

**Presenter Bios for Webinar #5:  
“Health Literacy: Helping Consumers “Get It””  
Tuesday, May 6, 2014  
12:00 – 1:30 PM**

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**In order of presentation:**



**Josie Kalipeni**, a Senior Field Associate with Families USA, moved to DC from Illinois, where she worked with many organizations, including the NAACP, Illinois Black Chamber of Commerce, and Progressive Action for the Common Good. Her expertise includes grassroots and faith organizing, consumer engagement, and health equity issues. She received a bachelor of arts in sociology with a concentration in political science and religious studies from the University of Illinois in Champaign and is currently pursuing her Masters in Social Justice and Community Development. She initially worked in direct services and social work before getting into advocacy and policy development.



Founding Director, Horowitz Center for Health Literacy  
Professor Emeritus, Pending, School of Public Health  
Extension Consultant, University of Maryland Extension

**Dr. Bonnie Braun** served nearly 37 years with Cooperative Extension in academic and administrative positions at four land-grant universities and the USDA. She served as the first Director and Endowed Chair of the Horowitz Center for Health Literacy at the University of Maryland, School of Public Health. She launched Health Literacy Maryland and serves as the Chair.

Currently, she is a University of Maryland Extension Consultant leading the award-winning *Smart Choice Health Insurance*© curriculum to teach consumers how to make health insurance purchase decisions that their financial and health needs. She is serving on the national Extension Committee on Policy's Health Task Force which just released *Cooperative Extension's National Framework for Health and Wellness*.

Dr. Braun facilitates community-based research and outreach education to improve the health literacy of Maryland's population including consumers, professionals and public policy makers. Her grants include the USDA Rural Families Speak project and a multi-center assessment of oral health literacy from NIH-NIDCR. Dr. Braun is author of nearly 100 articles, including the recent *Understanding health insurance literacy: A literature review* and *What Do Health Literacy and Cultural Competence Have in Common? Calling for a Collaborative Pedagogy*. She co-created a taught a Health Literacy graduate and undergraduate class.



**Michael Franklin** has served as president and CEO of Atlantic General Hospital in Berlin, Md., since 2005. Under his leadership, the hospital has deftly adapted to the changing forces in healthcare, staying ahead of the curve with health IT and meaningful use initiatives while continuing to expand patient access to both primary and specialty care through physical expansion as well as telemedicine collaboratives. Prior to joining Atlantic General, Michael was the vice president of operations and COO for Shady Grove Adventist Hospital in Rockville, Md. He earned his master's in healthcare administration from Virginia Commonwealth University - Medical College of Virginia Campus and his bachelor's in health sciences from Old Dominion University. Michael is a Fellow of the American College of Healthcare Executives and serves on the executive committee of the Maryland Hospital Association.



Alma Roberts, MPH, FACHE is President and CEO of Baltimore Healthy Start, Inc., a citywide infant mortality reduction nonprofit corporation leading the battle to ensure all babies are born healthy. The organization has continued to achieve positive outcomes at or below the *Healthy People 2020* goals for infant deaths, very low birth weight, and premature births for the 17,000 women served since its inception in 1991. Ms. Roberts has spearheaded the organization's strategic expansion of services, service area, and demographic populations served. She is responsible for having launched the first formal fundraising efforts for the organization, expanding strategic partnerships, as well as developing and implementing a major statewide advocacy campaign – *Cradle of Hope™: Campaign for Healthy Babies*. The organization was selected in 2013 to be a community partner in the *Merck for Mothers* Global Maternal Mortality Reduction Initiative to develop innovative solutions to maternal deaths in Baltimore City. Ms. Roberts was previously CEO of the Center for Poverty Solutions leading the Center's work in the areas of self sufficiency and health disparities, where she helped create the Maryland Health Disparities Coalition and co-authored *The Maryland Inventory of Health Disparities Initiatives* in 2005.

Ms. Roberts has worked over 30 years developing strategies to include the uninsured in mainstream health delivery systems. In establishing and operating managed care subsidiaries for organizations such as Kaiser Permanente, Prudential Insurance, Grady Health System, and Detroit Medical Center, she has been a pioneer in the effort to ensure the inclusion of at risk populations and traditional providers as part of coordinated systems of care. She has been actively involved in the roll out of the Affordable Care Act in Maryland positioning Baltimore Healthy Start as a major Connector Entity for outreach and enrollment in Baltimore City.

She serves on numerous boards and committees including serving as the President of the Board of *National Healthy Start Association* (April 2012 – March 2014) and now as its Immediate Past President, the *CDC Preconception Health and Health Care Initiative* (steering committee), Maryland Association of Nonprofit Organizations (Board Secretary), and *Maryland Citizens' Health Initiative Education Fund, Inc.* Ms. Roberts received her bachelor's degree from Morgan State University and Master of Public Health from University of Michigan. She is a Fellow in the *American College of Health Care Executives*, a *Leaders 2000 Plus* graduate (Associated Black Charities), a *Weinberg Foundation Fellow*, and a *Johnson and Johnson Fellow*. She completed the Kaiser-Permanente sponsored *Health Advocacy Leadership Institute*. In 2000, she was recognized as an Outstanding Georgia Citizen. In 2005, she was recognized by the *Daily Record* as being among "Maryland's Most Influential People." Ms. Roberts was awarded the 2011 Public Service Award for Nonprofit Service by the American Society of Public Administrators (Maryland Chapter). She is chapter contributor to the book – "*It Just Ain't Fair: The Ethics of Health Care for African Americans* (Dula, et al., 1994)," and co-author of the white paper entitled – *Federal Healthy Start Initiative: A National Network for Effective Home Visitation and Family Support Services.*"