



WEBINAR

## COMING TOGETHER TO ADDRESS COVID-19: A COMMUNITY'S EXPERIENCE

WHEN:

June 18, 2020; 4:30-6:00 pm ET

Join us for a 90-minute webinar on lessons learned during the response to COVID-19, featuring Dr. Cathy Baase from the Michigan Health Improvement Alliance, Rebecca Bentley from Dow, J.J. Boehm from Saginaw Valley State University, Christopher Vieau from MidMichigan Health, and Dr. George E. Kikano from Central Michigan University College of Medicine.

**REGISTER TO JOIN THE WEBINAR\*:**

<https://nasem.zoom.us/meeting/register/tjilco2grzoohncnplounlbgz0swbtanh4w>

**ABOUT THE COLLABORATIVE\*\*:**

**Mission:** To catalyze and facilitate private sector partnerships and actions of business, health, community, and public sectors to work together to enhance the lives of workers and communities by improving the nation's health and wealth.

**Vision:** To create an active space where participants feel compelled to contribute to a transformational effort that makes powerful and measurable impact on business success, societal value and improves population health.

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**SPEAKERS**

**Catherine M. Baase, MD**  
Board Chair  
Michigan Health  
Improvement Alliance

**Rebecca Bentley**  
Vice President,  
Global Public Affairs  
Dow

**J.J. Boehm, MA**  
Interim Executive Director of  
University Communications  
Saginaw Valley State  
University

**Christopher Vieau, MBA**  
Director, Supply Chain  
Management  
MidMichigan Health

**George E. Kikano, MD**  
Vice President for Health  
Affairs  
Central Michigan University  
Dean, Central Michigan  
University College of  
Medicine

**MODERATOR**  
**Robert K. McLellan, MD,  
MPH**  
The Dartmouth Institute

Questions? Please contact Alina Baciu,  
abaciu@nas.edu

**Dr. Cathy Baase**

Dr. Baase serves as the Board Chairperson of the Michigan Health Improvement Alliance (MiHIA), a multi-stakeholder collaborative dedicated to improving the health of people in 14 counties of central Michigan. In a related role, she is the Senior Fellow serving MiHIA and the transformational initiative THRIVE (Transforming Health Regionally in a Vibrant Economy). She is a member of the Roundtable on Population Health Improvement of the National Academy of Sciences, Engineering and Medicine and served as the initial chair of the Business Collaborative. Catherine 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.

She is a Fellow in the American College of Occupational and Environmental Medicine and a Fellow in the American Academy of Family Physicians.

**Rebecca Bentley**

Rebecca Bentley is Vice President of Global Public Affairs for Dow, a global materials science company with \$43 billion in annual revenues and 36,500 employees located at more than 100 sites across 31 countries. Rebecca leads Dow's Public Affairs team worldwide, and manages a broad span of governance and enterprise-level issues for the company, including executive and employee communications, media relations and financial communications, corporate governance and M&A activities, as well as geographic, business and marketing communications. She provides counsel for Dow's CEO, President and CFO, and is a member of the Company's Operations Team, which is accountable for operational controls of the Company, including the productivity and performance of Dow's business, functional and regional operations. Bentley holds a bachelor's degree in Mass Communications from the Manship School at Louisiana State University, with emphasis in Public Relations, Marketing and Economics.

**J.J. Boehm**

J.J. Boehm joined Saginaw Valley State University in 2003 and currently serves as its interim executive director of University Communications. Active in the field of public relations, Boehm currently serves as chair of the chief communication officers committee of the Michigan Association of State Universities and is a past president of the White Pine chapter of the Public Relations Society of America. Prior to joining SVSU, Boehm had an award-winning broadcast career during his seven years at WSGW radio. Boehm completed a bachelor's degree in mathematics from Valparaiso University and a master's degree in administrative science from SVSU.

**Dr. George Kikano**

George E. Kikano, MD, became dean of the Central Michigan University (CMU) College of Medicine in July 2015, and Vice President for Health Affairs in August 2018. He also serves as chairman of the board of CMU Medical Education Partners. Dr. Kikano is passionately committed to teaching, community partnerships, access to care and the College's mission – to prepare diverse, culturally competent physicians focused on improving access to high-quality health care in Michigan with an emphasis on serving medically underserved people and regions. His unique vision and approach to community-based medical education have led to the advancement of CMU's innovative and integrated model. As vice president for Health Affairs, Dr. Kikano is responsible for the unification of all CMU health-related programs, functions and clinical services. His role also includes aspects of regulatory compliance, reporting, quality, information security, and privacy.

**Christopher M. Vieau**

Christopher M. Vieau is Director of Supply Chain Management for MidMichigan Health. MidMichigan Health is a non-profit health system headquartered in Midland, Michigan, affiliated with Michigan Medicine, the health care division of the University of Michigan. MidMichigan Health covers a 23-county region with medical centers in Midland, Alpena, Alma, Clare, Gladwin, Mt. Pleasant and West Branch. In addition to its Medical Centers, MidMichigan Health also offers both home health care and physician services, and has a strong commitment to medical education. Chris is a graduate of Central Michigan University with a Bachelor's degree in Accounting and an MBA.

\*\* The Action Collaborative on Business Engagement in Building Healthy Communities is an ad hoc activity associated with the National Academies of Sciences, Engineering, and Medicine's Roundtable on Population Health Improvement. The Collaborative is a flexible and action-oriented group that welcome all interested organizations and individuals. Any activities and products associated with the 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 reports, products, or activities of the National Academies.