

PATH 1 - ENGAGING AGENDA SETTERS: MAKING CARDIOVASCULAR DISEASE PREVENTION A PRIORITY

Laura Gordon
General Manager
Edelman

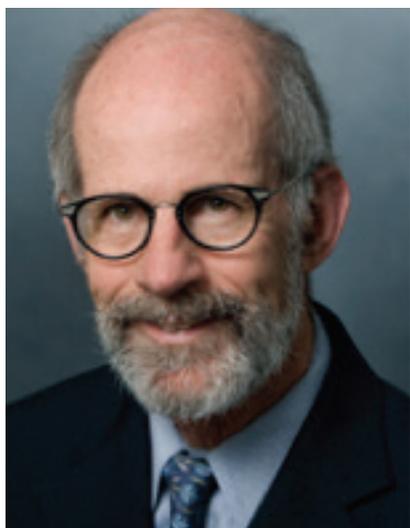


As the leader of Edelman's health practice in Washington, Laura Gordon is responsible for managing a team of specialists who work with clients to communicate their messages to target audiences, build relationships with advocacy organizations and other health stakeholders, and help shape policies that support access to services and products. Her work on the policy front includes raising awareness of under-recognized medical conditions, advocating for clients in the face of proposed legislative restrictions and enhancing clients' corporate image inside the Beltway. Laura has worked extensively with advocacy groups and scientific opinion leaders to build awareness of disorders and fight not only for their proper treatment, but also for more research that could lead to new treatments.

Laura also oversees Edelman's Federal Government Services practice, which includes work for the Substance Abuse and Mental Health Services Administration and the Agency for Healthcare Research and Quality.

An Ohio native who now resides in Bethesda, Md., Laura graduated magna cum laude with a B.A. in journalism from Kent State University in Ohio. In addition to her role as Secretary-Treasurer of the National Forum for Heart Disease & Stroke Prevention, she serves as vice president of the board of the American Pharmacists Association Foundation.

Stephen Sidney, MD, MPH
Director of Research Clinics
Kaiser Permanente Northern California



Stephen Sidney, MD, MPH, is the Director of Research Clinics and a senior research scientist with the Kaiser Permanente Northern California Division of Research. He is board certified in internal medicine and certified as a preventive and rehabilitative exercise program director by the American College of Sports Medicine. Dr. Sidney's research interests include cardiovascular disease, physical activity and fitness, obesity, acute coronary syndrome, and cerebrovascular disease. Dr. Sidney also serves as a member of the Alameda County Public Health Advisory Board and board member of a support group for parents of students with special education needs. Dr. Sidney has authored or co-authored more than 280 peer-reviewed scientific publications while a researcher at the Division of Research. His research publications cover a diverse range of topics, primarily in the area of cardiovascular epidemiology.

Michael W. Cropp, M.D., MBA
President and Chief Executive Officer



Michael W. Cropp, M.D., is the president and chief executive officer of Independent Health. Under his leadership, the organization delivers products and services that improve the health of almost 375,000 customers – and has been consistently recognized nationally for excellence in quality, service and innovation.

His focus on building leadership capacity for sustainable accountable quality care reaches beyond Western New York as he serves in leadership roles on the boards of national health care organizations, including America's Health Insurance Plans (AHIP). Dr. Cropp is chairman of the Alliance of Community Health Plans (ACHP). In addition, he has established several community initiatives to improve access, quality and affordability of health care. He is the founding chairman of the P2 Collaborative of Western New York – one of the original grantees in the Robert Wood Johnson Foundation Aligning Forces for Quality (AF4Q) grant. He is also the founding chairman of the Western New York Clinical Information Exchange (HEALTHeLINK), a consortium of multiple community stakeholders working to provide electronic access to health information across our entire community – a recipient of the government's Beacon Community award.

Dr. Cropp's approach of engaging physicians as partners, implementing initiatives with community-minded results, and focusing on customer-centric ideals have earned Independent Health both local and national recognition. For three consecutive years, Independent Health is the highest ranked health insurance plan in the New York/New Jersey region by J.D. Power and Associates Member Health Insurance Plan StudySM. The company has also maintained "Excellent" accreditation status with the National Committee for Quality Assurance (NCQA), an independent organization that evaluates health plans throughout the country. In 2009 and 2010, Independent Health was the highest rated health plan in the nation for customer service according to NCQA's Quality Compass®.

Dr. Cropp received his bachelor's and medical degrees from Brown University, and completed his residency in family practice at Memorial Hospital in Pawtucket, Rhode Island, which is affiliated with Brown University. In addition to his medical education and training, Dr. Cropp earned an M.B.A. from the State University of New York at Buffalo.