



BRENDA BATTLE

Brenda Battle, RN, BSN, MBA, is Vice President for Care Delivery Innovation and Chief Diversity Officer for Diversity and Inclusion at the University of Chicago Medicine. Her primary role is to lead UCM's transformation to Population Health Management. In her role as Vice President for Care Delivery Innovation and Chief Diversity Officer for Diversity and Inclusion, she oversees the integration of culturally and linguistically competent practices in the provision and outcomes of care. She is the administrative leader of the Urban Health Initiative, University of Chicago Medicine's long-term commitment to improving access to care and community benefit on Chicago's South Side.

Before coming to the University of Chicago Medicine, Ms. Battle served as head of the Center for Diversity and Cultural Competence at Barnes-Jewish Hospital in St. Louis. At Barnes-Jewish, she oversaw the training of faculty and staff on cultural competency, health literacy, and culturally and linguistically appropriate services. Her focus on diversity led to the tripling of minority representation in the professional and managerial ranks and a 40 percent rise in the number of minority residents and fellows.

Ms. Battle earned a Master of Business Administration degree from Maryville University of Saint Louis and is currently pursuing a doctorate in nursing and public policy at the University of Missouri-St. Louis. Earlier in her career, she held corporate positions at Medical Transportation Management Inc., SureCare Inc., Blue Cross and Blue Shield, and Prudential Health Care Plan, and she worked as a registered nurse at St. Louis Children's Hospital.



JOHN BEILENSEN

John Beilenson is President of SCP, which he founded in 1987. SCP serves a wide range of nonprofit organizations, foundations, and public institutions throughout the United States. Beilenson and the SCP team develop communications, branding, and messaging strategies that engage key stakeholders, build broader awareness, and promote positive social change.

In the aging field, SCP's clients include the John A. Hartford Foundation, Grantmakers In Aging, the American Federation for Aging Research, National Council on Aging, and the Gerontological Society of America, among many others.

Beilenson regularly provides communications trainings around the country and has been an instructor in communications studies at the University of North Carolina-Chapel Hill, where he taught "Public Speaking" and the "Rhetoric of Social Movements."

He has also written 18 books for Peter Pauper Press, including *The Future Me: Authoring the Second Half of Your Life*, an interactive journal for people considering retirement and other transitions in later life. He has contributed to several national magazines and journals, including *Social Policy* and *Sports Illustrated*.

Beilenson has an AB in history and literature from Harvard University and a master's in communications studies from the University of North Carolina-Chapel Hill.

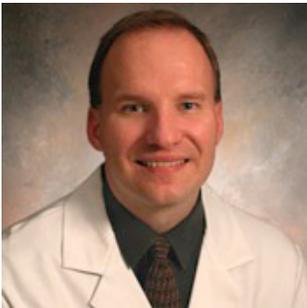


HOLLY BIRNBAUM

Holly Birnbaum is a writer, editor, communicator, and strategist. Her public affairs work has covered issues including public and reproductive health, affordable housing, community development, disability rights, international peace initiatives, and care at the end of life. She researched and edited “On the Road from Theory to Practice: A Resource Guide to Promising Practices in Palliative Care Near the End of Life,” published by the Last Acts Institutional Innovation Committee, to accompany a major policy paper funded by the Robert Wood Johnson Foundation.

For the Community Media Workshop in Chicago, she developed and taught the workshop “Creating a Strategic Communications Plan.” An award-winning public affairs consultant with a particular interest in creative problem solving and idea generation, Ms. Birnbaum serves clients as a writing coach and editor and often brainstorms to discover new ways of communicating with targeted constituencies.

In 2005, she co-founded Thoughtly Crew, a company that provides its clients, who comprise consumer researchers and innovation teams, with “creative consumers” who serve as ideators-for-hire: everyday people with uncommon ideas, to help clients come up with entirely new products and services. Thoughtly Crew’s diverse pool of more than 500 high-voltage creative thinkers and artists fuel ideation sessions.



WILLIAM DALE

A geriatrician with a doctorate in health policy and extensive experience in oncology, William Dale, MD, PhD, has devoted his career to the care of older adults with cancer—particularly prostate cancer. Dr. Dale has a special interest in the identification and treatment of vulnerable older patients who have complex medical conditions, including cancer. He is actively researching the interactions of cancer therapies with changes associated with aging.

Dr. Dale co-directs the Specialized Oncology Care & Research in the Elderly (SOCARE) clinic at the University of Chicago, which he established in 2006. This unique program offers interdisciplinary, individualized, and integrated treatment for older adults with cancer. In the SOCARE clinic, Dr. Dale and his colleagues give special consideration to the needs of older cancer patients and survivors, and address specific issues relevant to older cancer patients and their loved ones.

Dr. Dale’s clinical research projects are integrated into the SOCARE clinic. With expertise in medical decision-making, quality of life, and frailty, he is studying the role of emotions in decisions about screening, diagnosis, and treatment. He also collaborates widely on interdisciplinary research that integrates the clinical and social sciences.

Dr. Dale teaches and mentors medical students, residents, and fellows in the multidisciplinary concerns of older adults with cancer. He is a founding editor of the *Journal of Geriatric Oncology*. He is widely published in prominent journals, such as the *Journal of Clinical Oncology*, *Journal of the National Cancer Institute*, *Cancer*, and *Medical Care*, and was the first prize winner in the 2013 John A. Hartford Foundation Heroes of Geriatric Care Story Contest.



GREG LANIER

As Senior Vice President of Strategic Communications and External Affairs at NORC at the University of Chicago, Mr. Lanier leads the delivery and continued improvement of NORC's communications work across media, policy dissemination, and corporate communications and creative services. In this role, he manages internal and external communications, and leads the teams responsible for external affairs, identity and messaging, web and digital communications, business development support, and creative services.

In addition to managing core communications work, Mr. Lanier directs and supports strategic organizational initiatives and new business ventures. He leads a team charged with exploring the use of data visualization to enhance and support NORC's analytic work and dissemination offerings. He also is a member of the core NORC team that staffs the AP-NORC Center for Public Affairs Research, a partnership with the Associated Press to provide objective and important data on key social issues to a broad global audience.

Mr. Lanier began his career at The John D. and Catherine T. MacArthur Foundation managing communications and integrated outreach initiatives for complex global issues. In 1999, he co-founded Infoblox, a publicly traded Internet technology company that successfully completed its initial public offering in 2012. Mr. Lanier has also served as a director and creative consultant at Sapient and went on to build two award-winning, Chicago-based digital advertising agencies—Material Group and Domani Studios—where he oversaw outreach, marketing operations, and client services.

In his career, Mr. Lanier has collaborated with and consulted for numerous nonprofit and government organizations, including The Chicago Community Trust, The Field Museum, the U.S. Department of Commerce, The Museum of Science and Industry, The Nettelhorst School (Chicago Public Schools), The World Bank Group, World Resources Institute, Oregon State University, and The Aspen Institute. He has also provided strategic communications guidance and creative services for commercial brands like Porsche, Nintendo, American Family Insurance, ESPN, Allstate, Sears Holding Group, Morningstar, Lands' End, Blackberry, AT&T, and Nokia.

Mr. Lanier is a graduate of DePaul University and has spoken on communications strategy in the U.S., Central America, Europe, and Australia. He is also an active member of MENG, the Marketing Executives' Networking Group.



RANI SNYDER

Rani Snyder, MPA, is the Program Director at The John A. Hartford Foundation. Prior to her return to the foundation, she most recently served as the Chief Executive Officer for the Nevada Medical Center.

Prior to joining the Nevada Medical Center, Ms. Snyder served with the Donald W. Reynolds Foundation for 14 years, starting as a Program Officer and rising to the position of Director for the Foundation's Health Care Programs. In Ms. Snyder's work with the Donald W. Reynolds Foundation, she managed more than \$265 million in Health Care grants to major medical facilities throughout the country, focusing on its Aging and Quality of Life Programs as well as the Reynolds Foundation's \$159 million investment in its Cardiovascular Clinical Research Program.

During her tenure, she worked alongside the country's most forward-thinking geriatrics experts and pioneering health care providers to create educational and clinical programs that have significantly advanced how patient care is delivered. These include collaborative and groundbreaking programming at institutions such as Duke University, Johns Hopkins University, the Icahn School of Medicine at Mount Sinai in New York, and UCLA's academic health centers. Her efforts have focused on increasing access to quality health care, enhancing health care delivery, improving medical education, creating collaborative partnerships, and expanding nursing and caregiver training.

Ms. Snyder earned a Master in Public Administration degree in Health Care Policy from New York University's Wagner Graduate School of Public Service, with doctoral work in Health Services Research at the UCLA School of Public Health. She began her professional career in 1992 at The John A. Hartford Foundation in the Health Care Cost and Quality program.



JILL STEWART

Jill Stewart is a communications consultant and instructor at DePaul University. She has a passion for solving communications challenges with innovation, thoughtful strategy, and collaboration. For nearly 25 years, she owned and managed Stewart Communications, a full-service firm devoted to "issues that matter." She led the Stewart Communications team in serving clients on assignments ranging from improving end-of-life care and planning, to affordable housing, to fire-retardant building materials—all with the common theme of providing targeted audiences with important information that would enhance and influence their daily lives, their well-being, or their business decisions. She still consults under the "StewComm" umbrella.

Ms. Stewart programmed and implemented more than 80 educational, training, and media events for the American Medical Association and managed all aspects of StewComm's involvement in the 10-year Last Acts campaign—a multi-million dollar project funded by The Robert Wood Johnson Foundation (RWJF) to educate consumers and professionals about ways to improve care and caring near the end of life.

Most recently, she served as deputy director for the American Bar Association's Media Relations and Communication Services in Chicago. While there, she oversaw the roll-out of abanow.org, a Webby-nominated multimedia site and a thought-leader media relations program that resulted in more than 50 op-eds placed across the country in its first year. In addition, she led the strategic communications planning process for the ABA's Committee for Pro Bono and Public Service.

Ms. Stewart is a graduate of Allegheny College and holds an MS from Boston University in public relations and an MA from DePaul University's School for New Learning. She teaches a number of public relations courses at DePaul's College of Communication, and is an adjunct faculty member of DePaul's School for New Learning.