
Witness Biographies

Joint Aging Services
Technology Hearing

California State Capitol
Room: 444
1:30 PM
February 9, 2010

**Joanne Handy, President & CEO
Aging Services of California**

Joanne Handy is the President and CEO of Aging Services of California, which represents the nonprofit senior living field of CCRCs, assisted living, senior housing and community-based services. Until 2009, she was the President of the Visiting Nurse Association of Boston, the nation's oldest and one of the largest VNAs on the east coast. She is the former President of the Goldman Institute on Aging, an affiliate of the University of California San Francisco, known for its pioneering work in developing community-based services for older adults.

She is active nationally in the aging and home care fields, currently serving on the national Board of Directors of AARP, representing 36 million Americans 50 years and older. She is also on the national Board of the AARP Foundation. She is the former Chair of the American Society on Aging, the largest gerontological professional association in the country. She is also the immediate past Vice Chair of the Board of the Visiting Nurse Associations of America. She is a former Board member of the National Association for Home Care and Hospice and Chair of their 2005 Annual Convention.

She is a former Chair of the California Association for Health Care at Home and served on the National Chronic Care Consortium. She was a Kellogg International Leadership Fellow and is the author of several publications spanning the areas of geriatrics, home care, management, and marketing.

**Joseph H. Hafkenschiel, President
California Association of Health Services at Home (CAHSAH)**

Joe Hafkenschiel has served as President of the California Association for Health Services at Home (CAHSAH), the association of California's home care providers, since 1986.

Joe is CAHSAH's principal staff person for federal legislative and regulatory issues. He was a member of the PPS Work Group, a national coalition dedicated to converting the Medicare home health reimbursement system to a Prospective Payment System (PPS). He was co-principal investigator for the Uniform Home Health Database and Patient Classification Project, a three-year project funded by the Pew Charitable Trusts and Robert Wood Johnson Foundation, to develop a patient classification system for home health care.

Prior to joining CAHSAH, Joe was Executive Director of the California Health Facilities Commission from 1980-85. He has also held positions with the California Department of Health Services, the federal government, and in the private sector.

He received his undergraduate degree in Economics from Swarthmore College and holds an MBA in Finance from the University of California, Berkeley.

**Brian DeVore, Director of State Health Policy
Intel Corporation**

Intel's Digital Health Group is responsible for development of Intel's platforms for personal health. Brian works with senior executives in both the technology industry and state leadership levels to drive policy changes necessary to promote the use of technology in healthcare. Additionally, he worked directly with former Intel CEO and Chairman, Craig Barrett, on Dr. Barrett's policy and technology initiatives and drove his involvement in promoting health IT during his US and international travels.

He was recently appointed by Oregon's Governor to serve on the state's Health Information Technology Oversight Council (HITOC) and represents Intel on both the Oregon Business Association and The Oregon Business Council Healthcare Task Forces. Additionally, he serves on the Texas Health Services Authority's Consumer Engagement workgroup. He is a former alternate member of the American Health Information Community (AHIC), an advisor to the National Governor's Association State Alliance for eHealth, a member of the Washington State Health Information Advisory Committee and the Washington DC-based, eHealth Initiatives Policy Advisory Board.

Prior to joining Intel, Brian formed and led Kryptiq Corporation's Government Affairs/Initiatives efforts positioning Kryptiq as a leader in HIT health policy. Brian was also a principle with Myhealthbank, an early entry into the consumer driven health space. Brian holds a degree from Evangel University and has additional executive training from Stanford's Graduate School of Business.

**David A. Lindeman, Ph.D.
Center for Aging and Technology**

Dr. Lindeman is the Director of the Center for Aging and Technology, an initiative of The SCAN Foundation and the Public Health Institute. The Center focuses on identifying and evaluating best practices in the diffusion of beneficial technologies that enhance home and community-based care for older adults, and serves as a state and national resource center for providers and policymakers.

Dr. Lindeman has worked in the field of aging and long-term care for 30 years as a health services researcher and administrator. He has extensive experience in evidence-based research, development of innovative community-based and residential programs for older adults, beneficial technologies, gerontological education, and long-term care public policy. Dr. Lindeman has been Principal Investigator or Co-Principal Investigator on numerous federal, state and privately funded studies.

Previously, Dr. Lindeman was the founder and Director of the Mather LifeWays Institute on Aging in Evanston, IL, an applied research and education center. He has served as director or co-director of federal, state and foundation coordinating centers/program offices, including those for the National Institute on Aging and California Department of Health Services. He has also

served as Associate Professor of Health Policy at the Rush Institute for Healthy Aging, Rush University Medical Center in Chicago and Co-Director of the UC, Davis Northern California Alzheimer's Disease Center. Dr. Lindeman received his PhD and MSW from UC Berkeley and his BA from SUNY Binghamton.

**Ben Wilson, Director of Healthcare IT
Intel's Digital Health Group**

Ben Wilson has over 20 years of healthcare experience in marketing, consulting, product management, and technology. As the Director of Healthcare IT for Intel's Digital Health Group, Mr. Wilson is one of the architects of Intel's Healthcare IT Value Model and responsible for market development for the Intel Health Guide worldwide. Also, Mr. Wilson serves as the only representative of the for-profit sector on the CA Secretary of Health's HIT/HIE Advisory Board.

Prior to Intel, Ben was Executive Vice President and Founder of HealthAlliant, the premier boutique consulting firm serving RHIOs. Prior to HealthAlliant, Mr. Wilson held executive positions at two successful start-ups: General Manager of the healthcare division of BabyCenter.com, and President and Founder of Consumer Health Interactive (CHI). Mr. Wilson holds an MBA and a Masters in Public Health (MPH) from UC Berkeley and degree in Political Science from Stanford University.

**Alan Little, Corporate Development Executive
SCAN Health Plan**

As Corporate Development Executive at SCAN Health Plan (SCAN), Alan leads the planning and investigation of new technologies and related business opportunities of interest to the company, its members, and its partners. Prior to joining SCAN, Alan worked as a senior leader within the health care practice of a multi-national management consulting firm. While consulting, he provided strategy, thought leadership and technology related services to his health care clients.

Alan has also held senior business development positions within Nortel Networks, IBM and other notable technology firms. He received his MBA from University of California, Irvine and BS from Pepperdine University.

**Barry Berger, President
Accredited Nursing Services**

Barry Berger grew up in Chicago. Upon completion of High School Barry moved to Phoenix, Arizona to attend Arizona State University and graduated with a B.S. in Business in 1976. Upon graduation Mr. Berger moved to Los Angeles and worked in the medical imaging, laboratory, and Home Care industries.

In 1980 Mr. Berger opened up Accredited Nursing Services. The mission of the company was to provide quality non-medical home care. As the years went on Accredited identified expansion opportunities, and became licensed as a Medicare certified Home Health Care Agency, and opened up branch offices for both non-medical home care and licensed home health care. Additionally, Accredited has a retail store that sells and distributes medical supplies and equipment.

Today, Accredited is one of the largest privately owned Home Care companies in the country. We service over 15,000 patients per year including 8000 developmentally disabled consumers receiving respite care through the Regional Center System.

Mr. Berger is a strong advocate for the Home Health Care Industry. He will be assuming the position of Chairperson of the Board of the California Association for Health Services at Home (CAHSAH) in August, 2010. Barry was honored in 2009 when he received the Lois Lillick award given to the individual who has contributed the most to our industry.

Barry Berger remains committed to advocating and making the Home Health Care Industry a solution to our aging population and a solution to our general health care problems.

**David J. Stern, Marketing Manager
GE QuiteCare**

David J. Stern is Marketing Manager, Home Health at GE Healthcare. He was formerly Chief Professional Officer with Living Independently Group Inc., the designers and developers of the GE QuietCare behavioral monitoring system. GE Healthcare acquired Living Independently in 2009.

Mr. Stern has more than four decades of experience in social work. Prior to LIG he served for 12 years as Executive Director of the Jewish Association for Services for the Aged, a New York City based geriatric social service agency. JASA serves more than 52,000 older adults annually through meals on wheels, senior centers, care management, mental health, legal assistance, homecare, protective services and supportive housing.

From 1972 to 1991 he was an administrator then CEO of the Lenox Hill Neighborhood House, a multi-service settlement serving residents on Manhattan's East Side. He worked with psychiatrically impaired soldiers as an Army Social Work Specialist (1967-69) and before that was a supervisor at the NYC Department of Social Services.

A graduate of the University of Pennsylvania with honors in Philosophy he was awarded a Masters Degree in Social Work from Rutgers University where he received the Outstanding Student of the Year Award.

He has served as a CAST commissioner, and is a fellow of the Brookdale Center on Aging and a recipient of the Family of New York State Award.

**Sheri D Peifer, Vice President Research and Strategic Planning
Eskaton**

Ms. Peifer joined Eskaton in 2005. She spearheads unique collaborations with research universities, technology and home building partners aimed at enhancing the services and housing options within Eskaton and the broader community. Researching and implementing health technologies and new models of service-delivery and care are main initiatives in this role as well as exploring new business opportunities for Eskaton in the future.

She serves as a Commissioner for the Center for Aging Services Technologies (CAST) and also serves on the Planning Committee for Aging Services of California.

Ms. Peifer has held various operational, leadership and consultant positions within the aging services field and has worked in the private, public and not-for-profit sectors, on the east and west coasts. She holds a M.S. degree in Gerontology and Education from California State University, Sacramento.

**Monica L. Anderson, Southwest Vice President
Dakim, Inc.**

Monica Anderson is a pioneer in the brain fitness for seniors movement with over 25 years of operational experience in the medical device industry with expertise in program development and sales and marketing management. Monica has successfully directed and participated in the launch of over 20 transformational therapeutic technologies in high growth medical markets serving older adults, and has developed best practices and training for numerous brain fitness programs in all levels of residential care, and adult day centers. After caring for 3 family members suffering with Alzheimer's related dementia, she joined Dakim's management team to partner with senior living providers to offer older adults brain fitness programs to stave off dementia and preserve brain health and quality of life.

Monica held prior management positions with market leaders Edwards Lifesciences, Breg/Orthofix, SCIMED/Boston Scientific, American Medical Systems, and was a principal in a leading sales distributorship for DePuy Orthopaedic which was acquired by Johnson&Johnson. Monica speaks functional Spanish and German, and holds a B.A. from Boston University, an Executive Finance Certificate from the Wharton School of Business, and is pursuing her Residential Care for the Elderly (RCFE) license.

**Kari Olson, Chief Information Officer
Front Porch**

Kari Olson, Chief Information Officer, leads all of the business and resident technology initiatives for Front Porch and its partners. Kari is also the President of the Front Porch Center For Technology Innovation and Wellbeing whose mission is to explore innovative uses of technology to empower individuals to live well, especially in their later years. The Center is

founded on the belief that technology innovation has an important role to play in enhancing each individual's ability to "live life my way" in the place he or she calls home.

Kari is actively involved in the AAHSA Center for Aging Services Technologies where she serves as a commissioner, steering committee member and task group chair for Boomer Technology Needs Research and co-chair of the Provider Workgroup. Kari speaks regularly around the country on technology for aging services.

Prior to joining Front Porch, Kari led major technology initiatives in the health care and social services sectors and worked as a technology consultant to a variety of national clients. Kari holds a BA in economics from University of California, Los Angeles and has completed graduate course work in education at California State University, Los Angeles.

Front Porch is southern California's largest non-profit provider of retirement and affordable housing communities. It owns and manages 11 full-service market-rate retirement communities that serve 3,000 people in California, and two adult living communities converted from military housing, serving more than 300 seniors in Louisiana and Florida. In addition, Front Porch affiliate, CARING Housing Ministries, manages 41 affordable housing communities in California and Arizona serving 3800 individuals and families. For more information, please visit www.frontporch.net.

**Scott Peifer, MPPA, MSW, Associate Director
Center for Aging Services Technologies (CAST)**

Scott Peifer serves as Associate Director of the Center for Aging Services Technologies (CAST), a program of the American Association of Homes and Services for the Aging (AAHSA). In this capacity, Scott leads CAST's state-level policy efforts to educate and advocate for the advancement of aging services technologies to improve the aging experience.

Scott previously served as Policy Director of Aging for Pennsylvania Governor Ed Rendell, leading the policy and legislative activities of the Pennsylvania Department of Aging, and served as a Legislative Director in the Pennsylvania State Senate.

Scott began his policy experience in California, first working for the California Association of Homes and Services for the Aging (now Aging Services of California), and as lead staff of the California State Senate Subcommittee on Aging and Long-term Care.

Scott has earned a Master of Public Policy and Administration and a Master of Social Work from California State University, Sacramento.

**Sandra Shewry MPH, MSW, President & CEO
Center for Connected Health Policy**

Sandra Shewry is the founding President & CEO of the Center for Connected Health Policy.

The Center for Connected Health Policy (CCHP) is a strategy and planning organization that seeks to increase the use of telehealth services in California. CCHP promotes a policy environment that encourages the adoption of telehealth services. CCHP conducts policy analysis and research, communicates findings and policy recommendations, and operates telehealth demonstration projects.

Prior to assuming this position, Sandra held a number of senior leadership positions within California state government. She most recently served as director of the California Department of Health Care Services, which administers the state Medicaid (Medi-Cal) and the California Children's Services Programs and provides financial support to the state's health care safety net. Other programs under Ms. Shewry's leadership included public health, emergency preparedness, and licensing of health facilities.

Ms. Shewry served as the Executive Director of the California Managed Risk Medical Insurance Board from 1996-2002, and was a member of the team responsible for development and implementation of California's high risk pool (MRMIP), a subsidized pregnancy coverage program (AIM), a small employer purchasing cooperative (The HIPC), and the state's S-CHIP (Healthy Families).

Ms. Shewry is a member of the Commonwealth Fund's Commission on a High Performance Health Care System. She earned graduate degrees in Public Health and Social Welfare from the University of California at Berkeley.