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Leadership Team Selected to Head Health Collaborative Initiative

*Depth and Variety of Experience Propel
Aligning Forces for Quality Project into Next Phase*

Greg Ebel, Executive Director of the Health Improvement Collaborative of Greater Cincinnati, has announced a new leadership team for its Cincinnati Aligning Forces for Quality (AF4Q) initiative. Robert Graham, M.D., has been appointed program director, and Melissa Kennedy will serve as deputy director. The two will share oversight for the multi-faceted regional health reform effort led by the Collaborative in partnership with the Robert Wood Johnson Foundation.

According to Ebel, "These two talented individuals are exceptionally well suited to lead this critical initiative forward. They bring a combination of knowledge, skill and passion that will enable us to focus the energies of our staff and volunteers to make a true difference in health care delivery in Greater Cincinnati."

Dr. Bob Graham has led the AF4Q's patient-centered medical home project for the last 18 months. He is a professor of family medicine at the University Of Cincinnati School Of Medicine. Prior to coming to Cincinnati Graham held several leadership roles in family medicine and federal health policy at the national level, including fifteen years as head of the American Academy of Family Physicians. He is a recognized and sought after expert on health policy, health reform, universal coverage and organizational effectiveness in health care organizations.

Melissa Kennedy is director of operations for the Health Collaborative, overseeing all initiatives including the physician performance measurement and public reporting aspects of AF4Q. Prior to joining the Collaborative in 2007, Kennedy served as a satisfaction and outcomes research consultant at Cincinnati Children's, assisting with evaluation of the Pursuing Perfection initiative, this after having co-founded and then served for 10 years as executive vice president of Healthcare Research Systems, a health care satisfaction and outcomes consulting company, in Columbus, Ohio.

Graham and Kennedy are taking on the expanded roles after Craig Brammer, the founding AF4Q project director, left to accept a leadership position influencing health policy on the national level in Washington, D.C.

The Robert Wood Johnson Foundation selected the Health 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, reduce racial and ethnic disparities and provide models for national reform.

