



## Consumers and Purchasers

Consumers and Purchasers work together and with other NQF Members to find ways to deliver higher quality, more affordable, patient-centered health care on behalf of consumers—those who get care—and purchasers—those who pay for care.



### Alison M. Shippy

Associate Director, Consumer-Purchaser Alliance  
at the National Partnership for Women & Families

*"I hope to work with the newly revitalized Councils as a way to discuss various stakeholder perspectives around different measures – hopefully in an effort to work further upstream in achieving consensus. Historically, the Councils have been a useful venue for sharpening individual stakeholder perspectives, but I am confident more robust cross-Council dialogue will better serve NQF's purpose and the health care enterprise as a whole."*

Alison Shippy is an Associate Director with the National Partnership for Women and Families, primarily for the Consumer-Purchaser Alliance – a collaboration of leading consumer, employer, and labor groups working together to promote the use of performance measurement in health care to inform consumer choice, value-based purchasing, and payment. She is a current member of NQF's MAP Coordinating Committee and All-Cause Admissions and Readmissions Standing Committee. Alison has previously worked in clinical research for Memorial Sloan-Kettering Cancer Center in New York City. She later worked on broader issues of hospital quality and patient safety at MSKCC – focused on rapid cycle process improvement initiatives and multi-disciplinary reviews. Alison moved to Washington, DC in 2009 and worked for a physician specialty society on issues of performance measurement, patient safety, and telemedicine. She managed the American Academy of Dermatology's measure development activities, as well as the AAD's PQRS registry. Alison is a graduate of Columbia University's School of Public Health, concentrating in health policy and management.

**Kelly D. Trautner, JD, CAE**

Director, AFT Nurses and Health Professionals

*“Major change in our healthcare system is afoot. The rapid rate at which the landscape of care delivery is evolving is simultaneously exhilarating and volatile. This environment creates new pressures on all health sector stakeholders and makes the work of NQF (and its focus on safety, cost and quality) ever important. While work to build content knowledge is important, our collective contributions at NQF must draw upon our professional skills as advocates, educators, planners, and innovators. Our consensus-driven work requires a commitment to be principled, lively and targeted toward a healthy system which produces improved outcomes for patients.”*

Kelly Trautner is the Director of AFT Nurses and Health Professionals, the second largest nurses union in the AFL-CIO. Whether matters of cost, quality, access, or standards, Kelly devotes her work to ensuring that the voices of AFT’s member physicians, nurses and other health professionals are heard in systems and facilities, in government and in communities. Prior to joining AFT in June 2014, Kelly spent nine years working for the Ohio Nurses Association, where she most recently served as Deputy Executive Officer and General Counsel. Working on projects such as the Ohio Hospital Measures Advisory Council and startup of several innovative joint labor management quality initiatives, Kelly has devoted a great deal of her career to examining quality of care issues, building literacy among clinicians on matters of quality and reimbursement, and advocacy for patient-centered care. She maintains licensure to practice law in both state and federal courts in Ohio, as well as the US Supreme Court.

## Health Plans

Health plans and organizations involved in the administration of and payment for health benefits.



### Barbara Corn

Vice President, Clinical Affordability  
UnitedHealthcare Central Region

*"I have had the opportunity to serve as Chair of the QMRI Council since 2010. During that time, we have focused on member engagement, specifically: identification of active participants in Council work, information sharing and networking, and on-boarding of new NQF Members. We developed a Council resource guide that included tools that could be used by Members and an actual case study where an organization discussed how they incorporated NQF into their organization so that they were aware of what NQF offers and the importance in active participation. I look forward to serving colleagues from the Health Plan community in 2015."*

Barb Corn has been active in the quality arena for over 15 years. She currently serves as a regional/national role as the VP, Clinical Affordability for UnitedHealthcare, located in the St. Louis, Missouri office. Ms. Corn has led Quality Measurement, Research and Improvement Council (QMRI) activities since 2007. Barbara has her Bachelor's Degree in Nursing and her Master of Arts in Health Service Management. She also has achieved her CPHQ (Certified Professional in Healthcare Quality). The CPHQ recognizes professionals and academic achievement through the individual's participation in this international voluntary certification program. Ms. Corn is active in local and state level quality organizations as well as other not for profit local and national organizations.

## Health Professionals

Clinicians, Care Providers and other Allied Health professionals providing care and an essential perspective on performance measurement and public reporting.



**Joseph P. Drozda, Jr., M.D., F.A.C.C.**

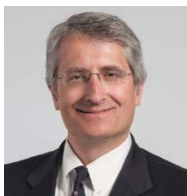
Director of Outcomes Research  
Mercy

*“The need for NQF to gain consensus among stakeholders has never been greater. The organization is uniquely situated to shift the conversation from parochial interests to the development of the next generation of performance measures that can help drive improvement as well as more accurately assess progress and achievement. It is time also to include in NQF’s mission a focus on the implementation of performance measures in incentive and public reporting programs since the use of performance measures in accountability programs is a requirement for continued NQF endorsement. The ‘how’ of performance measures has eclipsed the ‘what’ as the underlying driver of most of our robust discussions of proposed measures. Gaining consensus among stakeholders in the science and use of performance measures is the single greatest contribution that NQF can make to the healthcare quality field.”*

Dr. Drozda is a cardiologist and Director of Outcomes Research at Mercy Health—a 4 state regional health system headquartered in St. Louis. He chairs the American College of Cardiology’s Clinical Quality Committee, is a member of the ACC’s National Cardiovascular Data Registry Management Board and is the ACC representative to the National Quality Forum. He has been a methodologist for the Physician Consortium for Performance Improvement (PCPI) for over 14 years, chairs the PCPI Measures Advisory Committee, and serves on the Executive Committee. Dr. Drozda was in private practice for over 18 years and has 24 years of experience in managed care including stints as Chief Medical Officer and Executive Vice President of Health Plan Operations at Centene—a publicly traded Medicaid managed care company. From 1996 to 1999 he served as Vice President of Medical Management for SSM Health Care-St. Louis participating in that system’s journey to becoming the first healthcare organization to receive the Malcolm Baldrige award.

## Provider Organizations

Care delivery systems, academic institutions, and hospitals that work at the intersection of health policy and quality improvement.



### Michael P. Phelan M.D.

Medical Director, Quality and Patient Safety Institute  
at the Cleveland Clinic

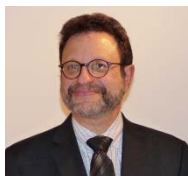
*"I am qualified for leading the NQF Provider group thanks to my clinical experience, passion for quality and patient safety issues, and commitment to NQF. I have demonstrated my ability to work collaboratively with a variety of organizations to achieve results as shown in part by service on the Measures Application Partnership as well as ongoing NQF council engagement. My passion for quality and patient safety issues is related to emergency airway issues and the use of ultrasound in the emergency care of patients."*

Dr. Michael Phelan is a board certified practicing emergency medicine physician with over 15 years of clinical experience. He has served as the Quality Review Officer (QRO) for the Department of Emergency Medicine at Cleveland Clinic's main campus, assuming responsibility for quality and safety issues in the department.

Currently Dr. Phelan is working to better understand and improve the currently required publicly reported measures for the Cleveland Clinic's health care systems with a primary focus on emergency departments. He chairs the Cleveland Clinic's internal NQF coordinating committee. This committee is responsible finding Cleveland Clinic subject matter experts for NQF's technical advisory panels as well as experts to evaluate NQF's requests for measure evaluation and voting.

## Public Health and Measurement Researchers

Public and private organizations that conduct research, education, and initiatives to improve healthcare quality, measurement, and reporting.



**Mark S. Antman, DDS, MBA**

Director, Measure Development Operations  
Performance Improvement  
American Medical Association

*"Having devoted the past fourteen years of my professional life to the development of health care quality measures, I welcome the opportunity to serve as Council Leader for the Public Health and Measurement Researchers Council. Assuring the quality of patient care was my highest priority as a clinician and has remained my passion throughout the subsequent stages of my career. I believe that current NQF efforts to enhance member engagement and inter-council collaboration are well-aligned with the overall NQF goal to catalyze quality improvement in health care, and I look forward to contributing to these efforts."*

Mark Antman is Director of Measure Development Operations for the Performance Improvement unit of the American Medical Association (AMA) and supports the quality measurement and improvement activities of the AMA-convened Physician Consortium for Performance Improvement® (PCPI®). In this role he has led measure development staff and provided guidance and expertise to PCPI member organizations in the development and continued stewardship of a large portfolio of evidence-based clinical performance measures. The AMA measure development team also promotes and manages the use of PCPI measures in Centers for Medicare & Medicaid Services (CMS) and other national quality reporting and improvement programs and serves as a resource for PCPI members seeking to maintain their own measures in national programs or to advance them through the NQF review and endorsement process. Prior to his sixteen years at the AMA, Dr. Antman was in private practice in general dentistry and held several positions with Chicago-based managed care organizations, co-leading their efforts to achieve and maintain accreditation.

## Supplier, Industry, and Life Science

Diverse group of organizations that provide healthcare solutions through innovation, scientific and health services research, consultation, information tools, device and diagnostic products, and medications.



**Alicia De Stefano, MS, RN, CPHQ**

US Quality Lead  
Merck and Company

*“Currently, the US health care system is in a state of evolution, many at different stages as our new health care ecosystem evolves for value-driven care. This requires different levers and more engagement across stakeholders with emphasis on new delivery care models. These key stakeholders share common goals and efforts for private/public partnerships and adaptation across our professional workforce. Results have demonstrated early progress. As our professional workforce adapts and new models innovate, there is evidence of more cross-functional efforts, enhanced communication supporting coordination of care and the goals of the Triple Aim.*

*NQF membership represents all key stakeholders and the crucial role to convene and promote the Value approach, recognizing that Quality is the bedrock for these changes to ensure appropriate outcomes of Value. To that end, I have been actively engaged in the NQF efforts for eight years, have successfully nominated members for Committees and work groups and have just completed a two year term as Vice Chair for the NQF’s Supplier and Industry Council (2013-2014). Let’s get on with the priorities of the quality agenda!”*

Alicia has been the US Quality Lead at Merck and Company since 2009. Her current focus in this role is engaging cross-functionally within Merck to translate national quality initiatives, such as the Triple Aim, into actions in collaboration with leading external quality organizations. She recently served two years as Vice Chair for the Supplier and Industry Council of the National Quality Forum (NQF) in 2013-2014. Alicia is also active with the Pharmacy Quality Alliance (PQA) and is also a member of the Industry Council at the National Committee for Quality Assurance (NCQA). Prior to her current position, Alicia has worked with numerous national and regional health plans and employers over the past eighteen years in a quality role with Schering-Plough and Merck. Alicia also has experience in the Managed Care leading a team for Quality responsible for quality and Disease Management, NCQA Accreditation, and HEDIS data collection.

Alicia began her career as a registered and maintains that licensure. She also holds a Master's degree in Management, and is certified in Healthcare Quality from the National Association for Healthcare Quality (CPHQ) for over 20 years.