

Speaker Biographies
**“Public Opinion on Health Reform:
What Do The Polls Mean?”**
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MARK BLUMENTHAL is the editor and publisher of Pollster.com, the web site that publishes poll results and a daily running commentary that explains, demystifies and critiques political polling for political insiders and the general public. Since its launch in September 2006, Pollster.com has attracted nearly seven million unique visits resulting in over 30 million page views. As a polling analyst for The National Journal, Blumenthal also writes a weekly column for NationalJournal.com. Pollster.com is partly an outgrowth of Blumenthal's Mystery Pollster blog, which he started in September 2004. In May of 2007, along with Pollster.com co-creator Charles Franklin, Blumenthal received the Warren J. Mitofsky Innovators Award for Pollster.com from the American Association for Public Opinion Research. In 2005, the National Council on Public Polls awarded Blumenthal and the MysteryPollster blog a special citation for its work explaining polls to the Internet reader. Blumenthal has been in the political polling business for more than 20 years, conducting and analyzing political polls and focus groups for Democratic candidates and market research surveys for major corporations. His experience includes work with pollsters Harrison Hickman, Paul Maslin, Kirk Brown, Celinda Lake, Stan Greenberg and 15 years with his former partners David Petts and Anna Bennett in the firm Bennett, Petts and Blumenthal (BPB). In January of 2007, he left BPB to devote full time to Pollster.com. His academic background includes a Political Science degree from the University of Michigan and course work towards a Masters degree at the Joint Program in Survey Methodology (JPSM) at the University of Maryland. He has also served as a guest lecturer at the Communications School at American University and at training seminars sponsored by EMILY's List, the Democratic National Committee and the National Democratic Institute for International Affairs. He served as Communications Chair of the American Association for Public Opinion Research (AAPOR) from 2007 to 2008.

KARLYN BOWMAN is a Senior Fellow at the American Enterprise Institute. She joined the Institute in 1979 and was Managing Editor of *Public Opinion* magazine until 1990. From 1990 to 1995 she was the editor of *The American Enterprise*. Today Bowman is a contributing editor to AEI's magazine, *The American*. Her publications include *Public Opinion Toward Congress* (with Everett Carll Ladd) in *Congress, The Press, and The Public* (AEI-Brookings, 1994), *The 1993-1994 Debate on Health Care Reform: Did the Polls Mislead the Policy Makers?* (AEI Press, 1994), "The Gender Factor" in *America at the Polls 1994* (Roper Center, 1995), and *Attitudes Toward the Environment: Twenty-Five Years After Earth Day* (with Everett Carll Ladd) [AEI Press, 1995]. In 1996, she and Ladd wrote *Public Opinion in America and Japan: How We See Each Other and Ourselves* (AEI Press/Roper Center, 1996). *Public Opinion on Abortion: Twenty-Five Years After Roe v. Wade* and *Public Opinion About Economic Inequality* (both written with Ladd) appeared in 1997. *What's Wrong: A Survey of American Satisfaction and Complaint* was published in May 1998. In 2001, she contributed a chapter on polling to *The Permanent Campaign and Its Future* (AEI-Brookings). In 2002, Bowman inaugurated a series of Public Opinion Studies that are available on AEI's website. They include "America After 9/11: Public Opinion on the War on Terrorism," "Public Attitudes on the War with Iraq," "Polls on Patriotism," "Attitudes Toward Homosexuality," "Public Opinion on Taxes," "Attitudes Toward Social Security Reform," and "Attitudes About Economic Anxiety." Bowman also edits AEI's monthly Political Report.

MOLLYANN BRODIE is Vice President, Director of Public Opinion and Survey Research of the Henry J. Kaiser Family Foundation. Currently, she directs the Foundation's public opinion survey efforts including a variety of public knowledge and survey related projects and ongoing survey partnerships with the *Washington Post*, NPR and *USA Today*. Her research efforts focus on understanding public opinion and knowledge on health care policy issues, and the role of the opinion in health policy debates. Her research has been published in the *Journal of the American Medical Association*, *New England Journal of Medicine*, *Journal of Health Politics, Policy, and Law* and *Health Affairs*. She also currently serves on the voluntary Board of Directors for the Roper Center for Public Opinion Research and on the Education Committee for the American Association of Public Opinion Research (AAPOR). She previously served on AAPOR's Executive Council and as president of its Pacific Chapter PAPOR . She received her Ph.D. in Health Policy from Harvard University.

HUMPHREY TAYLOR is chairman of the Harris Poll, a service of Harris Interactive. He has had overall responsibility for more than 8,000 surveys in more than 80 countries for governments, corporations and foundations. Mr. Harris writes and speaks frequently about the forces transforming the nation's health care system, and on differences between our system and those in Canada, Western Europe and Japan. He testified before congressional committees on Social Security, health care cost containment, Medicare, aging, policies affecting disabled people, drug exports, privacy, and the taxation of employee benefits. He has made presentations in the White House and on Capitol Hill on these subjects, and on Health Maintenance Organizations, productivity, consumerism, health promotion and disease prevention. Over his working life, he has written more than a thousand columns, papers, op ed articles and book chapters. Mr. Taylor was chairman of the board of the American Health Foundation for six years. He is chairman of the National Council on Public Polls and serves as a trustee for a number of medically-related foundations and organizations.