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Cincinnati Leader Selected for National Health Policy Position

Project director of local health care quality initiative heading to Washington, D.C.

At a time when health care is dominating the energies of Washington's policymakers, a Cincinnati has been selected by the Obama administration for a crucial role in shaping national decisions about health information technology and payment reforms.

Craig Brammer, the project director of Cincinnati's Aligning Forces for Quality (AF4Q) and a senior research associate with the Department of Public Health Sciences at the University of Cincinnati, is going to the nation's capital to influence policy with the Office of the National Coordinator for Health Information Technology. Brammer will serve as the Deputy Director for the Beacon Community program that will help usher the health sector into the information age; a topic that leaders from both political parties agree on.

The prestigious Robert Wood Johnson Foundation selected the Health Improvement Collaborative of Greater Cincinnati three years ago to lead its ambitious Aligning Forces for Quality initiative for this region. One of only 15 regions selected throughout the nation, AF4Q pulls together consumer groups, health plans, physicians, employers and health centers in a coordinated effort to improve health care quality.

As AF4Q project director, Brammer has coordinated the efforts of a broad base of local stakeholders who share the goals of helping health care providers improve their abilities to deliver quality care and helping consumers better understand their roles in demanding high-quality care. The execution of the preliminary stages of the project has been widely regarded as among the most impressive in the nation, which helped bring Brammer to the administration's attention.

"It is a testament to the strength of our project – and a compliment to the many people who contribute to our efforts – that Cincinnati's Aligning Forces for Quality initiative caught the attention of Washington's policymakers at a time when health care is central to the national conversation," said Greg Ebel, executive director of the Health Improvement Collaborative of Greater Cincinnati. "We've been blessed that Craig's talents have put Cincinnati on the leading edge of health reform and improvement, and having him in Washington means our community's experience will be part of the dialogue as elected leaders grapple with the issues we deal with every day."

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A process to select a new AF4Q project director is already underway. Because the project has so much positive momentum and involves the work of so many local contributors, Ebel said there should be no slowdown in the AF4Q work. Brammer will assume his new position in late March.

“Our community has benefited greatly from Craig’s knowledge and understanding of how to improve health care delivery by bringing all the stakeholders together and focusing on innovative solutions,” said Tom Finn, the president of Procter & Gamble’s Global Healthcare Division and co-chair of AF4Q’s steering committee. “We congratulate him and are excited to see him elevated to a role with influence at the national level.”

About Cincinnati Aligning Forces for Quality

Cincinnati Aligning Forces for Quality is an initiative of the Health Improvement Collaborative of Greater Cincinnati. As one of 15 communities throughout the nation in partnership with the Robert Wood Johnson Foundation, AF4Q is a signature effort to lift the overall quality of health care, reduce racial and ethnic disparities and provide models for national reform. For more information, visit www.the-collaborative.org.

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