for Blue Zones Project. Jessie's education and passion for well-being has led her to become a team member of Blue Zones Project-Healthy Klamath. Jessie has been driving the adoption of comprehensive well-being practices within a wide range of organizations for Blue Zones Project since its launch in 2015.

Jessie's favorite principle from Blue Zones Project is Right Outlook, which encompasses both Downshifting and Purpose. "Taking the time to find your sense of purpose or best self takes quiet, reflection, and internal searching." She strives to communicate better, be a better partner, be more focused, purposeful, and self-reliant.

Jeff Lundy

Jeff Lundy is Director, Public Policy Development, Data & Analytics, PepsiCo. Jeff directs analytics for PepsiCo's Public Policy Development team. His team analyses issues with regulatory implications, and advises PepsiCo on the best policy positions. The team makes PepsiCo proactive in responding to looming policy issues, and advises the company on responses derived from data-driven insights.

Previously, Jeff led the Health & Wellness program at the U.S. Chamber of Commerce Foundation's Corporate Citizenship Center. In this role, Jeff directed programming for business executives interested in addressing the most pressing wellness issues. Additionally, Jeff created the Health Means Business campaign; started by a \$1.7M grant from the Robert Wood Johnson Foundation. Additionally, Jeff oversaw research at the Corporate Citizenship Center. In this capacity, he directed the Center's research team to create useful insights to help the private sector create greater social impact.

Jeff joined the U.S. Chamber of Commerce Foundation in February 2012 as a Manager of the Corporate Citizenship Center's research agenda. Jeff previously served as a consultant for Empower Partners LLC, a social enterprise developing marketing models to help underserved inner-city businesses tailor their product lines to local consumers. Prior to that, he was an intern at the U.S. Bureau of Labor Statistics (BLS), where he selected several new technologies to be tested, in order to improve the Bureau's capture of respondent data.

Jeff earned his Ph.D. in Economic Sociology from the University of California, San Diego and completed a research assistantship at the University of Michigan. He also holds a B.A. in sociology from New College of Florida.

Nick Macchione

Nick Macchione is Director and Deputy Chief Administrative Officer, Health and Human Services Agency, County of San Diego, California. With 30 years' experience in the delivery, management and public policy of health and human services, Mr. Nick Macchione serves as San Diego County's Director of the Health and Human Services Agency. He directs a professional workforce of 6,200 employees with a \$2+ billion annual operating budget, including 166 citizen advisory boards/commissions and 1,000 contracted community service providers. Under Macchione's leadership, the Agency has earned state and national recognition for its innovative, cost effective solutions in improving the health, safety and well-being for its one million clients. The Agency is one of the largest health and human services networks in the nation, supporting all of its 3.2 million residents residing in San Diego County. With a passionate focus on practical innovation for improving the quality of life of San Diegans, Mr. Macchione directs the delivery of health and social service safety net programs, including public health services; emergency medical services and disaster response; behavioral health services; Medicaid managed care and other safety net health insurance programs; nutrition assistance for the indigent; child welfare, adult protective services; family and community violence prevention, public housing and community development services, parenting and early childhood development programs, support services for active duty military, veterans and their families, as well as numerous other services. Mr. Macchione implements policy direction of an elected Board of Supervisors and also oversees the operations of the County's Psychiatric Hospital; Edgemoor Skilled Nursing Facility; Children's Emergency Shelter; and a residential high school academy for foster youth.

Throughout his public service career, Mr. Macchione has served as a community-oriented architect, motivating convener, implementer and leader of large scale population-based improvements. Most notably, under his leadership in 2010 the Health and Human Services Agency and the rest of County government embarked on its most bold and ambitious county-wide "social movement" known as *Live Well San Diego*. This groundbreaking data-driven strategy is a high level, collective impact for population health and social well-being improvement. *Live Well San Diego* is being implemented countywide through hundreds of public-private partnerships in building better health, safer living, and economic vitality for all San Diegans.

Mr. Macchione is a Fellow of the American College of Healthcare Executives, having previously served a 3-year term as the elected Regent for San Diego and Imperial Counties. He is a Public Health Leadership Scholar with the federal Centers for Disease Control and Prevention and a Creating Healthier Communities Fellow of the American Hospital Association's Health Forum. Mr. Macchione serves on numerous regional and national boards, including serving as vice chair of the Milbank Memorial Funds' Reforming States Group, National Association of Counties' health committees, executive steering committee for Harvard University's Human & Human Services Summit, and Aspen Institute's

TeamWorks project for state health departments. Mr. Macchione holds dual masters' degrees from Columbia University and New York University where he specialized in health services management and health policy. Also, he earned a senior healthcare leadership certificate from Harvard University. For the past 19 years, he has been an instructor and faculty member at San Diego State University's Graduate School of Public Health and holds the endowed position of the John Hanlon Executive Scholar for the division of health management and policy.

Robert McLellan

Robert McLellan's clinical work ranges from the care of patients with complicated work-related spine injuries, to assessment and management of toxic exposures, to complex fitness for duty evaluations, to delivering medical-legal services essential to the workers compensation and disability assessment process. As a preventive medicine specialist, trained in population health management as well as individual clinical care, his work as an OEM practitioner encompasses the design and deployment of a wide variety of services and environmental interventions to improve the health and safety of the workforce of Dartmouth-Hitchcock and other employers.

McLellan provides national leadership and conducts research in several contemporary issues in occupational and environmental medicine including: improving the quality of occupational health care, engaging occupational medicine in emergency preparedness and response, advancing the epidemiology of work-related injury and illness, integrating occupational health protection with health promotion and disease management, collecting occupational health data in electronic medical records, identifying the role of occupational medicine in accountable care organizations and patient-centered medical homes.

McLellan earned a BA from Yale College, a MD from Yale Medical School, and a MPH from the Yale School of Public Health.

Jodi Chappell Mitchell

With over 20 years of health care policy and advocacy experience on the federal, state and local level, Jodi provides planning, strategy, business development, and project management in the area of health policy, community engagement, and external relations. She is engaged with connecting the business/private sector to obesity prevention and community health improvement initiatives given the shared value relating to workforce development, population health, and a vital sustainable economy. Jodi has served as grantmaking program officer, consumer health advocate, and state and federal government relations representative.

Stacy Molander

Stacy Molander is the Chief Operating Officer at the Partnership for a Healthier America, which works with the private sector to bring lasting, systemic changes that improve the food supply and increase physical activity. She joined PHA in May 2012 and has more than 20 years of experience as a marketing and communications professional. Prior to PHA, Stacy was with Pierce, an Omnicom-owned experiential marketing agency where she lead Client Service teams in the strategic design and execution of marketing programs for top clients including Verizon, Walmart, HP and Kraft, serving as Senior Vice President and General Manager of the agency's Washington, DC office. She began her career in DC where she held positions on Capitol Hill in former U.S. Senator Sam Nunn's office and in television publicity at CNN and Discovery Communications.

Joe Nadglowski

Joseph Nadglowski is the president and chief executive officer of the Obesity Action Coalition (OAC), a non-profit organization with more than 65,000 members that he helped create in 2005. The organization is dedicated to elevating and empowering those affected by obesity through education, advocacy, and support.

A frequent speaker and author, Mr. Nadglowski has more than 25 years of experience working in patient advocacy, public policy, research, and education. Both his advocacy and research efforts have been focused on improving access to evidence-based treatments of obesity as well as limiting the impact of weight bias and discrimination on those affected by obesity.

Mr. Nadglowski serves as a co-chair of the Obesity Care Advocacy Network, chair of the Dietary Supplement Quality Collaborative and sits on numerous committees and workgroups for OAC as well as its partners and research collaborators. In 2013, he received the Society for Surgery of the Alimentary Tract's Public Service Award, and in 2015, he was the recipient of the OAC Milestone Award in recognition for his 10 years of service to the OAC.

Mr. Nadglowski received his Bachelor of Science in microbiology and cell science from the University of Florida, Gainesville.

Megan Nechanicky

Megan Nechanicky is currently the Nutrition Manager for Canada where she provides strategic direction for business and research & development partners related to health and wellness. She also works externally with government, trade associations and academic institutions to positively position General Mills for future growth. In 2017, Ms. Nechanicky completed a 6-month international assignment in the General Mills Nyon, Switzerland office where she gained experience living and working within the Europe and Australian Region to build and advance nutrition science, research and communications. When Ms. Nechanicky first joined General Mills in 2014, she led health influencer communications for some of General Mills largest brands including Cheerios, Fiber One and Nature Valley. In this role, she delivered cutting-edge science, consumer trends and new product development and marketing to health influencers such as dietitians, physicians, nurses and fitness professionals. Prior to General Mills, Megan was the first dietitian to work at the President's Council on Fitness, Sports and Nutrition. In her role, Ms. Nechanicky led nutrition and physical activity-related initiatives and events. She was also responsible for the Department of Health and Human Services coordination of First Lady Michelle Obama's Let's Move! initiative to end childhood obesity within a generation. Ms. Nechanicky served on the Federal steering committee to develop the U.S. Department of Health and Human Services Physical Activity Guidelines Midcourse Report and coordinated the communications strategy and report launch in 2013. Megan is a Registered Dietitian and holds a bachelor's degree in food marketing from Saint Joseph's University in Philadelphia, PA and a dual master's degree in exercise physiology and nutrition from San Diego State University.

Anand Parekh

Anand Parekh is BPC's chief medical advisor providing clinical and public health expertise across the organization, particularly in the areas of aging, prevention, and global health. Prior to joining BPC, he completed a decade of service at the Department of Health and Human Services (HHS). As deputy

assistant secretary for health from 2008 to 2015, he developed and implemented national initiatives focused on prevention, wellness, and care management. Briefly in 2007, he was delegated the authorities of the assistant secretary for health overseeing ten health program offices and the U.S. Public Health Service Commissioned Corps. Earlier in his HHS career, he played key roles in public health emergency preparedness efforts as special assistant to the science advisor to the secretary.

Parekh is a board-certified internal medicine physician, a fellow of the American College of Physicians, and an adjunct assistant professor of medicine at Johns Hopkins University, where he previously completed his residency training in the Osler Medical Program of the Department of Medicine. He provided volunteer clinical services for many years at the Holy Cross Hospital Health Center, a clinic for the uninsured in Silver Spring, MD.

Parekh is an adjunct professor of health management and policy at the University of Michigan School of Public Health. He currently serves on the dean's advisory board of the University of Michigan School of Public Health, the Presidential Scholars Foundation board of directors, and the board of directors of WaterAid America.

He has spoken widely and written extensively on a variety of health topics such as chronic care management, population health, value in health care, and the need for health and human services integration.

A native of Michigan, Parekh received a B.A. in political science, an M.D., and an M.P.H. in health management and policy from the University of Michigan. He was selected as a U.S. Presidential Scholar in 1994.

Jonathan Peck

Jonathan Peck is President and Sr. Futurist at the Institute for Alternative Futures where he provides a wide range of research, consulting, speaking, meeting design and facilitation services. He guides futures research used by government leaders, foundations and non-profits as well as by corporations. Mr. Peck has integrated psychological theory, patterns and insights into his facilitation of vision, mission, and strategic processes for leadership. His research spans health topics, social, technological, economic, ecological and governance futures. He has led IAF projects that sketch out visionary outcomes for U.S. healthcare reform, biomedical research futures, global development and key technology revolutions. Mr. Peck brings multiple disciplines to bear in his futures work.

Mr. Peck's many projects looking to the future for government agencies, non-government organizations, and multinational corporations in Asia, Europe and the United States all prepare clients for new opportunities. He has worked on the future of health systems design, mental health care, molecular sciences and the health-information infrastructures in multiple countries. Specific studies and projects led by Mr. Peck have forecast the future of technologies, sectors, industries and social change. He is currently focused on a vision project for health equity and prosperity that intends to expand the movement for freedom and justice in America.

Mr. Peck has worked with hundreds of organizations to help shape preferred futures. This includes global concerns, such as with the Rockefeller Foundation on "Smart Globalization" and "Pro Poor Scenarios," as well as the Robert Wood Johnson Foundation on "Health and Health Care in 2032. He has guided large national non-profit organizations including AARP and a variety of health professional

associations in using vision, scenarios and forecasts to assure decisions today account for tomorrow. In his business consulting, Mr. Peck works with companies large and small, worldwide. He provides consulting, speeches, workshops and reports commissioned for businesses. Mr. Peck also works extensively with federal government leaders from multiple departments and facilitates work across the boundaries of agencies.

Mr. Peck has co-authored two books, written numerous articles and given hundreds of keynote speeches to audiences around the world. His articles have been published in Business and Health, Pharmaceutical Executive, Food & Drug Law Review, Clinical Cancer Research, The Monitor, Futures Research Quarterly and many other publications. Mr. Peck received his Master's degree at the Futures Studies Program in the Political Science Department of the University of Hawaii.

Margaret Raheyem

In her role as the Director of Initiatives and Programs at the National Alliance of Healthcare Purchaser Coalitions, Margaret oversees activities for a number of the national initiatives and programs that bring together its talented and nationally diverse coalition network and other healthcare stakeholders in order to impact the employer community.. She brings with her over 20 years' experience working with employers in the areas of wellbeing, organizational culture, population health, wellness, and overall healthcare strategic planning.

Over the years she has led cross-functional teams that implement successful approaches in healthcare and multi-stakeholder community collaboratives focused on resolving challenges and leveraging common synergies. She is a national speaker on a number of healthcare topics including: health benefits, business performance, leadership, employee engagement, community health, and the impact of health and wellbeing in organizations.

Before joining the National Alliance, she was on the leadership team for almost a decade at the Midwest Business Group on Health, a leading business coalition in Chicago. Prior to this, she created and managed an award-winning employee health & wellness program for 11 years at a community college. In 2013, she was appointed to the University of Wisconsin Health and Wellness Management Program Advisory Board. She has been an adjunct faculty professor since 2008 and teaches corporate health and entrepreneurship at the University of Illinois at Chicago.

Michelle Zamperetti

Michelle Chuk Zamperetti has been working at the intersection of leadership and population health since the start of her public health career. She worked for more than 10 years at the National Association of County and City Health Officials, the membership organization for local health departments, where she focused on providing comprehensive support and national management to local health departments on issues including but not limited to: emergency preparedness, local environmental health, the affordable care act, public health accreditation, health equity and social justice and collaborative leadership development. In 2014 she joined General Electric where she worked to support communities throughout the country in linking the business and corporate community with population health initiatives to drive improved health outcomes. She is currently leading her own consulting firm focusing on the implementation and evaluation of health initiatives, facilitation and leadership development. Michelle got her undergraduate degree in Biology and Medical Anthropology

from Mount Holyoke College in Massachusetts and her masters degree in Public Health from Johns Hopkins University. She is also an expert in facilitation, curriculum development and strategic planning.



Innovation Collaborative

Business Engagement in Obesity Solutions IC

About

The Business Engagement in Obesity Solutions Innovation Collaborative is an ad hoc activity associated with the Roundtable on Obesity Solutions at the National Academies of Sciences, Engineering, and Medicine (The National Academies). This ad hoc convening activity fosters information sharing and collaboration toward the Roundtable aims as well as progress on findings highlighted in prior National Academies reports. Any products and activities associated with this collaborative does not necessarily represent the views of any one organization, the Roundtable, or the National Academies and has not been subjected to the review procedures of, nor are they a reports or products of, the National Academies.

Scope

Building on Roundtable Member interest in business engagement in obesity solutions, this Collaborative will promote business engagement in strategies for obesity prevention and treatment with a focus on the health and economic well-being of companies, workers, and their communities.

Mission

The Collaborative's purpose is to catalyze and facilitate private sector partnerships and actions of multiple sectors to work together to enhance the lives of workers by improving the nation's health through prevention and access to obesity care.

Vision

The Collaborative creates an active space where participants take action on obesity prevention and treatment, contributing to a transformational effort that makes powerful and measurable impact.

Leadership

Tracy Zvenyach, Novo Nordisk, Inc.

Joe Nadglowski, Obesity Action Coalition

Members (as of September 2019)

Academy of Nutrition and Dietetics - Jeanne Blankenship
Alliance for a Healthier Generation - Anne Ferree, Jonathan Wallace
American Academy of Pediatrics - Ihuoma Eneli
American Heart Association - Chris Calitz
Benner Health – Robin Blackstone
The Bipartisan Policy Center, CEO Council - Janet Marchibroda
Commonality - Jenny Bogard
Farmer, Purcell, White & Lassiter, PLLC - Bill Purcell
The George Washington University School of Public Health - Bill Dietz, Nichole Jannah, Cristy Gallagher
HealthPartners - Kevin Ronneberg
Healthy Weight Commitment Foundation - Becky Johnson, Michelle Guillermin
Mars, Inc. - Catherine Kwik-Urbe
National Alliance of Healthcare Purchaser Coalitions - Margaret Rehayem
National Business Group on Health - Pamela Rich
National League of Cities - Sue Polis
Novo Nordisk, Inc. - Mary Enea
United Way Worldwide - Myeta Moon
The US Chamber Foundation, Health Means Business Campaign - Elyse Cohen

Consultant

Jodi Mitchell

Staff

Leslie Sim



What is the Action Collaborative on Business Engagement in Building Healthy Communities?

The Collaborative is an ad hoc activity under the auspices of the Roundtable on Population Health Improvement. The Collaborative is a flexible and action-oriented group that welcomes all interested organizations and individuals. This action collaborative is an ad hoc activity under the auspices of the Roundtable on Population Health Improvement at the National Academies of Sciences, Engineering, and Medicine (the National Academies). The products of the action collaborative do not necessarily represent the views of any one organization, the Roundtable, or the National Academies and have not been subjected to the review procedures of, nor are they a report or product of the National Academies.

Mission

The Collaborative's purpose is to catalyze and facilitate partnerships and joint action of business, health, community, and public sectors to enhance the lives of workers and communities thereby improving the nation's health and prosperity.

Foundation

Building on the momentum of previous roundtable workshops on [business engagement in building health communities](#) and [applying a health lens to business practices, policies, and investments](#), this collaborative promotes business engagement in strategies for improving [population health](#) with attention to the health and well-being¹ of employees (of small, medium, or large companies) and communities.

Vision

The Collaborative creates an active space where participants feel compelled to contribute to a transformational effort that makes powerful and measurable impact on business success, creates societal value and improves population health.

Leadership

The Collaborative is led by Robert McLellan (Dartmouth), Meg Guerin-Calvert (FTI Consulting), and Michelle Zamperetti (Zamperetti Consulting).

¹ We recognize that the definitions of health and well-being can be varied. For our purposes we align our definition of *health* to that of the World Health Organization (WHO, 1948) "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." Well-being is the overall sentiment of fulfillment and satisfaction throughout the different aspects of life (e.g. physical and mental health, as well as emotional, personal and professional aspects of life). The CDC describes it in simple terms as "judging life positively and feeling good." The social determinants of health are the conditions in which people are born, grow, live, work and age (WHO 2017). The opportunity to achieve both health and well-being are engendered by the social determinants of health.



Roundtable on Obesity Solutions

MISSION

Established in 2014, the Roundtable on Obesity Solutions brings together diverse sectors and voices sectors to solve the obesity crisis. More than one third of adults (~40 percent) and 18.5 percent of children and adolescents have obesity. Cautious estimates suggest that obesity now accounts for almost 10 percent of the national health care budget. As long as the pandemic persists, obesity will continue to drive rates of chronic diseases and their associated medical costs. Through meetings, public workshops, publications, and innovation collaboratives, the Roundtable fosters an ongoing dialogue on critical and emerging issues in obesity prevention, treatment, and weight maintenance. It explores the science, evidence, evaluation, and innovation efforts in the field. The Roundtable informs and inspires sustainable policy, systems, and environmental change with a lens on accelerating equity, reducing bias, catalyzing cross-sector collaboration and engagement, and advancing and scaling effective solutions.

MEMBER ROSTER

NICOLAAS (NICO) PRONK (*Chair*) Health Partners
CHRISTINA ECONOMOS (*Vice Chair*) Tufts University
IHUOMA ENELI (*Vice Chair*) Nationwide Children's Hospital
SHARON ADAMS-TAYLOR, American Association of School Administrators
KATIE ADAMSON, YMCA of the USA
JAMY ARD, Wake Forest School of Medicine
DANIELLE BERMAN, U.S. Department of Agriculture
ROBIN P. BLACKSTONE, Banner—University Medical Center Phoenix
HEIDI MICHELS BLANCK, Centers for Disease Control and Prevention
JEANNE BLANKENSHIP, Academy of Nutrition and Dietetics
SARA N. BLEICH, Harvard University
DON BRADLEY, Duke University
HEIDI F. BURKE, Greater Rochester Health Foundation
DEBBIE I. CHANG, Nemours
ANNE DATTILO, Nestle Nutrition
MERRY DAVIS, Blue Cross and Blue Shield of North Carolina Foundation
JENNIFER FASSBENDER, Reinvestment Fund
GARY FOSTER, WW

DAVID D. FUKUZAWA, The Kresge Foundation
MARJORIE INNOCENT, National Association for the Advancement of Colored People
SCOTT I. KAHAN, STOP Obesity Alliance
PETER T. KATZMARZYK, Louisiana State University
CATHERINE KWIK-URIBE, Mars, Inc.
THEODORE (TED) KYLE, The Obesity Society
LISEL LOY, Bipartisan Policy Center
KELLIE MAY, National Recreation and Park Association
MYETA MOON, United Way Worldwide
STEPHANIE MORRIS, SHAPE America
JOSEPH NADGLOWSKI, Obesity Action Coalition
MELISSA NAPOLITANO, Society of Behavioral Medicine
MEGAN NECHANICKY, General Mills
BARBARA PICOWER, JPB Foundation
SUE POLIS, National League of Cities
AMELIE RAMIREZ, Salud America!
TOM RICHARDS, American Council on Exercise
OLIVIA ROANHORSE, Notah Begay III Foundation
NANCY ROMAN, Partnership for a Healthier America
KEVIN RONNEBERG, HealthPartners, Inc.
SYLVIA ROWE, American Society for Nutrition
MARION STANDISH, California Endowment
LAURIE STRADLEY, Alliance for a Healthier Generation
KATHLEEN TULLIE, BOKS (Building Our Kids' Success)
MONICA HOBBS VINLUAN, Robert Wood Johnson Foundation
SUSAN YANOVSKI, National Institutes of Health
TRACY ZVENYACH, Novo Nordisk
Representative TBA, American Academy of Pediatrics

Consultant: **WILLIAM DIETZ**, The George Washington University

FNB Liaison: **SHIRIKI KUMANYIKA**, Drexel University

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AMANDA NGUYEN, Associate Program Officer
MEREDITH YOUNG, Research Assistant

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

HEALTH AND MEDICINE DIVISION



The Roundtable on Population Health Improvement brings together multiple sectors and disciplines to broaden the national conversation about the factors that shape health and to support cross-sector relationships and engagement to transform the conditions for equitable health and well-being across US communities. By hosting workshops, informing individually-authored papers, and organizing action collaboratives, the roundtable engages members and outside experts, practitioners, and stakeholders around models, learnings, and good practices about the actions that will contribute to building a strong, healthy, and productive society that cultivates human capital and equal opportunity. The roundtable has explored a range of connected issues including collaboration between the education and health sectors, partnerships between faith-based and health sector entities, the shifting definitions of value that are helping reorient investments in the health care and business sectors toward health and well-being, and the nature and needs of the population health workforce, broadly conceived.

Sanne Magnan, M.D., Ph.D. (co-chair)

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Division of Medicine
University of Minnesota

Joshua M. Sharfstein, M.D. (co-chair)

Associate Dean for Public Health Practice and Training
Johns Hopkins Bloomberg School of Public Health

Philip M. Alberti, Ph.D.

Senior Director, Health Equity Research and Policy
Association of American Medical Colleges

John Auerbach, M.B.A.

Executive Director
Trust for America's Health

Cathy Baase, M.D., FAAFP, FACOEM

Chair, Board of Directors, MIHIA
Consultant for Health Strategy, Dow Chemical Company
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Emeritus Vice Chancellor for Health Sciences
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Geisinger

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State Health Officer
North Dakota Department of Health

Hanh Cao Yu, Ph.D.

Chief Learning Officer
The California Endowment

Breakout Groups

<i>Topic</i>	Economic Impact of Engaging in Community Health in Workforce: Retention, Productivity, Absenteeism/ Presenteeism	Competitiveness Impact: Economic Development, Corporate Culture, Employee and Business Engagement	Models and Approaches to Business Engagement in Community Health: What Works, Where, and Why?	Aligning Business Structures: Benefits, Metrics, and Partnerships to Improve Employee and Community Health
<i>Location</i>	Members Room	Room 118	Main Room 120	Board Room
<i>Facilitator</i>	Robin Blackstone	Jeff Lundy	Jonathan Peck	Megan Neckanicky
<i>Staff</i>	Leslie Sim	Alina Baci	Carla Alvarado	Cypress Lynx