



PUBLIC HEALTH management corporation

EXPERT GUIDE



Public Health Management Corporation (PHMC) is a nonprofit public health institute that builds healthier communities through partnerships with government, foundations, businesses and community-based organizations. It fulfills its mission to improve the health of the community by providing outreach, health promotion, education, research, planning, technical assistance, and direct services.

PHMC has served the Greater Philadelphia region since 1972 as a facilitator, developer, intermediary, manager, advocate and innovator in the field of public health. With about 1400 employees, 250 programs, ten subsidiaries—including one with programs throughout Pennsylvania, and another nationwide—70 sites and more than 87,000 clients served annually, PHMC has become one of the largest and most comprehensive public health organizations in the nation.



Media **Contact:**

Kelley Elliott
Communications Manager
267.350.7699
kelleye@phmc.org

Dina Wolfman Baker
Vice President of Communications
215.985.2537
dbaker@phmc.org

PHMC is located at:



260 South Broad Street
Philadelphia, PA 19102
For more information on PHMC, visit **PHMC.ORG**



Welcome to **PHMC's Expert Guide**

Index *by Issue Area*

Access to Health Care	5, 7, 11, 17
African American Health	7
Asian Health	10
Breast Cancer	11
Capacity Building and Technical Assistance	12, 16
Child and Adolescent Special Needs	20
Child Therapy and Counseling	15
Chronic Disease	5, 7, 17
Community Health Data	5, 16
Community and Population Needs Assessment	16
Drug and Alcohol Treatment	4, 15, 21, 22
Early Intervention	20
Environmental Health	7, 17
Health Promotion and Education	7
Highway Safety	11
HIV/AIDS Care, Prevention and Outreach	4, 18, 21, 22
HIV/AIDS Research	6, 8, 17
Homelessness	12, 15, 19
Latino Health	7
Lesbian, Gay, Bisexual, and Transgender/Transsexual Health	8, 11
Marketing and Communications	5
Maternal and Child Health	20
Mental Health	10, 15
Nonprofit Health Care in the Philadelphia Region	19
Nonprofit Management and Business Models	9
Nonprofit Technology Development	6
Nurse-Managed Primary Care	12, 14
Nutrition	13, 14
Parenting	8
PHMC History	19
Public Health Emergency Preparedness	18
Public Policy	14
Recovery Housing	15, 21, 22
Research and Evaluation	16
Sexual Abuse	13
Strategic Alliances and Nonprofit Affiliate Models	12
Tobacco Control and Smoking Cessation	7, 20

Index *by Name*

Alomar-Gilbert, Angelita	4
Argires, Eugenia	4
Axler, Francine	5
Baker, Dina Wolfman	5
Bedrosian, Michael	6
Bond, Lisa	6
Briggs, Vanessa	7
Camara, Lean	7
Carson, Lee	8
Ciocca, Jeanne	8
Cohen, Richard J.	9
Dow, Trina	10
Du, Chin	10
Duncan, Donna	11
Ferraro, Donna	11
Friedlander, Amy	12
Fox, Elaine	12
Glackman, Theodore	13
Grove, Courtney	13
Hansen-Turton, Tine	14
Huminski, Lauren	14
Hurtig, Leslie	15
Kirzner, Rachel	15
Kleiner, Lisa	16
Kotranski, Lynne	16
Lauby, Jennifer	17
Line, Laura	17
Link, Jacqueline	18
Link, Nancy De Leon	18
Loeb, John	19
McMillan, Deborah	19
Minot, Kristin	20
Moore, Michael	20
Ogden, Michael	21
Pierre, Akil	21
Wellbank, Kathy	22
Woll, Myra	22



{ Angelita **Alomar-Gilbert**

PROGRAM DIRECTOR OF INTERIM HOUSE WEST

Area of Expertise

Drug and Alcohol Treatment

Background/Education

BSN, Pennsylvania State University

As program director of Interim House West, Angelita Alomar-Gilbert manages a residential treatment program for 25 women with substance abuse and mental health disorders and an intensive outpatient treatment program serving up to 50 women. Alomar-Gilbert has worked as a registered nurse at Children's Hospital of Philadelphia and as a community health nurse at Interim House West. She was the 2003 recipient of the "Making a Difference Award" presented by the Philadelphia Mayor's Drug and Alcohol Executive Commission. She is a member of the Hispanic Nurses Association and the National Pediatric Nurses Association and has presented papers on psychiatric nursing at various conferences.



{ Eugenia **Argires**

PROGRAM DIRECTOR

Area of Expertise

HIV/AIDS Care, Prevention and Outreach

Background/Education

BA, Goucher College

MFA, University of Pennsylvania

MSS, Bryn Mawr College

Eugenia Argires is the program director of a number of community outreach projects at PHMC including New Pathways Project, which targets homeless active substance users, and HIV Care Outreach and Retention Project, which targets HIV-positive, high-risk individuals who have lost contact with their HIV treatment providers. Before coming to PHMC, Argires served as the director of case management at Arbor Independence Career Center, director of education programs and services at Educating Children for Parenting and as the life skills program coordinator at Lutheran Settlement House.





{ Francine **Axler**

PROJECT DIRECTOR OF THE COMMUNITY HEALTH DATA BASE

Areas of Expertise

Access to Health Care
Chronic Disease
Community Health Data

Background/Education

BA, Temple University
MPH, Temple University

Francine Axler is responsible for coordinating the day-to-day development activities of PHMC's Community Health Data Base (CHDB), which collects and analyzes data from the Southeastern Pennsylvania Household Health Survey, the largest regional health survey of its kind in the country. Axler has worked on numerous regional health care evaluations and has served as a guest speaker on topics such as survey design, outcomes measurement, basic statistics, community public health issues and SPSS data analysis. She is a member of the American Public Health Association, Pennsylvania Public Health Association, Greater Philadelphia Breast Cancer Coalition and Philadelphia Partnership for Long Term Care. Axler has worked at PHMC since 1988.



{ Dina Wolfman **Baker**

VICE PRESIDENT OF COMMUNICATIONS

Area of Expertise

Marketing and Communications

Background/Education

BA, Cornell University

Dina Wolfman Baker oversees PHMC's marketing, communications and public relations group, which provides strategic consulting and professional agency services to PHMC's internal programs, affiliate organizations and external consulting clients. Baker's 27 years of communications and marketing experience incorporate a unique blend of strategic, leadership and business development skills from the nonprofit and corporate sectors. She has spoken and published widely on topics related to strategic marketing, communications and branding. Baker serves on the board of Linda Creed, is active with numerous other organizations and is a member of the American Marketing Association and the American Public Health Association.



{ Michael **Bedrosian**

VICE PRESIDENT OF INFORMATION SYSTEMS

Area of Expertise

Nonprofit Technology Development

Background/Education

BS, University of Pennsylvania

Michael Bedrosian has over 25 years of experience in the design and implementation of management information systems and in the planning and configuration of local and wide-area networks to support these systems. Bedrosian joined PHMC as a senior programmer and network analyst in 1996, and has contributed to the design and implementation of database systems in support of the following programs: Health Care for the Homeless, Forensic Intensive Recovery, Healthier Babies, Children's Investment Strategy, ChildLink and PHMC's treatment programs. He is a member of the Association for Computing Machinery, the American Institute of Chemical Engineers and the Audio Engineering Society.



{ Lisa **Bond**

SENIOR RESEARCH ASSOCIATE

Area of Expertise

HIV/AIDS Research

Background/Education

BA, University of Maryland

PhD, Temple University

Lisa Bond is a senior research associate at PHMC and has been actively involved in HIV prevention work since 1987 in various capacities, including volunteer work, serving as director of HIV programs at PHMC and as a senior member of the research component at PHMC. Her research interests include HIV/AIDS prevention, HIV testing, social and behavioral issues in health promotion and disease prevention, health disparities, racial and sexual minorities, women, substance abuse and recovery, and forging research partnerships with community-based organizations and stakeholders. Bond is a member of the board of directors of Philadelphia FIGHT, a volunteer with the Behavioral and Social Sciences Volunteer program, and a member of the Community Advisory Board of the University of Pennsylvania Center for AIDS Research. She chairs the PHMC Community Advisory Board on LGBT Research.





{ Vanessa Briggs

EXECUTIVE DIRECTOR OF HEALTH PROMOTION COUNCIL

Areas of Expertise

Access to Health Care
African American Health
Chronic Disease
Environmental Health
Health Promotion and Education
Latino Health

Background/Education

BA, Rowan University
MBA, Eastern University

Vanessa Briggs leads the overall agency management, strategic planning and development activities at Health Promotion Council (HPC), a PHMC affiliate. Briggs joined HPC in February 2001 after working 15 years in the health care industry. She has considerable experience in the field of dietetics and food service management and has worked with numerous food service contract corporations, where she held many management positions, including: regional registered dietitian, director of food and nutrition services, deputy executive director and clinical nutrition manager.



{ Lean Camara

REGIONAL TOBACCO CONTROL DIRECTOR OF HEALTH PROMOTION COUNCIL

Area of Expertise

Tobacco Control and Smoking Cessation

Background/Education

BA, Ithaca College
MSW, University of Pennsylvania

Lean Camara is the regional tobacco director at Health Promotion Council (HPC). Camara manages the Southeastern Pennsylvania Tobacco Control Project and the Philadelphia Enforcement contract. Prior to her current position, she worked as HPC's assistant director and oversaw the outreach, case management, mobile health van and data collection departments.



Lee Carson

RESEARCH ASSOCIATE

Area of Expertise

Lesbian, Gay, Bisexual, and Transgender/Transsexual Health
HIV/AIDS Research

Background/Education

BS, SUNY Brockport
MSW, Nazareth College

Lee Carson works on several projects related to HIV prevention among men who have sex with men. He also works part time as a mental health therapist for the Mazzone Center, a health center serving Philadelphia's LGBT population and serves as president of Black Gay Men's Leadership Council, a local grassroots organization. Carson was selected by the Centers for Disease Control and Prevention to serve as an expert on an advisory panel for a new HIV prevention campaign that is being developed for black gay men. In 2009, Carson authored a needs assessment on transgender communities in Philadelphia. He has eight years of experience in HIV prevention and over 10 years of experience in substance abuse rehabilitation. Carson is a licensed social worker in the state of Pennsylvania and serves on Mayor Nutter's advisory board on LGBT affairs.



Jeanne Ciocca

EXECUTIVE DIRECTOR OF RESOURCES FOR CHILDREN'S HEALTH

Area of Expertise

Parenting

Background/Education

MSW, University of Pennsylvania

Jeanne Ciocca is the executive director of Resources for Children's Health (RCH), a PHMC affiliate and a nonprofit social service agency whose mission is to promote positive parenting, healthy pregnancies and healthy children. Ciocca has extensive experience in parenting program development and management, including home-based case management programs for young parents, programs for parents of children with special health care needs, and a parenting education and skills development program designed for fathers and other male caretakers. She is responsible for overseeing fiscal and program monitoring of more than 65 agencies throughout Philadelphia that provide parenting education programs as part of the Philadelphia Department of Human Services Parenting Collaborative.





{ Richard J. Cohen

PRESIDENT AND CHIEF EXECUTIVE OFFICER

Area of Expertise

Nonprofit Management and Business Models

Background/Education

BA, University of Maine

MA, Temple University

PhD, Medical College of Pennsylvania

FACHE

Recognized nationally as an authority in the public health management arena, Richard J. Cohen has served Public Health Management Corporation (PHMC) since 1980, first as its executive director and for the past 18 years as President and Chief Executive Officer. He holds full executive authority for PHMC, a nonprofit corporation committed to improving the health of the communities throughout southeastern Pennsylvania and beyond. Cohen leads close to 1400 employees, over 250 public health programs and ten subsidiary organizations. Under his watch, the organization has expanded 75-fold and continues to grow; in Fiscal Year 2009 it has an operating budget of approximately \$165 million.

Cohen has devoted his professional life to the needs of Philadelphia and the surrounding region, while playing a critical role at a national level as well. Prior to joining PHMC, his career took him to Temple University as Instructor of Psychology and Assistant Director of Project Upward Bound, then to St. Luke's and Children's Medical Center and to the City of Philadelphia Coordinating Office for Drug and Alcohol Abuse Programs, where he held increasingly senior positions managing drug and alcohol treatment and prevention programs. He also has consulted with the U.S. Department of Health and Human Services National Institute on Drug Abuse. He holds a PhD in Social Sciences and Psychiatry from the Medical College of Pennsylvania, an MA in Clinical Psychology from Temple University and a BA in Psychology from the University of Maine.

Regionally and nationally, Cohen is sought not only for his depth of experience in public health delivery and management, but also for his insight into the underlying issues. This is evidenced by his more than thirty publications and conference presentations that get to the heart of addressing public health dilemmas, with insight into the marketing of human services, developing leadership, establishing public/private partnerships, assessing long- versus short-term costs, understanding hospital utilization patterns, and many other critical topics. This is knowledge born not simply of theory, but of a life in the thick of urban public health, experiencing firsthand the obstacles and innovating to overcome them.

Cohen has shared this expertise with numerous professional institutions throughout his career. He is a member of, and holds leadership roles in many distinguished health organizations that include the American Public Health Association (Treasurer), the Alliance of Children and Families (Vice Chair, Chair Elect and Board member of its parent organization, Families International), the National Council on Crime and Delinquency (past Board Chair), the Pennsylvania Public Health Association (Past President), the College of Physicians of Philadelphia and the American College of Health Care Executives (Past Regent). He is the recipient of numerous awards from groups as wide-ranging as local community alliances and national institutions.

However varied his professional involvement, one central theme defines Cohen's career. Through his tenure at Public Health Management Corporation, and through the many other avenues by which he shares his penetrating grasp of the profession, he expands the reach and increases the power of public health in the greater Philadelphia area and beyond.



{ Trina Dow

PROGRAM DIRECTOR OF WESTHAVEN

Area of Expertise

Mental Health

Background/Education

BA, Cheyney University of Pennsylvania

MCAT, Hahnemann University

In addition to serving as program director of WestHaven, a treatment facility for mentally ill adults, Trina Dow provides supervision for clinical and non-clinical staff and graduate art therapy students. She specializes in clinical training and has experience in pain management, forensic intensive recovery, trauma, mental health and addictions recovery, psychodrama and medical play therapy. Her clinical experiences include working with individuals diagnosed with schizophrenia, bipolar disorder, post-traumatic stress disorder, borderline and antisocial personality disorder, substance addictions and mental retardation, with additional professional experience in public relations and workshop and seminar presentation. Dow is a licensed and board-certified art psychotherapist with more than 20 years of experience working with adults and children in hospital and non-hospital settings. She has over five years of experience in program development, administration and management.



{ Chin Du

DIRECTOR OF CULTURAL SERVICES FOR HEALTH PROMOTION COUNCIL

Area of Expertise

Asian Health

Background/Education

BA, Hunan University, China

MPH, East Stroudsburg University

MEd, East Stroudsburg University

Chin Du joined Health Promotion Council (HPC), a PHMC affiliate, in 1995 and has directed Asian Health projects for many years. Du has extensive experience developing a network of Asian colleagues and building community coalitions in diverse populations. Her work allows her to implement needs assessment surveys and focus groups and produce health education materials and community programs in a variety of Asian languages. Du coordinates and teaches 40-hour Community Health Care Interpreter Training and trainings on cultural competence for service providers. In 1999 and 2000, she was selected as one of 50 fellows to participate in the Asian Pacific Partners for Empowerment and Leadership program in tobacco control.





{ Donna **Duncan**

EXECUTIVE DIRECTOR OF LINDA CREED

Areas of Expertise

Access to Health Care

Breast Cancer

Lesbian, Gay, Bisexual, and Transgender/Transsexual Health

Background/Education

BA, La Salle University

MBA, La Salle University

Donna Duncan has over 30 years of experience in nonprofit management. Prior to joining Linda Creed, an affiliate of PHMC focused on fighting breast cancer, Duncan served as executive director for Easter Seals in Berks County, assistant director of the Supportive Child Adult Network in Philadelphia and director of mental retardation services at Pennel Mental Health Center. She is a board member of the National Breast Cancer Coalition, serves on the advocate board of the University of Pennsylvania's Breast Cancer Center of Excellence and has participated as an advocate reviewer for National Institute of Environmental Health Sciences and Pennsylvania's Department of Health. She also is an advocate for the Breast Cancer Environmental Center at Fox Chase Cancer Center and is active in the Greater Philadelphia Breast Cancer Coalition. In addition, Duncan is a member of Pennsylvania's Breast and Cervical Research Fund Committee and a founding member of the Advanced Breast Cancer Community Portal.



{ Donna **Ferraro**

PROJECT DIRECTOR OF STREET SMARTS

Area of Expertise

Highway Safety

Background/Education

BS, Temple University

Donna Ferraro serves as the project director for Street Smarts, PHMC's comprehensive highway traffic safety program in Delaware, Montgomery and Philadelphia Counties, a position she has held since 1990. Ferraro manages a community-wide public information campaign and coordinates activities with similar organizations. Prior to serving as director, she was a health education coordinator at PHMC.



{ Amy **Friedlander**

VICE PRESIDENT OF MANAGEMENT SERVICES AND SPECIAL INITIATIVES

Areas of Expertise

Capacity Building and Technical Assistance
Strategic Alliances and Nonprofit Affiliate Models

Background/Education

BA, University of Virginia
MBA, New York University

Amy Friedlander works collaboratively with members of PHMC and its affiliate staff to ensure that operational and administrative functions are fully supporting client services. She leads PHMC's work on the Department of Human Services (DHS) Parenting Collaborative, the DHS Emergency and Performance Based Contracting Aftercare Funds and the Out-of-School-Time program. Friedlander has 15 years of experience maintaining PHMC's technical assistance services and supporting program development throughout the organization.



{ Elaine **Fox**

VICE PRESIDENT OF SPECIALIZED HEALTH SERVICES

Areas of Expertise

Homelessness
Nurse-Managed Primary Care

Background/Education

BA, Temple University
MA, Temple University

Elaine Fox has served as vice president of Specialized Health Services since 1989, managing numerous programs that serve those who are homeless or at risk of homelessness. She is also the director of PHMC's Health Care for the Homeless Program. Prior to serving as vice president, she worked on numerous research and evaluation programs at PHMC and at Temple University.





{ Theodore Glackman

EXECUTIVE DIRECTOR OF JOSEPH J. PETERS INSTITUTE

Area of Expertise

Sexual Abuse

Background/Education

BA, Wabash College

MEd, Temple University

Theodore Glackman rejoined the Joseph J. Peters Institute (JJPI), a PHMC affiliate, as its executive director in November 2000, having worked previously as the agency's first Director of Prison Services beginning in 1986. Before his return to JJPI, he developed and directed hospital-based community mental health service programs in Pennsylvania's Delaware and Lehigh counties, and he developed and directed a mental health service for juvenile delinquents in a residential setting. Glackman has presented at national conferences in the areas of men's issues and sexual abuse prevention. He is active on the boards of the Pennsylvania Prison Society and the Philadelphia Area Group Psychotherapy Association. He is a licensed psychologist with over 25 years of experience directing mental health programs.



{ Courtney Grove

PROGRAM COORDINATOR OF HEALTH PROMOTION COUNCIL'S WELLNESS INITIATIVE

FOR THE SCHOOL ENVIRONMENT: SMART NUTRITION AND ACTIVITY COLLABORATIVE, (WISESNAC)

Area of Expertise

Nutrition

Background/Education

BS, Pennsylvania State University

MPH, University of North Carolina

As coordinator of WISESNAC, a program of PHMC affiliate Health Promotion Council (HPC), Courtney Grove works closely with school districts and community partners within Montgomery County to prevent childhood obesity by promoting healthy messages and opportunities. Prior to completing her Master's degree, she interned in various public health settings including the North Carolina Department of Health and Human Services Physical Activity and Nutrition Branch of Gerber Products Company. As an AmeriCorps volunteer, she conducted nutrition lessons for low-income youth in after-school programs. In her previous position as a nutrition educator for HPC, she taught nutrition lessons at three Philadelphia public elementary schools. She is a registered dietician and is certified in child and adolescent weight management. Her expertise combines broad aspects of nutrition with a more specialized focus on childhood obesity and school nutrition.



{Tine **Hansen-Turton**

VICE PRESIDENT OF HEALTH CARE ACCESS AND POLICY
CHIEF EXECUTIVE OFFICER OF NATIONAL NURSING CENTERS CONSORTIUM
EXECUTIVE DIRECTOR OF CONVENIENT CARE ASSOCIATION

Areas of Expertise

Nurse-Managed Primary Care
Public Policy

Background/Education

BA, Slippery Rock University
MGA, University of Pennsylvania Fels Institute
JD, Temple University Beasley School of Law

As vice president of Health Care Access and Policy at PHMC, Tine Hansen-Turton assists PHMC and its affiliates with business and programmatic strategy, development, coordination and implementation, as well as with policy development and state and national advocacy. She also serves as executive director of the National Nursing Centers Consortium (NNCC), a PHMC affiliate organization with membership of over 200 nurse-managed health centers serving 2.5 million families in the US. Hansen-Turton assists many organizations in building capacity, including the creation of nonprofit and private organizations. She is co-founder and executive director of Convenient Care Association, a national trade association of over 1200 emerging private sector based retail health clinics. She also provides executive management and leadership services to various PHMC programs and affiliates including Health Promotion Council and regional emergency preparedness. Hansen-Turton writes for and has published numerous peer-reviewed professional health care and legal journals and has authored two award-winning books: *Conversations with Leaders* and *Community and Nurse-Managed Health Centers: Getting Them Started and Keeping them Going*.



{Lauren **Huminski**

PROGRAM MANAGER OF EAT.RIGHT.NOW.

Area of Expertise

Nutrition

Background/Education

BA, La Salle University
MS, Drexel University

Lauren Huminski, a licensed dietitian-nutritionist in the state of Pennsylvania, is the program manager of Eat. Right. Now. (ERN). ERN, the official nutrition education program in the School District of Philadelphia, has been a program of Health Promotion Council (HPC), a PHMC affiliate, since October 2007. Before her work at HPC, Huminski was involved with the ERN program since 2002 at Drexel University where she was the Lead Nutrition Educator for High School-Based Programs. She has led various nutrition workshops for a range of audiences.





{ Leslie **Hurtig**

VICE PRESIDENT OF BEHAVIORAL HEALTH SERVICES

Areas of Expertise

Child Therapy and Counseling

Drug and Alcohol Treatment

Mental Health

Recovery Housing

Background/Education

BA, University of Pennsylvania

MPA, New York University

Leslie Hurtig is responsible for overseeing PHMC's network of nine behavioral health treatment programs serving more than 3,000 individuals and family members. She has more than 15 years of experience in program management, program development, proposal writing and financial oversight. Prior to joining PHMC in 1997, she was the chief of staff in the Mayor's Office of Medicaid Managed Care in New York City.



{ Rachel **Kirzner**

DIRECTOR OF SOCIAL SERVICES FOR SPECIALIZED HEALTH SERVICES

PROJECT DIRECTOR OF MAXIMIZING PARTICIPATION PROJECT

Area of Expertise

Homelessness

Background/Education

BA, University of Pennsylvania

MSW, University of Pennsylvania

Rachel Kirzner has over 20 years of experience in the supervision and administration of social and direct services. Her engagement in various fields renders her an expert on issues ranging from homelessness, welfare and innovative assessments and strategies for welfare recipients to social work case management and mental health and trauma. She has presented to numerous groups, including National Health Care for the Homeless and Pennsylvania Public Health Association.



{ Lisa Kleiner

SENIOR RESEARCH ASSOCIATE

Areas of Expertise

Capacity Building and Technical Assistance

Community Health Data

Community and Population Needs Assessment

Background/Education

BA, University of Pennsylvania

JD, Temple University

MSS, Bryn Mawr College

Lisa Kleiner, a senior research associate at PHMC for over 20 years, has worked on a broad range of evaluation, research and technical assistance projects. She has conducted and coordinated over 25 population and community needs assessments focusing on older adults, racial/cultural minorities, persons with behavioral health needs, homeless families, maternal and child health and other at-risk groups and communities. In addition to this expertise, she has provided training and technical assistance to over 200 organizations to enable them to build their capacity to define and measure program outcomes and impact, tailoring the technical assistance to the specific needs of the organization and staff.



{ Lynne Kotranski

VICE PRESIDENT OF RESEARCH AND EVALUATION

Areas of Expertise

Community Health Data

Research and Evaluation

Background/Education

BA, Temple University

MA, Temple University

PhD, Temple University

Lynne Kotranski has more than 25 years of experience conducting and managing diverse research, program evaluation and related technical assistance projects on the local, state and national levels. She oversees an interdisciplinary and diverse staff of 25 professionals who have a broad range of experience working with various size nonprofit and for-profit organizations and multiple levels of government. Her group's expertise includes both quantitative and qualitative data collection and analysis, development of surveys and other instruments, conducting community and population needs assessments, and working with individuals and organizations to address their short-term and long-term evaluation, research, and training needs. Kotranski and her staff also help organizations build capacity through individualized and group training and technical assistance to identify in-house data needs, measure outcomes, and produce practical reports for program monitoring and planning. Her main focus is in urban and community studies with a focus on access to care, older adults, and differences in health across communities.





{ Jennifer Lauby

SENIOR RESEARCH ASSOCIATE

Areas of Expertise

HIV/AIDS Research

Lesbian, Gay, Bisexual, and Transgender/Transsexual Health

Background/Education

BA, Rutgers University

MA, University of the Philippines

PhD, Harvard University

Jennifer Lauby is a senior research associate at PHMC who has conducted HIV prevention research among a number of at-risk populations, including African American women, injection drug users, and men who have sex with men. Since joining PHMC in 1994, she has served as the principal investigator for several grant projects related to HIV/AIDS. She currently serves as the principal investigator for a National Institute on Drug Abuse project, developing and evaluating a community-level intervention for young men having sex with men and a Centers for Disease Control and Prevention study of men who have sex with men and women. Prior to her work at PHMC, she was assistant professor of pediatrics at Albert Einstein College of Medicine in New York, where she evaluated programs for chronically ill children and their families. Lauby also worked with several organizations as a researcher and has taught at Albert Einstein College of Medicine, Yeshiva University, Harvard University, De La Salle University (Philippines), and Ateneo de Manila Graduate School (Philippines) and has published work in nearly 70 publications.



{ Laura Line

DEPUTY EXECUTIVE DIRECTOR OF NATIONAL NURSING CENTERS CONSORTIUM

Areas of Expertise

Access to Health Care

Chronic Disease

Environmental Health

Background/Education

BA, University of North Carolina at Chapel Hill

MS, New School University's Milano Graduate School

Laura Line serves as deputy executive director of National Nursing Centers Consortium (NNCC), a PHMC affiliate, where she develops new business, research and funding opportunities, designs programs, and oversees the operational aspects of the organization. She also helps develop policy advocacy strategies to assist nurse-managed health centers in gaining national awareness and acceptance. Prior to joining NNCC in 2004, Line worked in the planning and evaluation department at The Pew Charitable Trusts, where she engaged program staff in strategic planning and evaluation activities to strengthen the development of grant programs and inform the decision making of program staff, senior management and the board of directors. Line uses her background in nonprofit management, research and policy analysis to design public health interventions to address environmental health and safety, chronic disease management and health promotion for vulnerable communities. Her work also focuses on building the high quality health care that patients receive at nurse-managed health centers and developing programs and research opportunities to improve patient health.



{ Jacqueline Link

VICE PRESIDENT OF CLINICAL SERVICES AND QUALITY MANAGEMENT

Area of Expertise

HIV/AIDS Care, Prevention and Outreach

Background/Education

BSN, New York City College

Jacqueline Link is vice president for Clinical Services and Quality Management at PHMC and has 30 years of experience. Her component is responsible for clinical oversight, operations and best practices for standards of care for all PHMC direct service programs. These include Health Care for the Homeless, home and community-based HIV health service programs, and 11 substance abuse programs servicing women, children and adolescent populations in the greater Philadelphia region. In addition, Link's department works with ChildLink Early Intervention Program to provide quality assurance and records coordination activities and other corporate responsibilities. Her group directs and assists staff in preparing for all audits, interprets regulations and written governance, and develops and implements policies and procedures to ensure adherence to regulations established by entities supporting program operations. Link specializes in HIV outreach, prevention and quality management.



{ Nancy De Leon Link

REGIONAL PUBLIC HEALTH EMERGENCY PREPAREDNESS COORDINATOR

Area of Expertise

Public Health Emergency Preparedness

Background/Education

BA, Vassar College

MGA, University of Pennsylvania

Nancy De Leon Link oversees a new program focusing on public health emergency preparedness for Southeastern Pennsylvania's county health departments administered through National Nursing Centers Consortium (NNCC), a PHMC affiliate. Her efforts focus on increasing the regional capacity for mass prophylaxis distribution, which addresses how to effectively offer preventive antibiotics or immunization to the entire region during emergencies, such as terrorist acts with toxic release or any other type of public health emergency. Before joining PHMC and NNCC, Link worked for the Philadelphia Department of Public Health for 13 years where she created and managed Philadelphia's Tobacco Control Program and served as director of Philadelphia's Health Center for the Treatment and Diagnosis of Sexually Transmitted Diseases.





{ John **Loeb**

SENIOR VICE PRESIDENT

Areas of Expertise

Nonprofit Health Care in the Philadelphia Region
PHMC History

Background/Education

BA, Trinity College
MSS, Bryn Mawr College

During his 35-year tenure at PHMC, John Loeb has been instrumental in guiding the agency's growth from a small, experimental, federally funded program to one of the largest and most successful public health institutes in the nation. Loeb oversees PHMC's corporate development program, including proposal development and identification and pursuit of new or expanded funding streams. Loeb conducts research of new projects appropriate for PHMC's involvement; oversees the development of program concepts; coordinates and supervises interdisciplinary professional staff; and consults with local, state and federal government and voluntary funding sources regarding direction.



{ Deborah **McMillan**

ASSISTANT VICE PRESIDENT OF SPECIALIZED HEALTH SERVICES

Area of Expertise

Homelessness

Background/Education

BA, Morgan State College
MSW, University of Pennsylvania

Deborah McMillan, who joined PHMC in 1988 as the project director of the United Way Homeless Families Initiative, has extensive experience in child welfare, supervision, program development and management. She presently manages several programs that provide case management and supportive services to homeless and formerly homeless individuals and families including early intervention services for homeless children and services for homeless teens. She actively serves on several advocacy committees addressing unmet needs of homeless children and families.



Kristin Minot

SENIOR RESEARCH ASSOCIATE

Area of Expertise

Tobacco Control and Smoking Cessation
Maternal and Child Health

Background/Education

BA, Stanford University
MA, Drexel University

Kristin Minot joined PHMC's Research and Evaluation component in 1977 and works in a wide range of areas including maternal and child health, domestic violence, access to health care for at-risk populations and consumer assessments of health plans and health services. Since 2002, she has been evaluating tobacco control programming at the regional, local and statewide levels. Currently she directs the Statewide Evaluation of the Pennsylvania Tobacco Prevention and Control Program and the Evaluation of the Southeast Regional Tobacco Control Program.



Michael Moore

VICE PRESIDENT OF INDIVIDUAL AND FAMILY SUPPORT SYSTEMS
DIRECTOR OF CHILDLINK

Areas of Expertise

Child and Adolescent Special Needs
Early Intervention

Background/Education

BS, Hahnemann College of Allied Professions
MA, Temple University

As Vice President of Individual and Family Support Systems at PHMC, Michael Moore oversees ChildLink, an early intervention service coordination program for children under the age of four with developmental delays and disabilities and PersonLink, one of four agencies in Philadelphia that support individuals with diagnoses of mental retardation. Prior to joining PHMC, he worked extensively in developmental disability and also gained experience in programs that serve the homeless.





{ Michael Ogden

PROGRAM DIRECTOR OF THE BRIDGE

Areas of Expertise

Drug and Alcohol Treatment
Recovery Housing

Background/Education

BA, Saint Leo College
MBA, Saint Leo College

Michael Ogden oversees a variety of PHMC behavioral health programs including The Bridge, a PHMC affiliate, which offers a range of services designed to meet the needs of persons of all ages with addiction-related issues; E³ Center West, which focuses on youth Empowerment, Education, and Employment and includes ABE/GED classes, work readiness training and life skills preparation; and PRISE (Promoting Recovery through Integrated Services and Education), an intensive outpatient program. Outside his engagement at PHMC, Ogden is involved in suicide prevention and serves on the State Suicide Prevention Advisory Committee. He is the founder of Schuylkill County Suicide Prevention Task Force and a member of the board of directors of Felling Blue Suicide Prevention Council, which serves as a training center and clearinghouse for suicide prevention in Pennsylvania. Ogden was formerly director of marketing and new business development for Eagleville Hospital and served as the eastern region operations director for White Deer Run, a drug addiction treatment facility.



{ Akil Pierre

PROJECT COORDINATOR OF PREVENTING AIDS THROUGH LIVE MOVEMENT AND SOUND (PALMS)

Area of Expertise

HIV/AIDS Care, Prevention and Outreach

Background/Education

BFA, University of the Arts
MPH, Drexel University

Akil Pierre plans, implements and coordinates all aspects of the Preventing AIDS through Live Movement and Sound (PALMS) Project. PALMS provides HIV prevention education to adolescents and young adults in community and school-based settings through improvisational, interactive, theatrical performances presented by trained volunteer peer actors and project staff. Pierre develops intervention content, recruits, trains and supervises the peer actors of the PALMS Dream Troupe and partners with collaborative youth provider sites. In addition to its regular presentations, the PALMS Project performed for Pennsylvania Public Health Association during its annual conference in 2004 and the Ryan White Youth Conference on AIDS in 2005.



{ Kathy Wellbank

PROGRAM DIRECTOR OF INTERIM HOUSE, INC.

Areas of Expertise

Drug and Alcohol Treatment
Recovery Housing

Background/Education

BS, Shippensburg University
MSS, Bryn Mawr College School of Social Work

A licensed social worker, Kathy Wellbank has served for 14 years as the director of Interim House, Inc., a PHMC affiliate located in Mt. Airy, providing residential and outpatient substance abuse programs for women. During her time at Interim House, Wellbank has created and implemented programs specifically designed to meet the needs of women who suffer from trauma and addiction. In recognition of her work, she has received several awards: the Mayor's Drug and Alcohol Executive Commission's "Making a Difference Award," WHYY's "Community Caring Award" and PHMC's "Carl Moore Community Leadership Award." Wellbank has over 20 years of experience working in the fields of mental health, mental retardation, child welfare, domestic violence and substance abuse.



{ Myra Woll

VICE PRESIDENT OF HEALTH PROMOTION AND SERVICE SYSTEMS

Area of Expertise

HIV/AIDS Care, Prevention and Outreach

Background/Education

BA, Brooklyn College
MS, University of Wisconsin

Myra Woll is responsible for planning, implementation and oversight of a broad spectrum of community-based public health programs that address complex urban health problems and require coordination among and across traditional service delivery systems. The primary programmatic areas addressed by her component include HIV/AIDS prevention and service coordination; early intervention services for infants and toddlers; behavioral health; injury prevention; environmental health; and maternal, infant and child health. Woll joined PHMC in 1977 and has more than 30 years of experience working in public health. She is on the board of directors of Women Against Abuse and is a member of American Public Health Association and Pennsylvania Public Health Association.





Public Health Management Corporation (PHMC) is a nonprofit public health institute that builds healthier communities through partnerships with government, foundations, businesses and other community-based organizations. It fulfills its mission to improve the health of the community by providing outreach, health promotion, education, research, planning, technical assistance and direct services.

PHMC has served the region since 1972. For more information on PHMC, visit [PHMC.ORG](https://www.phmc.org)