

2019 AHA Innovation Challenge Judges

Lori Dennis

Senior Vice President First American Healthcare Finance

Lori Dennis, a Certified Lease & Finance Professional (CLFP), is responsible for all business development at First American Healthcare Finance. She is active in the healthcare finance industry as a member of HFMA.

Lori holds a Bachelor's of Science degree from Cornell University. She joined First American in 1998 as a Project Manager and has since held senior leadership positions in the Operations, Asset Management and Sales departments. During that time, her responsibilities ranged from credit, documentation and funding to lease maturities and equipment dispositions. In 2011, Lori transitioned to a business development role and now leads a team that delivers leasing and financing solutions to healthcare providers. Lori was the recipient of First American's Chairman's Award for excellence in character and leadership in 2002.

Lori and her husband are both private pilots, own a hobby farm and reside in Shortsville, New York.



Julie Trocchio

Senior Director, Community Benefit and Continuing Care Catholic Health Association

Julie Trocchio is senior director of community benefit and continuing care at the Catholic Health Association of the United States. She is based in CHA's Washington, DC office.

Ms. Trocchio carries out programmatic and advocacy activities related to community benefit, tax exemption, environmental sustainability and long-term care. She also is the CHA liaison to the executives of state Catholic health associations and conferences.



Before joining CHA in 1988, she was director of delivery of services at the American Health Care Association in Washington, DC, a nonprofit organization that represents long-term care facilities. Ms. Trocchio also was a public health nurse for the Montgomery County Health Department in Rockville, Md., and has worked as a staff nurse for a hospital and nursing home facility. Ms. Trocchio earned a bachelor's degree from the Georgetown University School of Nursing in Washington, DC, and a master's degree from the University of Maryland School of Nursing in Baltimore.



Jordan Dolin

Entrepreneur Further Fund

Jordan Dolin is a 3 time, 30+ year entrepreneur who has spent the past 20 years supporting other startups as a mentor, investor, or Board Member. He combines an entrepreneur's mentality with nearly two decades' worth of experience in the healthcare industry. Jordan has a lengthy track record of supporting and championing entrepreneurs and has been an active member of Chicago's startup community for his entire career. Jordan currently serves as a Director for six early stage companies and has worked with dozens of others.

In 2017 Jordan co-founded the Furthur Fund in order to foster and fund healthcare innovation. The team at Furthur created an entirely new, collaboration-based platform along with a proprietary curriculum which reduces the failure rate of early stage companies. Furthur's process bridges the "innovation gap" which exists between the entrepreneurial community and health systems. As a result, hospitals get access to solutions that address the actual challenges they face on a daily basis.

In 2002, Jordan founded Emmi Solutions, a healthcare technology company that is widely recognized as being first entrant into the patient engagement space. Emmi grew from a seed- stage company with \$50,000 in family funding to a thriving, profitable company with more than 500 hospital customers. Emmi delivered exceptional financial returns to investors, the first- round valuation was \$2M and the acquisition price paid by Wolters Kluwer was \$170M.

Jordan has been an Adjunct Professor of Entrepreneurship at the University of Chicago's Graduate Business School for two decades and also participated in their business plan competition as judge and advisor. He is a frequent speaker and author on the topic of innovation and startups and has presented at numerous conferences/events including Med City Invest, Institute for Healthcare Improvement (IHI), American Hospital Association (AHA), American College of Healthcare Executives (ACHE) and many others.

Before founding Emmi, Jordan spent 3 years on the founding leadership team of an artificial intelligence software company and prior to that he co-founded and successfully lead a consumer products and design company for 14 years. Jordan received a Bachelor's Degree from the University of Wisconsin Madison and a Master's Degree from Northwestern University in Evanston, Illinois.



Kurt Baumgerger

CEO and Master Coach IN90

Kurt Baumberger has launched everything from Advil to PowerAde to iPhone Apps to Tesla. His latest book, *Innovation Navigation*, helps complex organizations strip out innovation risk and accelerate buy-in.

Kurt has worked with several AHA Members on innovation: Avera Health, Carle Health, Children's Hospital of Wisconsin, Cook County Health, CoxHealth System, NCH Healthcare, St. Barnabas, St. Luke's, URMC, Unity Point, and many more on everything from Population Health to Workplace Violence to Patient Experience.

Kurt has been featured in USA Today, FORTUNE and Entrepreneur Magazine, and US News & World Report. He earned a B.A. from William & Mary and an MBA from Duke University where he currently teaches Design Thinking.



Dave Eilers

INext90 Advisors

David Eilers is the Founder of INext90 Advisors, specializing in transformational innovation and strategic growth across the continuum of healthcare. Skilled in a number of human-centered design methods, INext90 Advisors has helped dozens of health and wellness institutions develop new models of patient engagement, care coordination, efficient discharge procedures, population health, integrated care for children—all within a ninety-day cycle. Mr. Eilers has held a variety of management positions in large multi-national biotech companies, including one which launched the first video endoscopy platform.

He often speaks to academic communities, medical societies and industry panels interested in design thinking, technology adoption and rapid transformation. David is also an Adjunct Faculty member of Syracuse University's Whitman School of Management, an Industry Mentor in the National Science Foundation's I-Corps Program and an Entrepreneur-in-Residence with Launch NY.



Kurt O'Brien

Senior Lecturer University of Washington

Kurt holds a faculty position as a senior lecturer with the University of Washington's Department of Health Services Master in Healthcare Administration (MHA) program, and is also an independent consultant. He has over twenty years of experience in the field of organization development and eighteen years of direct leadership experience; his primary focus is on providing innovative ways for individuals, teams and organizations to learn and develop. Specifically, he works with leaders to help them more fully develop their leadership craft – their capacity to lead their teams and organizations through the complex challenges they face.

Kurt is a highly skilled group facilitator, and specializes in the areas of leadership development and coaching, interpersonal skills development, team development, strategic planning, and conflict resolution. Additionally, he designs and conducts workshops on topics such as adaptive leadership, leading change, emotional intelligence, dialogue/ community building, and working through conflict.

Kurt was with University of Washington (UW) Medicine for fifteen years, including seven as the director of Organization Development and Training, where he worked with leaders and teams from the executive level to those providing care directly at the bedside. Prior to joining the UW he spent twelve years as an active duty officer in the U.S. Coast Guard.

Kurt received his Master's in Human Resources and Organization Development (MHROD) from the University of San Francisco in 1997. He recently co-authored a book for healthcare leaders titled, *Leading Adaptive Teams in Healthcare Organizations*, has written or contributed to various articles, and is often invited to speak at conferences on a range of leadership topics.

Kurt lives in Poulsbo, WA on the Kitsap Peninsula with his wife and golden retriever, where they enjoy hiking, kayaking, and traveling.



Lori Murphy

Director of Provider Growth RXrevu

Lori is focused on bringing real-time prescription price transparency to health systems and, ultimately, patients across the country. Lori comes from over 12 years of experience in healthcare sales and consulting, most notable The Advisory Board Company (acquired by Optum) in both the US and UK offices. Prior to her healthcare work, Lori lead community efforts at REACH Against Domestic Violence in MetroWest Boston, working with schools, religious organizations, and police departments to help change the dialogue about, and response to, interpersonal relationship violence. Lori has a Bachelor of Arts from University of Massachusetts, Amherst and a Master of Public Health from Tulane University School of Public Health and Tropical Medicine.



Naveen Rao

Founder & Managing Partner Patchwise

Naveen Rao is the founder and Managing Partner of Patchwise Labs, a creative strategy firm promoting social innovations in healthcare. Mr. Rao is a writer, storyteller, and analyst who has worked with hundreds of startups, vendors, health systems, and investors to develop research-driven market strategies. Prior to founding Patchwise Labs, he was a patient and consumer engagement analyst at Chilmark Research. He has roots in patient advocacy, leading cancer survivorship innovation at the LIVESTRONG Foundation, and health policy, working in Washington DC during the passage of the HITECH and Affordable Care Acts. He completed a graduate degree from Johns Hopkins Bloomberg School of Public Health, a healthIT policy certificate from George

Washington University, and has studied creative writing, narrative psychology, and screenwriting.



Kaakpema "KP" Yelpaala

CEO Access.mobile

Kaakpema, who goes by "KP," is the Founder and CEO of access.mobile. He is an entrepreneur and public health practitioner with a deep understanding of health systems and over 15 years of experience working across the public and private sectors in the United States, East and West Africa, and the Caribbean. He is an expert in national scale health program implementation, technology innovation and the intersection of health and technology policy.

Prior to founding access.mobile in 2011, KP worked at Dalberg Global Development Advisors and served as one of the early employees of the Clinton Health Access Initiative. He has taught at the University of Denver's Josef Korbel School of International Studies, was appointed to and served on the Governor of Colorado's Small Business Council, and continues to serve on the Yale School of Public Health Leadership Council. KP is recognized internationally for developing mobile health engagement solutions and for translating digital health innovations and learnings across markets. He has been featured in major media outlets including CNN and CNBC. KP holds an MPH from the Yale School of Public Health and a BA with Honors from Brown University.



Lee Sacks

Retired CMO Advocate Aurora

Lee Sacks, M.D. retired as Chief Medical Officer of Advocate Aurora Health in August 2018. In that role, he was responsible for safety, quality, population health, insurance, claims, risk management, research, and medical education. He previously served as Executive Vice President, Chief Medical Officer of Advocate Health Care since 1997. From 1995 - 2018, he served as the founding CEO of Advocate Health Partners (now d/b/a Advocate Physician Partners), a clinically integrated network that includes over 5,000 physicians. APP coordinates care for 1,000,000 attributable lives in commercial, Medicare, and Medicaid populations. He currently serves as a physician executive in residence for the Health Management Academy, on the board of Cedar Gate Technologies, the Board of Trustees of Rosalind Franklin University, and on the advisory board of Cardinal Analytx.

Dr. Sacks is a fellow of the Institute of Medicine, Chicago. Prior to the merger that created Advocate in 1995, he served in a variety of executive roles at Lutheran General HealthSystem. He practiced family medicine for thirteen years in suburban Chicago. Dr. Sacks earned a Bachelor of Science in chemical engineering at the University of Pennsylvania. He received his medical degree from the University of Illinois College of Medicine and completed a family practice residency at Lutheran General Hospital in Park Ridge, IL.