

Speaker Biographies

Getting the Most Bang for our Post-Health Reform Buck: Enrolling and Retaining Everyone Who's Eligible

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TRICIA BROOKS is a senior fellow at the Center for Children and Families (CCF) and an assistant research professor at the Georgetown University Health Policy Institute. She works on issues affecting health coverage for children and families, particularly children who are eligible for Medicaid and SCHIP but aren't enrolled. Prior to joining CCF, Ms. Brooks served for 15 years as the CHIP director in New Hampshire. As the president and CEO of NH Healthy Kids Corporation (NHHK), a legislatively-created nonprofit organization that began covering kids in 1995, she took on responsibility for launching and administering New Hampshire's SCHIP program as a public-private partnership in 1999. NHHK also took the lead in coordinating outreach and application assistance for Medicaid and CHIP and served as the mail-enrollment and renewal center for both programs. Ms. Brooks was selected as one of eight healthcare leaders for the 21st century by NH Business Magazine in 1999 and has received numerous awards recognizing her work in New Hampshire including Public Citizen of the Year in 2000 by the NH Pediatric Society. She holds an MBA from Suffolk University and BS degree with honors from Mars Hill College.

STAN DORN is a senior research associate at the Urban Institute. For more than 20 years, he has worked at the state and federal levels on health policy issues involving the uninsured, low-income consumers, children, Medicaid, the State Children's Health Insurance Program (SCHIP) and health coverage tax credits provided under the Trade Act of 2002. Before coming to Urban, Mr. Dorn had posts as: senior policy analyst at the Economic and Social Research Institute, where he focused on strategies to cover the uninsured; director of the Health Consumer Alliance, a consortium of legal services groups in California helping low-income consumers obtain essential health care; Health Division director at the Children's Defense Fund, where he led the organization's health policy team during a major national campaign that helped pass SCHIP; and managing attorney of the National Health Law Program's Washington office, where he played a leadership role in a broad coalition of consumer and provider groups that successfully resisted proposals to convert Medicaid into a block grant.

RUTH KENNEDY is the director of the Louisiana Children's Health Insurance Program (LaCHIP) and the Director of the Louisiana's LaCHIP/Medicaid Eligibility Division. Her responsibilities have included all aspects of Medicaid and SCHIP eligibility and enrollment. She has played an integral role in the development and implementation of the Louisiana Department of Health & Hospitals' nationally recognized retention, outreach, simplification, and organization change efforts to increase enrollment in public health coverage programs. Beginning her career as a parish eligibility caseworker, she now has more than 29 years of experience in state government health and social services administration and management. In recognition of her role in increasing enrollment of children in LaCHIP, Ms. Kennedy was the recipient of the 2004 Louisiana Jimmie Davis Sunshine Award which recognizes the state public servant whose service brings the most "sunshine" into the lives of Louisiana citizens. She served as a member of the national *Covering Kids and Families* Eligibility Policy Group and is

a frequent national speaker, sharing Louisiana's lessons learned relative to improving Medicaid and SCHIP enrollment and retention through eligibility modernization and culture change. Ms. Kennedy is a graduate of Southeastern Louisiana University in Hammond.

STAN ROSENSTEIN, senior advisor of Health Management Associates in Sacramento, has 32 years experience with government health care programs. He was the long time California Medicaid director, spending 13 years as Medicaid director or deputy director and more than 21 years as an executive appointee with the State of California. Most recently Mr. Rosenstein was the chief deputy director of health care programs for the state. Earlier, as the administrator of health care programs, Mr. Rosenstein managed a budget of more than \$37 billion and a workforce of approximately 2,000 employees. He played a major role in implementing portions of California's CHIP program, Healthy Families, and has worked extensively on outreach programs for children and simplifying enrollment and retention in the Medi-Cal program. Some of the helpful changes he was involved with included express lane eligibility, electronic applications for enrollment, presumptive eligibility programs, and simplifying eligibility documentation. Mr. Rosenstein has worked extensively on health care reform, various improvements to the health care delivery system, and various ways to finance health care systems. He was the vice-chair of the National Association of State Medicaid Directors and has had extensive experience working on health care issues at the national level.