



SloanUpdate

SLOAN PROGRAM IN HEALTH ADMINISTRATION

Spring 2006

Faculty Awarded \$1.1+ Million in NIH and Other Research Grants

Sloan faculty have received two major new research grants. The National Institutes of Health has awarded a sizable grant to study the impact of advertising on youth consumption of food products with links to obesity. The Atlantic Philanthropies has also awarded a major grant to evaluate a medical-legal collaborative program at Boston Medical Center

NIH Grant

Childhood overweight in the U.S. has reached epidemic proportions, which some researchers partly attribute to advertising by the food industry. The

World Health Organization and the Institute of Medicine have proposed banning or limiting such advertising as part of a strategy to prevent childhood overweight, but both organizations acknowledge that the scientific basis for their recommendations is far from complete. The goal of a \$275,000 National Institutes of Health R21 Exploratory/Developmental Research Grant "Economic Analysis of the Impact of Food Advertisements on Youth Consumption" received by Sloan faculty **John Cawley** and colleagues is to use the tools of economics to study the impact of advertising on youths' decisions that lead to energy imbalance and overweight

and in particular, decisions about the consumption of fast food, soft drinks, candy, and sweetened breakfast cereals. In this research, Cawley and colleagues will use data from a nationally-representative survey of 21,000 youths, larger than any previous study, which will allow them to measure more accurately than ever before the relationship between advertising and child consumption. Their unique data contain information on when youth watched television, which magazines they read, and their consumption of specific brands of food. These data will be merged with rich data on the advertisements that

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Sloan Strengthens Partnership with NYC Medical Campus

As part of the continuing effort to make further connections with the New York City campus, Sloan has been working on a variety of fronts.

Weill-Cornell Medical College

Sloan is fortunate to have a strong linkage through Human Ecology **Dean Lisa Staiano-Coico**, former Vice Provost for Medical Affairs at



Dean Lisa Staiano-Coico and Bill Greene '77, two of the leaders helping to connect Ithaca and NYC

the NYC medical campus. Dean Lisa is working on developing additional linkages and has been a strong advocate of Sloan and the College

having closer working relationships with the medical complex.

Sloan Program Director Will White has been working with the Medical College to explore cooperation on potential international training activities and other collaborative activities. Will is also participating on a faculty search committee at the Department of Public Health within Cornell-Weill.

Will White and Brooke Hollis have been working cooperatively as well with the medical college on a new elective course entitled "**Business in Medicine.**" Efforts to establish this course were led by **Joe Habboushe**, who is a fourth year student at the college and the medical student representative to the **Weill-Cornell Medical College Board of Overseers**. Major goals are to bring business practitioners in various areas of health care to speak at Weill and to establish a mentorship program for medical students with business interests. While

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Former AHA Chair Reg Ballantyne '67 Hosts Sloan Event

Sloan Strengthens Partnership with NYC Medical Campus

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it is too early to see how the program will progress over time, it appears off to a good start.

As part of this cooperative effort, among course speakers featured this spring have been two Sloan alumni **Bernie Kershner '64** and **Mike Azzara '71**, who delivered a well-received lecture to the students on March 29th. Bernie and Mike provided two important perspectives. First, Bernie spoke as a former hospital CEO who went on to achieve additional success as an innovator in a number of entrepreneurial activities both domestically and internationally. Mike provided the perspective of a long-term CEO of a health system, and also provided insights based on his more recent work as an executive coach, governance advisor and executive search consultant.

There has also been sharing of information on colloquia and one video linked Sloan/Weill colloquium to date. We are hoping to have a number of additional sessions in Ithaca and in NYC broadcast over the Cornell teleconferencing facilities to allow students on both campuses to participate.

Among Sloan alumni who have volunteered to be potential mentors or speakers thus far for the "Business in Medicine" elective are **Bill Greene '77**, Vice President for Operations at New York Presbyterian Hospital, **Lee Perlman, '82** President of GNYHA Ventures, and **Lisa Goldstein-Novak, '79**, EVP/COO of the Hospital for Special Surgery. Other alumni who might have an interest in speaking and sponsoring projects for Weill-Cornell students should contact Brooke Hollis at rbh25@cornell.edu.

Sloan alumni working within the medical college have also sponsored students for internships and jobs such as **Candace Crawford '01**, and have helped to arrange for speakers for the colloquium series.

As for other faculty involvement, thus far, **John Kuder**, **Sean Nicholson** and **Don Kenkel** have conducted courses or lectures for the medical students in New York either on campus, or via the

state-of-the-art teleconference facilities in the new addition in Human Ecology. It is hoped that additional opportunities to build off these efforts will be possible in the future.

Other Affiliated Hospitals

Memorial Sloan-Kettering Hospital for Cancer & Allied Diseases has a number of past and present alumni involved in various administrative positions. Last year the NYC intersession program included a number of sessions with Memorial staff



Bernie Kershner, '64, Joe Habboushe, MD/MBA Candidate/Student Overseer, & Mike Azzara, '71 after their recent presentation at the "Business in Medicine" program

and opportunities for shadowing Sloan graduates, including **Kylie Cotter '97** and **Ophelia Chiu '98**.

The Hospital For Special Surgery has also been welcoming Sloan students through the efforts of **EVP/COO Lisa Goldstein-Novak '79**, noted above, who has sponsored interns, hosted receptions, and has offered to participate in shadowing, the Business in Medicine elective and other programs.

Broader Cornell Initiatives

Even before the announcement of Cornell's new president, there was a strong commitment to building linkages between the campuses. However, it is expected that incoming **Cornell President David J. Skorton, MD**, will advance this effort even further. Dr. Skorton, who is a cardiologist with a broad range of interdisciplinary interests, will bring a unique understanding of both medical practice, medical campus administration and university wide management that

should further assist in building the inter-campus relationships.

There have been a number of university efforts underway to further encourage linkages, both physically and programmatically. In an attempt to lessen the physical barriers, for example, the university recently developed a luxury express coach service between Ithaca, the Cornell Club and the medical campus. This has already made it much easier to travel between campuses. There is even on-board internet service provided to allow communication and productive work time during the trip.

Programmatically, Cornell has a number of initiatives underway such as the highly publicized \$600 Million **New Life Sciences Initiative (NLSI)**. One important concern has been to link work in the life sciences and genomics with the social sciences and humanities at Cornell. **Will White** over the past year has represented Sloan in this effort as a member of Cornell Provost Biddy Martin's Task Force on Life in the Age of the Genome.

As part of efforts to promote collaboration between the Ithaca and New York Weill campuses, Cornell has designated medical college faculty member **Richard Coico** as **Vice Provost for Inter-Campus Affairs**. He is spearheading efforts on a number of fronts, including development of arrangements for housing for visiting students and administering special grants for joint projects, as well as a variety of other programs to broaden links between campuses. This includes involvement in the organization of the new **Business in Medicine** elective, and Richard joined us to participate in the discussion and to hear the recent presentation by Bernie and Mike.

Overall, it is an exciting time, and Sloan hopes to both contribute to and to participate in many of the activities noted above. We thank all of our alumni and colleagues for their contributions to further developing the relationships between the Ithaca and medical campus.

New York Presbyterian Hospital

We are extremely fortunate to have the strong support of Sloan Alumni like **Bill Greene '77** and **Jeff Bokser '01** and their colleagues at the New York Presbyterian Hospital. In addition to hiring many interns and employees over the years, Bill has long been hosting Sloan students for outstanding intersession programs and has been a wonderful host for many memorable receptions. Everyone is looking forward to the program next year.

Bill, Jeff and their colleagues have been ambassadors and opening doors for students and faculty and continue to make a major contribution to the program. Bill has also helped facilitate our relationship with the medical college through his regular interaction with Weill colleagues, and as noted above, has offered to participate in the new Business in Medicine elective program. Bill is profiled in this issue.

Biennial Washington Program: A Broad Perspective on Health Policy and Management

As part of its effort to expose students to a wide range of perspectives on health management and policy, the Program organized an extensive series of presentations, discussion groups and visits with policy makers and advocacy groups in Washington. Jan 16-19 there were two full days of formal programs and optional visits available to the House and Senate galleries, and Congressional Research Service.



Cornell Interim VP for Government & Community Relations Steve Johnson and Cornell Alumna Julie Stone from the Congressional Research Service

Henry Allen, MPA/Sloan '73, JD, '74, who has been a major force behind organizing the programs over the past few years, opened the program. Henry's background includes arguing a landmark case before the Supreme Court and serving as an attorney of record for the American Hospital Association.

Day One Speakers/Activities

Henry Allen introduced Cornell graduate **Sidney Wolfe, MD, Director, Health Research Group**, who presented his views as a consumer advocate and physician.

Dr Wolfe was followed by **Ann Gavaghan, Chief Legislative Correspondent on Health Care Issues for Senator Hilary Rodham Clinton**. She reviewed a variety of issues that are currently in debate, an overview of the legislative process and the unique aspects of the Senate.

The next session looked at current initiatives and pros and cons of the so-called, "Consumer Directed Healthcare" (CDH) types of insurance plans. The first speaker was **Cythia Feiden-Warsh, Vice President at Lumenos**. She was followed by **Paul Ginsburg Ph.D., President of the Center for Studying Health System Change**, who provided a broad overview of the policy implications and ways that CDH might impact healthcare.

The final session of the day was chaired by **Van McMurtry, VP of Government Relations at the University of Pennsylvania**, who held similar positions in the past at Cornell and Aetna, and who had headed the staff for the Senate Finance Committee. Providing their points of view were: **Kelly Vogel Director of Federal Affairs of AHIP** (health insurance), **Joy Trimmer, Senior Lobbyist for the American Medical Association**, **Ann Ubl, VP for Legislative Affairs at the American Hospital Association**, and **Richard Manning, Director of Economic and Policy Research at Pfizer**. Discussion included malpractice reform, Medicare physician payment and drug regulation, and the uninsured.

After the regular sessions ended, students had the option to meet with a number of staff and the **Congressional Research Service (CRS)**, which was generously organized by Cornell Alumna **Julie Stone**.

Day Two Sessions

Day two began with a session on the current initiatives in "**Quality Assurance & Paying for Performance (P4P)**". **Jim Hahn, Congressional Research Service (CRS)** opened, and was followed by **Steve Cole, Director of Public Policy & Government at Kaiser Permanente**, one of the largest health systems in the country.

The next panel entitled "**Public Policy**



Paul Murphy '76 from DHHS and Penny Mills '82 from the American College of Cardiology

& Medical Specialties—Current Concerns and Legislative Advocacy Efforts" provided an opportunity to get a view of the issues facing a number of the professional specialty societies. **Karen Collishaw, VP of Science and Advocacy for the American College of Cardiology (ACC)**, opened the discussion. She was

followed by: **Lucia DiVenere, Director of Government Relations of the American College of Obstetrics & Gynecology (ACOG)**, **David Lovett, JD, Director, Washington Office, American Association of Othopedic Surgeons (AAOS)**, and **Cythia Brown, Division of Advocacy and Public Policy, American College of Surgeons (ACS)** who each provided their unique insights.

The afternoon session started with a presentation by **Wendy Darwell, Chief of Staff for Representative Maurice Hinchey**. Wendy is responsible for the Congressman on health care issues.

The program wrapped up with a session on health Information Technology (IT), chaired by '67 Sloan alumnus **Richard Southby, Ph.D., Executive Dean and**



Izie Igodan '07, Cliff Barnes '74 of Epstein, Becker & Green and Henry Allen '73 of Holland & Knight

Distinguished Professor of Global Health, George Washington University Medical Center. The first speaker was Sloan Alum, **Lewis Mattison '94, Special Assistant to Dr. David Bailer, National Coordinator for Health Information, US Department of Health and Human Services (DHHS)**. He provided some of the background on the Secretary of DHHS' commitment to development of a national system that has the potential to make major changes in the health system.

The next speaker was **Kim Bussie, Director of Health Information Management for the Howard University Medical Center**. She was followed by **Laird Burnett, VP for Government Relations for Kaiser Permanente**. Laird described the unique features of Kaiser's system, Kaiser's new IT initiative "KP Health Connect". The session was wrapped up by **Syed Tirmazi, MD, Veterans Health Administration**, which has one of the most comprehensive health IT systems in the US, and is in the process of updating and improving this system.

Alumni Receptions in Washington, Phoenix, Detroit and Chicago.

Washington DC Reception and Meeting

In conjunction with the Washington Trip, the Sloan Alumni Association Executive Board had it's winter meeting and convened the annual membership meeting at a reception in space provided by SAA President-Elect **Henry Allen's Firm, Holland & Knight, LLP**. The reception was well attended with roughly 60 students and alumni in attendance. New Sloan Alumni Association (SAA) President, **Maria Papola, '95**, provided an update on the Board



Mark Talluto, '95, Henry Allen '73/JD'74, & Heidi Schamberger, '95 celebrate at the Holland&Knight-ACHE reception

meeting and activities of the Association.

Among the alumni in attendance were Board members **Penny Mills '82, Terry Murphy '86, Keith Pryor '80**. Other alumni from

surrounding states included **Justin Bowers '02, Kyle Snyder '03, Nancy Wartow '70, Paul Murphy, '76, and Clifford Barnes, '74**.

Joining alumni and the Sloan lead-



Jon Scott, '06, Janelle DeLuco, '04, Rebecca Fishman, '03, & Arnaub Chatterjee, '07 in Chicago

ership team at the reception were new director of alumni affairs and development for the College of Human Ecology, **Marybeth Tarzian** and Assistant Director **Samantha Castillo-Davis**. Also in attendance were Cornell Interim VP and Director of Government Relations **Steve Johnson** and his wife **Lorraine Johnson**, who works with Dean Staiano-Coico in Human Ecology.

Thank you to Henry and to Holland & Knight for their hospitality and partial sponsorship of the event.

Chicago Reception

Henry Allen again graciously volunteered another beautiful loca-

tion for a Sloan reception, this time in the Chicago office of Holland & Knight. Overlooking Lake Michigan and the Chicago skyline, alumni, prospective students, faculty/staff and students gathered for camaraderie and an update on the Program. A large contingent enjoyed the excellent food and beverages in a beautiful setting.

Among the alumni in attendance not noted in the photos were **Birdie Chow '91, Jack Salmon '78, Ope-**



Brooke Hollis, '78, John Denning '98, & ACHE Regent Rich Hoffman, '89 enjoy a recent reception

hila Chiu, '98, Rich Hoffman '89, ACHE Regent for the area that includes Ithaca and much of that part of New York, shared some of his thoughts as he entered his new role, and looks forward to working with Sloan students, faculty and alumni.

Thank you to Henry and his firm for a wonderful reception and for their hospitality.

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Ithaca Reunion Reception - June 9 - Six Mile Creek

Another new addition to alumni outreach activities is the organization of a special Sloan Reception on Friday, June 9, during Cornell's larger Reunion Weekend. Roger and Nancy Battistella always look forward to welcoming alumni

who could not make the Wagner weekend festivities, or who want to return to campus to see fellow classmates who are attending the general Cornell reunion. Many alumni who graduated from the business school also have the

chance to reconnect with their non-Sloan colleagues and friends.

We want to thank Human Ecology's Alumni Affairs and Development and Roger and Nancy for organizing this event. We hope to make this a regular feature in the future.

Faculty Awarded \$1.1+ Million in NIH and Other Research Grants

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appeared while they watched television and in the magazines they read. The combined data will allow Cawley and colleagues to calculate a more precise measure of the exposure of individual youths to food advertising and evaluate how it impacts on their food consumption.

Major research goals are to estimate two-part econometric models of the impact of advertisements on youths' visits to specific fast food establishments, and to examine ads' effects on youths' consumption of specific brands of soft drinks, sweetened breakfast cereals and candy. Cawley and colleagues will also examine whether the impact of advertising varies by youths' demographic characteristics. A final important goal will be to test whether food advertising steals market share from rival brands or increases consumption for all brands in the product class.

Boston Medical Center Project

Former Sloan Program Director and senior faculty member **John Kuder** along with PAM colleagues recently were awarded an \$860,000 grant by the **Atlantic Philanthropies** to evaluate



John Kuder, PhD,
Principal Investigator
Boston Grant

an innovative program at **Boston Medical Center**. The program was recently featured on a segment on **National Public Radio (NPR)** in a story that looked at unique approaches being used to deal with health issues and profes-

sor Kuder was also interviewed about the research in the **Wall Street Journal** recently.

The research evaluates a medical-legal collaborative program that has two key parts. First, the program trains physicians to identify serious family problems that may have legal remedies like abuse, immigration issues, access to services (including health insurance), education problems and housing, and to refer these families to appropriate legal and other services. Secondly, the program employs an in-clinic legal advocacy staff that helps families on site. This second part of the program has been implemented because of both the shortage of legal services for the poor and the low level of trust the poor have for lawyers.

The program has combined the talents of the clinical practitioners with the skills of advocacy attorneys to combat the environmental conditions that often negate the benefits of interventions in the hospital or clinic setting. One example is Asthma—a chronic condition that has been growing rapidly among the population, and particularly among poorer children.

While the medical, respiratory and nursing staff are often able to effectively treat the acute asthma problems and send the child home in excellent shape, upon returning to the home environment, the child often rapidly reverts to a symptomatic condition. This is frequently due to the environment that exists in low-income housing. The failure of landlords to correct leaking pipes may create mold or other environmental triggers that pose problems for children suffering from asthma. The addition of attorneys to the team allows them to influence the landlords to correct the problems that lead to the problems for the asthma sufferers.

Dr. Kuder and his colleagues are doing a formal evaluation of the program as the program which is being considered for a national roll-out.

Sloan Profile: William T. Greene, '77, Vice President for Operations, New York Presbyterian Hospital—The University Hospital of Columbia and Cornell

William Greene has been affiliated with Cornell for over three decades. He was both a Cornell undergraduate and a Sloan Graduate, and has spent his entire career as a leader in the Cornell/New York Presbyterian Hospital organization. This commitment and dedication to an institution is rare today. What is also unusual is the path he took to get to where he is today.

Bill initially learned about the Sloan Program while at Cornell during a chance walk-through our then-campus location at Mallott Hall. He saw the *Sloan Institute of Hospital Administration* sign on the building and decided that this was something he wanted to learn more about. Prior to starting at Sloan he completed an MS degree at the University of Montreal. Bill returned to Cornell and began his studies at Sloan in 1975.

Another unanticipated event also influenced his career direction. As a student during the New York City intersession trip at New York Hospital, he met then senior executive Mr. LaCosta, who helped organize the intersession program and hosted the students in New York. After learning more about his position and spending time with him and with others on the

leadership team at the medical center, Bill decided that he wanted both to work at NYH and that he wanted to eventually take on that same role.

Bill was recruited by NYH, where he initially served as an administrative resident, and he then continued his career at the hospital upon his graduation in 1977. Over the years, Bill rose through the ranks taking on increasing levels of responsibility, and in the process achieved his goal of serving in the same position that he had set his sights upon during that first intersession trip. Bill is currently the Vice President for Operations—overseeing over 2,200 full time equivalent employees and a \$240 million operating budget. In addition to his normal responsibilities, Bill has also helped organize fundraising events and been involved in a variety of community service activities.

In keeping with the tradition of Mr. LaCosta, Bill took on the role of hosting students for the intersession program as well. However, not only has Bill continued that tradition, he has taken it to a completely new level. First, he personally underwrites the cost of the beautiful receptions with extraordinary food and drink at

the Griffis Faculty Club for the intersession programs. Further, Bill helps to defray the cost of the trip by underwriting hotel room expenses for the students and staff in the Helmsley Medical Towers.

The support of the intersession programs is only part of Bill's commitment. Over the years, he has sponsored many interns, and hired or referred many graduates to other opportunities. Bill has long worked to develop closer linkages with Sloan and the medical college, where he recently volunteered to work with medical students in the newly organized "Business in Medicine" elective at the Weill Cornell Medical College.

Bill has served on the Executive Board of the Sloan Alumni Association. He has also been a member of the Tower Club by virtue of his annual donations to Sloan and also a member of Cornell's Cayuga Society by virtue of his prearranged bequest to the Sloan program.

This extraordinary commitment to the Program over many years has made a significant difference for students and graduates and his multiple contributions are greatly appreciated.

Thank You to Our Donors

We sincerely thank each and every donor who contributed to the Sloan Program thus far for the fiscal year which runs from July 1, 2005 to June 30, 2006. Your gifts are invaluable to enriching instruction, supporting students, and funding research and alumni networking activities.

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A wonderful opportunity to leave a legacy for future generations of Sloan students is through planned giving. Bequests and other planned gifts qualify donors for membership in the Cayuga Society. Many creative strategies including charitable remainder trusts and other vehicles, can allow for immediate tax benefits, can provide attractive income streams for the donor, and still provide a substantial remainder gift for Sloan. Please contact Marybeth Tarzian or Samantha Castillo-Davis at 800-453-7703 to obtain more information.

This list was believed to be up to date but if we inadvertently missed any recent donors, please alert us at 800-453-7703 or scd4@cornell.edu. Thank you.

May 5-6 Wagner Weekend Features Spencer Johnson, '71, President Michigan Health and Hospital Association former White House Associate Director of the Domestic Council

Continuing the recently developed tradition of a broader student and alumni weekend, Sloan has again organized a number of events around the traditional Wagner Dinner. On Friday May 5 alumni returned to Six Mile Creek home of the famous Doug Brown/Roger Battistella smelt fries and homemade wine. While the wine is more sophisticated, the hospitality

is the same as it was 10, 20, 30 or 40 years ago. It's always great to welcome back Sloan alumni to Roger's place.

Other activities included a Saturday, May 6, morning golf outing at the Robert Trent Jones Golf Course at Cornell, and with several optional new activities.

The Wagner Dinner was held Saturday evening May 6 with Spencer

Johnson, '70 as the keynote speaker. Spencer, who is President of the Michigan Health and Hospital Association and former White House Associate Director of the Domestic Council, has had an extraordinary career in public policy and association leadership that provides unique insights into the policy making process and challenges and opportunities in healthcare.

Dan Grauman '80, Headlines Entrepreneurship Lecture, 450 Attend

Sloan has tried to work closely with the EPE, recently renamed the Entrepreneurship@Cornell Program, to identify areas for collaboration. We have appreciated the support of Executive Director **John Jaquette** and his colleagues who have invited Sloan alumni to present at a number of functions.

Last year, **Fred Powell, '70** spoke at a **Cornell Entrepreneurs Network (CEN)** event in NYC. This year, a highlight was a talk by **Dan Grauman**, head of DGA Partners, who spoke to the EPE sponsored class in the Business/Entrepreneurship Speaker Series.

Dan's talk covered issues involved with transitioning from a traditional firm to establishing one's own practice, and the experiences he had with both another entrepreneurial firm, and going through

the process of selling one firm and starting another.

Dan has been active in working with Sloan, including hiring a recent graduate,



Dan Grauman, '80

Dayana Habib, '04, who is currently an Associate at the firm. He has recently come to campus to interview additional Sloan students for potential internships or jobs.

Among other alumni who have been active with EPE are **Bernie Kershner, '64**, who served on the EPE advisory board for many years, and has been active in working with EPE and in both promoting entrepreneurship on campus

and via lectures at the medical center in NYC. Bernie was supportive in getting a J Thomas Clark Chair for the Sloan faculty, through which a course was developed on entrepreneurship in healthcare.

Sloan was also a participant in the recent two day celebration of the entrepreneurship program, which involved a number of events including an expo where Sloan had an exhibit. We look forward to a continued close relationship with the Entrepreneurship@Cornell Program.

One recent development is that Sloan is working with the Entrepreneurship Program on potential speakers and/or a potential health symposium to be part of the April 19-20, 2007 Entrepreneur of the Year celebration events.

Sloan Receptions Continued—Former AHA Chair Reg Ballantyne '67 Hosts Phoenix Event

Phoenix Reception

Reg Ballantyne, '67, was the generous host of an extraordinary dinner/reception in the boardroom of the Phoenix Ritz Carlton Hotel.



Reg Ballantyne '67

Reg, who is a senior corporate officer with Vanguard Health Systems, has had a distinguished career including serving for many years as CEO for a major health system, and as the former Chair of the American Hospital Association (AHA).

Reg shared his insights and led an interesting discussion among the participants.

Despite the relatively small population of alumni in the area, we had a nice turnout. An enthusiastic group of Sloan alumni and friends joined **Brooke Hollis '78** at the dinner and reception. Among the participants were one of the first Sloan Alumni Association presidents, **Dick Hermann, '59** and his wife, **Emerett Groomes '66**, and **John Bell '97**. Also reconnecting but who couldn't attend at the last minute was **Ruth Eckelmann, '73**.

The food, beverages, setting and colleagues were all extraordinary. A hearty

thank you goes out to Reg for his hospitality and generosity!

Detroit Reception

Joe Tasse '79, who is President of both **St John Macomb** and **St. John Riverview Hospitals**, graciously hosted a reception on March 9th for area alumni and Sloan Program Director **Will White**, and Sloan executive director **Brooke Hollis, '78**. The event was held at the Macomb facility outside of Detroit.

Sloan has a long history of leadership with both health care providers and associations/policy groups in Michigan. Other current hospital CEOs in Michigan besides Joe include **Nancy Schlichting '79**, CEO **Henry Ford Health System** and **Pat Wardell '79**, CEO of **Hurley Hospital** in Flint, Michigan. The reception was in part a "welcome" for Pat Wardell who had recently come to Michigan after holding a similar CEO position with two hospitals in the greater NY City area.

Bill Gonzales, '66, showed his dedication to Sloan by driving all the way from Chicago to join the celebration. Bill was a CEO for many years in Grand Rapids and also served as an interim CEO for another



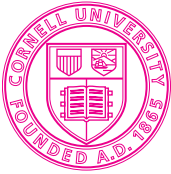
Joe Tasse '79

hospital in Michigan. Others in attendance included **Spencer Johnson, '71** and **Dave Seaman, '80**, CEO and EVP/COO respectively of the **Michigan Health and Hospital Association**.

Representing the insurance area was **Joel Young, '90** who is with Blue Cross/Blue Shield of Michigan—and a second generation Sloanie. **Dave Silvester '77** who is with St John Health and **Bruce Wyman '79** with the Fisher Family Fund and Foundation were also enthusiastic participants. **Andre Lee, '72** represented the entrepreneurial side, as a past developer and current consultant in hospices, and a health communications innovator.

After Will White gave a presentation updating alumni on developments at Sloan. Bill Gonzales and Dave Seaman shared their unique insights given a close involvement with the program over the past few years. Bill had observed the program during the pre-CAHME site visit preparations, and Dave as immediate past-president of the SAA. Both indicated that they were pleased with the progress made in recent years. Pat Wardell noted that he had been at a reception in New York 2 years ago, and that he felt the progress was quite extraordinary.

Thank you again to Joe and to his assistant Kerry Hocker for all their hard work and generous hospitality.



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Get News and information at: www.sloan.cornell.edu.

Alumni Calendar

SAA Board Meeting

Ithaca NY College of Human Ecology
Date: May 5, 2005

Wagner Dinner and Mini-Reunion

Ithaca, NY
Date: May 5-6, 2006

Cornell Reunion Weekend— Sloan Reception

Six Mile Creek Vineyard
Ithaca, NY
Date: June 9, 2006

AUPHA, Academy Health and NAAHP Meetings

June 22-28 Seattle and Portland
Brook Hollis and Will White to
Attend

Brooke expects to be traveling to a variety of locations and hopes to connect with alumni either through formal receptions, lunch or coffee. If you would be interested in sponsoring a reception in your area, please contact him at rbh25@cornell.edu or at either 607-254-8711 or 860-985-6223.

Editorial Board

Editor: Brooke Hollis

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