



National Institute for Health Care Management  
(NIHCM) Foundation Webinar

**Reaching Minorities:  
Health Care Enrollment & Engagement**

SPEAKER BIOGRAPHIES

(In order of appearance on the program)

**KATHRYN SANTORO, MA** is Director of Policy and Development at the National Institute for Health Care Management (NIHCM) Foundation, a nonprofit and nonpartisan organization whose mission is to promote improvements in health care access, management and quality. Ms. Santoro currently leads NIHCM's *Driving Value* webinar series and directs the organization's maternal and child health programs. Under these projects, she conducts research and analysis on health policy issues in support of improving practices used by health care decision makers and industry leaders.

Ms. Santoro joined NIHCM Foundation in September 2004 after receiving her Master's degree in Public Policy from the George Washington University with a focus on women's health policy. Ms. Santoro previously served as a Project Consultant for Women in Government where she was responsible for compiling a state-by-state report card on access to cervical cancer screening. While pursuing her Master's degree, Ms. Santoro was a Communications Assistant for a health policy consulting firm and a Graduate Intern for a Washington, D.C. based women's and children's policy research organization. Ms. Santoro attended Villanova University in Villanova, PA and graduated with a BA cum laude in Political Science.

**Cara James, MD** is the Director of the Office of Minority Health (OMH) at the Centers for Medicare & Medicaid Services (CMS). CMS OMH was established by the Affordable Care Act, and strives to ensure that the voices and the needs of minority populations are represented throughout the agency's work. Among other things, CMS OMH is working to help the newly insured understand and appropriately utilize their coverage to live long and healthy lives, improve the collection of race and ethnicity data throughout CMS, and better address the needs of beneficiaries with limited English proficiency.

Prior to joining the Office of Minority Health at CMS, Dr. James was the Director of the Disparities Policy Project and the Director of the Barbara Jordan Health Policy Scholars Program at the Henry J. Kaiser Family Foundation, where she worked on a broad array of health and access issues for racial and ethnic minorities, including the potential impact of the Affordable Care Act and understanding state-level disparities in health and access to care. Prior to joining the staff at Kaiser, she worked at Harvard University and The Picker Institute.

Dr. James is a member of the Institute of Medicine's (IOM) Roundtable on the Promotion of Health Equity and the Elimination of Health Disparities and has served on several IOM committees including the Committee on Leading Health Indicators for Healthy People 2020. Cara received her Ph.D. in Health Policy and her A.B. in Psychology from Harvard University.

**Jose L. Plaza** is the National Director of Latino Engagement with Enroll America, the national non-profit organization, whose mission is to maximize the number of uninsured Americans who enroll in health coverage made available by the Affordable Care Act. Over the past two enrollment cycles Mr. Plaza has been charged with engaging disenfranchised and uninsured Latinos through the creation of national partnerships, outreach, and coalitions to educate and enroll eligible Latinos with affordable healthcare resulting in a sharp decrease in the millions of uninsured Latinos and the enrollment of over 4 million Latinos in quality health coverage.

Prior to his role at Enroll America, Mr. Plaza was the Bill & Melinda Gates Higher Education Graduate Fellow with the Congressional Hispanic Caucus Institute and worked in the office of Congressman Raul Ruiz (CA-36). Mr. Plaza's professional and academic practice focuses on macro policy issues which have a direct impact on the improvement of access and quality resources to the Latino community. Mr. Plaza is doctoral candidate at the University of Southern California in Educational Leadership with an emphasis in Higher Education Administration and holds a Masters of Science in Counseling from CSU Long Beach and a Bachelors of Arts in Social Science & English from San Diego State University.

**Dr. Derek J. Robinson, MD, MBA, FACEP** is Vice President - Enterprise Quality and Accreditation at Health Care Service Corporation (HCSC). Dr. Robinson joined HCSC in November of 2014 and works in the Office of the Chief Medical Officer where he is charged with leading the company's quality improvement and accreditation strategy. HCSC is the nation's largest customer-owned health insurer, serving more than 14.5 million members, and is the fourth largest overall. HCSC operates Blue Cross Blue Shield plans in IL, TX, OK, NM, and MT.

Prior to HCSC, Dr. Robinson was a member of the executive leadership team at the Illinois Hospital Association (IHA) where he served as Executive Director of the Institute for Innovations in Care and Quality. Dr. Robinson envisioned an Illinois health care delivery market with safer and higher quality hospital care and stronger collaboration across the continuum of providers to achieve better outcomes for patients. Under his leadership, The Institute's quality and safety improvement initiatives reduced harm to thousands of patients, avoided millions of dollars in health care costs, and reduced preventable hospital readmissions in Illinois. He established and chaired the IHA Medical Executive Forum (MEF), which stands as the unique membership group comprised of physician executives

from IL hospitals and health systems. Additionally, he established IHA's Health Care System Physicians, a forum for hospital employed physicians, and launched the IHA Physician Leadership Academy. In 2014, he was appointed President of the Midwest Alliance for Patient Safety, an AHRQ certified patient safety organization.

Dr. Robinson is the former Chief Medical Officer for the Centers for Medicare and Medicaid Services (CMS), Chicago Regional Office. He is a diplomat of the American Board of Emergency Medicine and the American Board of Quality Assurance and Utilization Review Physicians. In 2008, he was elected as a Fellow of the American College of Emergency Physicians. He earned a bachelor of science degree in biology from Xavier University of Louisiana and a medical degree from Howard University College of Medicine. He completed his residency training in emergency medicine at the University of Chicago, where he was a domestic and international flight physician. Dr. Robinson is also a graduate of the University of Chicago's Booth School of Business. He holds an appointment as adjunct assistant professor of emergency medicine in the Feinberg School of Medicine at Northwestern University and is a Fellow of the Institute of Medicine of Chicago. Dr. Robinson is also a member of the Economic Club of Chicago.

Dr. Robinson remains clinically active in emergency medicine and has been recognized by the American College of Emergency Physicians as a "Hero in Emergency Medicine." In 2014, Dr. Robinson was named as one of Crain's Chicago Business 40 Under 40, recipient of Xavier University of Louisiana's 40 Under 40 Young Alumni Award, the National Medical Association's 40 Healthcare Leaders Under 40, and Ariel Investment and WVON Radio's 40 Game Changers Under 40. He serves as Vice President of the Edward G Irvin Foundation and Vice President of the Howard University Medical Alumni Association. He is a married father of two boys.