



What's on the horizon: Addressing values and beliefs to advance the health of all Ohioans

October 25, 2018 • The Conference Center at OCLC • Dublin, Ohio

Agenda

- 10:00 a.m. **Welcome and opening remarks**
Amy Rohling McGee, President, Health Policy Institute of Ohio
-
- 10:10 a.m. **Defining health equity and understanding health disparities in Ohio**
Reem Aly, Vice President, Healthcare System and Innovation Policy, Health Policy Institute of Ohio
-
- 10:25 a.m. **A closer look at how Americans view health equity**
Larry L. Bye, Senior Fellow, Health Care, NORC at the University of Chicago
-
- 11:00 a.m. **Activity break**
-
- 11:10 a.m. **Appealing to your audience: The importance of messaging**
Sandra Harbrecht Ratchford, President and Chief Executive Officer, Paul Werth Associates, Inc.
-
- 11:45 a.m. **Lunch and networking**
-
- 12:25 p.m. **Advancing health equity through messaging and communication**
Nicole Bronzan, Senior Communications Officer, Robert Wood Johnson Foundation
-
- 1:00 p.m. **Evaluation and closing comments**
Amy Rohling McGee



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Speaker biographies

Reem Aly, JD, MA

**Vice President, Healthcare System and Innovation Policy,
Health Policy Institute of Ohio**

Reem Aly is the Vice President, Healthcare System and Innovation Policy at the Health Policy Institute of Ohio. Aly leads work on healthcare system performance, payment alignment and telehealth and serves as HPIO's in-house legal counsel.

Prior to joining HPIO in June 2011, Aly worked as a consultant and administrative resident at Nationwide Children's Hospital. Aly also worked in the legal field at OCLC Online Computer Library Center, Inc. and Bricker & Eckler LLC. Aly holds a law degree and master's of health administration, as well as a bachelor of science in psychology and a bachelor of arts in international relations from the Ohio State University. Aly was named one of six inaugural recipients of AcademyHealth's 2013 Presidential Scholarship for the AcademyHealth Institute on Advocacy and Public Policy.

Larry L. Bye, MA

**Senior Fellow, Health Care, NORC at the University of
Chicago**

Larry L. Bye serves as a Senior Fellow in the Health Care Research Department at NORC where he directs studies in health marketing/communications, policy and behavioral research. Recent work has focused on obesity prevention, mental illness stigma reduction, the promotion of health equity, marketing of health insurance to the uninsured as part of the implementation of the Affordable Care Act, and the public reporting of health care quality to U.S. consumers.

As a leading health communications and social marketing practitioner for more than three decades, he has designed and evaluated campaigns addressing a number of public health issues including HIV/AIDS prevention, cancer screening/early detection, tobacco control, maternal and child health. His clients have included the World Health Organization, Centers for Disease Control and Prevention, National Institute of Allergy and Infectious Disease, Centers for Medicare and Medicaid Services and the California Department of Public Health.

Prior to joining NORC in 2012, he served as Vice President/Senior Research Director at Field Research Corporation. Prior to that, he served as founder of Communication Sciences Group and Survey Methods Group, allied companies specializing in marketing/communications research and survey research data collection.

He holds a master's degree in Political Science from Washington University-St. Louis and an undergraduate degree in political science from the University of Minnesota, Minneapolis-St. Paul.

Sandra Harbrecht Ratchford, APR

**President and Chief Executive Officer, Paul Werth
Associates, Inc.**

As president and CEO of Paul Werth Associates, Sandra Harbrecht Ratchford is leading the firm through a period of growth, achievement and national recognition. She specializes in executive-level counsel on leadership and reputation building, marketing strategy, issues management, organizational communications and crisis management.

Sandra oversees a team of public relations, public affairs, marketing, creative and research professionals serving corporate, education, health care, government and not-for-profit clients. She also provides coaching and facilitation in areas such as strategic communications planning, presentation techniques and leadership communication.

She serves on the boards of directors for The Davey Tree Expert Co., The Motorists Insurance Group and Findley Davies. Ms. Harbrecht is a trustee of the Ingram/White Castle Foundation and chair of the Arvin Alexander Fund of The Columbus Foundation. She is on the Alumni Association Advisory Council, the Dean's Advisory Council for Fisher College of Business and the External Advisory Council for the College of Engineering at The Ohio State University.

Sandra is an accredited member of the Public Relations Society of America (PRSA) and a founding member of the Council of Public Relations Firms.

Nicole Bronzan, BS

**Senior Communications Officer, Robert Wood Johnson
Foundation**

Nicole Bronzan joined the Robert Wood Johnson Foundation (RWJF) in 2015, bringing journalistic roots and an advocate's passion to the Foundation's work to ensure that everyone has the opportunity for a healthier life.

A newswoman at heart, Bronzan sees storytelling as the binding thread in her career: She spent her formative years as an editor at the New York Times, her work spanning breaking news, investigative series and online-only features. She comes to RWJF from ProPublica, the Pulitzer Prize-winning investigative newsroom, where she was communications director.

Previously, Bronzan directed communications for Freedom to Marry, leading the charge to elevate compelling stories in the fight for marriage equality through article and op-ed placements, events and partnerships. Before that, she oversaw media and grassroots outreach at the Legal Action Center.

Bronzan is a graduate of Florida A&M University, where she earned a bachelor's degree in newspaper journalism.

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