E4 – More than just an acronym. Engage, Evolve, Empower, Elevate
ERIC MEADE – The Optimistic Futurist

Eric puts leaders in health and wellbeing in touch with what is most promising within themselves and in the world around them. Eric believes that people are usually limited more by their own mental constraints than by their actual circumstances. He helps them open their minds to emerging opportunities to create organizations, systems, and environments in which people thrive. Eric’s clients always experience greater creativity, energy, and commitment to act as a result of his engagements. He has worked with health foundations like the Colorado Health Foundation; community initiatives like “Healthy Shelby” in Memphis, TN; professional societies like the Society of Behavioral Medicine; and a Federal Health Futures effort run by the Assistant Secretary of Defense for Health Affairs. Further, he has contributed to health futures projects for the Robert Wood Johnson Foundation, the Kresge Foundation, and AARP. Eric aspires to a life of service, currently serving on the boards of global development NGO Counterpart International and of the World Future Society. He has an MBA from INSEAD and a Bachelor’s degree in history from the University of Virginia.

On a personal note: Eric is keenly interested in “bossless” companies, agent-based models for testing social interventions in virtual space, and psychological models of social change.

SHERRY PAGOTO, PHD – The Socially Networked Psychologist

Dr. Pagoto is a licensed clinical psychologist, associate professor, and co-founder of the UMass Center for mHealth at UMass Medical School. Her areas of research include depression, stress, obesity management, psychological and medical co-morbidities, mHealth, and eating disorders. She has published 105 papers in scientific journals and a book on psychological co-morbidities of medical illness. She is actively involved in behavioral health policy as a leader in the Health Policy Council of the Society of Behavioral Medicine. In these roles she writes position statements, organizes comments on behavioral health policies, makes annual visits to Capitol Hill, and pens policy relevant editorials. Dr. Pagoto is also a force in social media with 8,000+ followers on Twitter and as host of two blogs, the award-winning FuDiet.com and Shrink on Psychology Today. She has received awards for her work including Distinguished Alumni of 2011 by Western Michigan University, the UMass Medical School Women in Science and Health Award, the SBM Early Career Investigator Award, and the Obesity Society mHealth Pioneer Award.

On a personal note: Dr. Pagoto started an exercise trend on Twitter called #plankaday. It is a top 10 health hashtag with over 10,000 participants tweeting daily!

PATTY SKOLNIK – The Mom That Kept Her Promise

Patty Skolnik is a patient safety expert and an advocate for Shared Decision-Making, Informed Consent, Dignity for the Patient and Provider and Patient and Provider Relationships in healthcare. Having lost her only son Michael to poor and lacking communication, Patty promised him to leave the medical profession better than he found it. Patty travels worldwide to educate consumers, train medical professionals, and advise lawmakers about how to foster relationships, systems and environments with Shared Decision-Making and Informed Consent is the working platform. Named one of CNN’s “Intriguing People,” Patty was also invited to the White House to discuss health care. Ms. Skolnik has a powerful press presence – recent appearances include The Today Show, The Doctors and many national news channels.

On a personal note: Life Experience has led Patty Skolnik down a hopeful and constructive path, and along with her warm sense of humor, she brings a powerfully positive mindset about our collective responsibilities for reducing medical harm to her advocacy endeavors.
**RASHELLE B. HAYES, PhD – The Motivator**

Rashelle is a natural group facilitator, leader, and motivator and thus she pursued her PhD in Clinical Psychology. As both a scientist and therapist, she has been driven by the desire to understand what motivates individuals to change behaviors as well as what are the best empirically-supported methods to do so. Rashelle is an Assistant Professor of Medicine at the University of Massachusetts Medical School and primarily conducts research on developing new interventions to support behavioral health change, particularly among those still smoking, using other illicit substances, or who have difficulty managing their weight. She has also worked as a primary care psychologist providing brief intervention in an integrated care setting, and has provided several consultations and trainings to local hospitals or organizations on training healthcare professionals in brief behavioral intervention work. She is part of the internationally recognized Motivational Interviewing Network of Trainers (MINT), and is available to provide beginning, intermediate, and advanced small- group or organizational workshops on Motivational Interviewing.

On a personal note: Rashelle dreams to be a professional photographer. If you see any of her photography in her workshops, she would love some feedback.

**ELIZABETH WANGLER - The Visionary**

Elizabeth is a visionary strategist with a passion for helping organizations grow. Both analytical and creative, she assists leaders in identifying gaps and opportunities by looking at their organizations from the outside in. Since 1986, she has served organizations with household names, across a wide range of industries, consistently solving challenges and delivering measurable results on clearly defined objectives. Specialties include business analysis, visioning, strategic planning, brainstorming and creative problem solving. She believes an organization’s edge lies in clearly understanding the target audience and finding ways to serve them better than anyone else does. Count on Elizabeth for cutting-edge visioning and planning.

On a personal note: Elizabeth is fascinated with ravens, probably because she too sees the world from an aerial view.

**ADAM COHEN – The Catalyst**

Adam inspires and guides organizations, teams, and individuals to reach and sustain high performance. A 20-year immersion in the Baldrige Criteria for Performance Excellence provides the overarching framework for how he enables his clients to achieve strategic and operational results. With clients spanning the health care, non-profit, manufacturing, service, and small business sectors, Adam synthesizes multi-industry expertise into the knowledge about — and solutions for — the foundational issues that challenge all organizations. His transformational and tactical skills under the excellence umbrella incorporate tried-and-true quality tools and techniques including PDSA, Lean methodology, and Six Sigma DMAIC. Adam facilitates strategic planning and goal-setting workshops, problem-solving and process improvement teams, executive leader and employee learning, multi-collaborator chartering, culture development and change, and performance measurement and analysis, among other excellence imperatives. He operates comfortably and effectively across the Board, C-suite, management, and front-line levels. A one-time leader of a 2000 Baldrige National Quality Award Recipient, sustaining excellence is Adam’s professional and personal passion. He serves as a Senior Examiner Team Lead and Board Member for Rocky Mountain Performance Excellence and Master Examiner for AHCA/NCAL.

On a personal note: Adam plays competitive racquetball, semi-competitive softball, and uncompetitive golf (infrequently). And, his leap-of-confidence departure from a corporate VP position in 2009 allows him to spend valuable time with his two late-teen kids and wife, a leading woman’s issues professional and author.
EVA M. POWELL - The Positive Change Catalyst

Eva brings unique expertise to the issues at the forefront of today’s healthcare landscape, including patient engagement, care coordination and health IT. Her distinct set of skills are grounded in her experiences during ten years as a hospital social worker, her deep knowledge of family systems issues as they relate to health, and over a decade of successful leadership in the quality improvement and health policy arenas. Eva has led patient engagement and health IT efforts in both non-profit and for-profit environments in the DC Metro area. She is a trusted consumer advocate in federal health policy circles, and has served on federal advisory committee workgroups, as well as on numerous expert panels. Prior to her work on the federal level, Eva led multiple successful state and community-based quality improvement efforts. Most recently, Eva has been developing population health programs for large healthcare systems, with particular emphasis on palliative care, care gap closure and patient engagement strategies.

On a personal note: Eva’s love of traveling has fueled her appreciation of different cultures and the importance of community to an individual’s health: factors she believes are critical to promoting population health and successful transformation of our healthcare system.

BECHTEL HEALTH ADVISORY GROUP – The Champions for All Things Patients & Family

Founded in 2013 out of a passion for transforming health care from an outdated provider-centric model to a lean, modern, patient-centered one, Bechtel Health Advisory Group is a mission-driven organization that hates to call itself a consulting practice. We form partnerships with our clients that are exclusively focused on engaging patients and families in care, system redesign, and governance of health systems and policy. We blend our in-depth knowledge of quality improvement, measurement, health IT and patient engagement with our zeal for patient- and family-centered care to help our clients improve health outcomes and achieve results that matter to them.

Our partners today include a wide range of forward-thinking organizations seeking to make health care better for patients and families - from Quality Improvement Organizations and End Stage Renal Disease groups, to an integrative primary care practice and a national powerhouse consumer advocacy group. Our clients share one common belief – that health care transformation must be grounded in the principles of patient and family engagement in order to achieve the triple aim of better health, better patient experience and lower costs.

On a personal note: Bechtel Health’s CEO is also obsessed with the game of golf. Despite the game’s insanity-inducing nature, she plays regularly in tournaments and events.

DOUG KRUG – The Transformationist

Doug is a thought leader in the area of creating and sustaining high-performance teams and organizations. His entire model is built around the distinction between training people and causing learning to happen. By facilitating people to come up with their own answers, true transformation occurs. He has written three books on the power of this transformation in thinking. The latest is entitled The Missing Piece in Leadership – How to create the FUTURE you want. Doug’s work includes 15 years as part of the MBA Program at Johns Hopkins University, as well as executive development programs at CDC, FBI Academy, DEA Academy, NASA, VA, College of Southern Maryland Secret Service Academy. He has worked with executive teams at GE, GM, NASDAQ, Lockheed-Martin, Avaya and Governor’s Cabinets in three states. There are currently three major health care reform initiatives running on the foundation of this profound and effective methodology. At Medicare, Doug’s work is known simply as “The Signature Style.”

On a personal note: Doug extends his passion for creative outcomes to the kitchen where he can pick up a few random ingredients and turn them into a delicious meal.
**DEB CHROMIK – The Business Muse**

Deb Chromik is a business architect with a unique gift and passion for designing business models and programs that help others achieve their highest aspirations. She has an innate ability to skillfully assemble the right people, the most effective resources and the latest technology to facilitate projects from the drawing board to completion. She honed her skills and talents for nearly 20 years, serving in a variety of leadership roles, including her 15 tenure in the non-profit sector as a manager, then division director, for the Colorado Foundation for Medical Care, where she spearheaded a series of national quality improvement projects under federal contract with the Centers for Medicaid & Medicare Services (CMS). In 2010, her pioneering and entrepreneurial spirit led Deb to found E4 Enterprise, a firm specializing in delivering creative business solutions to a broader spectrum of clients.

*On a personal note: Someday… Deb plans to build an intentional community where she and a growing tribe of her closest friends will work, play, and grow ever more elegant together.*

**LORI ELLA MILLER – The Strategic Story Teller**

For Lori Ella, everything revolves around compelling stories and messages. She is a results-focused storyteller and scribe who crafts cutting-edge communications campaigns to build brands and publicize key messages. She has more than 15 years of experience in effectively working with corporations, government agencies, non-profits, healthcare companies, entertainment companies and educational institutions to produce measurable marketing programs and effective communications. Lori Ella is also a published writer and a screenwriter. It takes more than good writing to produce results. It also takes a strong understanding of communications channels, fund development, media relations, social media and stakeholder engagement. Lori Ella brings all of it to the table – and more. She honed her craft studying Journalism at the University of Michigan, film at the American Film Institute in Los Angeles and Advanced Novel writing at Denver’s premier literary center, Lighthouse Writers Workshop. In addition, she has served as Chair of the U.S. Travel Association POW WOW Communications Council; has been a Guest Lecturer in Marketing Communications at California State University, Long Beach and was honored with a Lulu Award of Excellence from the Los Angeles Advertising Women.

*On a personal note: Lori Ella is steeped in the tradition of oral storytelling, inherited from her 93-year-old mother who over the years has shared so many rich tales of her family’s unique history and African-American heritage.*

**MARCIA LYNES - The Passionate Designer**

Marcia brings thought, energy and heart into everything she does. As a tenacious observer, she has an intuitive sense for understanding her client’s goals and ideals and knows how to portray these professionally and beautifully in everything she creates. She has acquired local, national and fortune 100 clients accounts, while wearing many hats as creative director, marketing manager, graphic designer, and team member. Marcia’s creative abilities continue to evolve and extend into many dimensions. She recently conceptualized, designed and restored a vacant ski-in/ski-out office building into a thriving Italian-style wine/espresso bar.

*On a personal note: Marcia is an animal advocate and lover, and believes pets belong in the yard and on the furniture. She is currently volunteering at Children’s Hospital in Denver with her beloved therapy dog, Max.*
JEN HURLEY – The Pragmatist

Jen is a certified professional in healthcare risk management (CPHRM) and a certified continuing medical education professional (CCMEP). She has a fondness for using technology to create efficiencies and has worked in a virtual office setting for more than 12 years. Based on her experience as a telecommuter, Jen has developed methods and systems to virtually manage teams and projects without compromising quality. She grew up working for her father in aviation and learned fundamental principles of continuous improvement that she continues to reference in her work in healthcare. She is a member of the American Society of Healthcare Risk Management (ASHRM), Healthcare Information and Management Systems Society, the Colorado Alliance for Continuing Medical Education (CACME), and the Colorado chapter of ASHRM, CHARM. She serves on the ASHRM webinars task force and is a CHARM board member.

On a personal note: Jen rides horses and drives fast – a bit of a paradox for the resident risk manager, no?

BRENT VAN DORSTEN - The Academic Entrepreneur

Brent is a visionary health psychologist devoted to creating innovative applications to “best psychological science” in the medical world. He worked as an academic School of Medicine faculty for 23 years and excelled at the various professional components including clinical care, research, teaching, and professional mentoring. Brent “retired” from academic medicine in 2012 and now owns a unique community-based behavioral medicine service in which he provides clinical care, research collaboration, medico-legal consultation and national continuing education for multidisciplinary audiences. He remains actively involved in national organization leadership and advocacy for evidence-based patient care at both a state and national level. Brent is certified with a variety of national credentialing services including the National Register of Health Service Providers in Psychology and is a Life Fellow of both the Society of Behavioral Medicine and the American College of Forensic Examiners. He currently holds or has recently held Executive Board committee positions with the American Psychological Association, the Society of Behavioral Medicine, Association of Psychologists in Academic Health Centers and the American Board of Psychology Specialties.

On a personal note: Brent is an avid outdoorsman, sports enthusiast, and world traveler.

MITZI DAFFRON - The Strategic Thinker

Mitzi is a strategic thinker born out of parents with analytical minds and a passion to learn. Mitzi has a passion for healthcare quality (being a registered nurse and certified professional in healthcare quality [CPHQ]) and has focused in this arena for the past 21 years. Since 1993, she has worked in the Medicare Quality Improvement Organization (QIO) community helping health care professionals solve health care challenges and delivering measurable results. She has worked with organizations to identify opportunities for improvement through strategic planning activities. Her specialties include strategic planning, project management, business development, quality improvement, and event planning/organization. She is also a strong advocate of patient safety, having attended the Agency for Healthcare Research and Quality’s Patient Safety Improvement Corp. She believes that health care quality and patient safety are within our grasp and is willing to go the extra mile to see these goals reached.

On a personal note: Mitzi is a born organizer and planner who has planned multiple national-level conferences. Her passion is in organizing, but on the creative side, she also loves most kinds of music, good movies, and traveling with her family.
JEN MCINTYRE STACHELSKI – The Planner

Jen’s passion for details means she’s always prepared. Christened “the desert-island friend”, Jen plans for the unexpected, and has a bag of tricks at the ready. A jack of all trades, her experiences range from hiring processes to building renovation, from event planning to proposal writing. Her adaptability honed through years of temp work, Jen relishes the start-up phase of projects, especially setting systems in place to ensure a smooth project start. Jen spent 15 years at the University of Colorado doing a little bit of everything, primarily using her skills in planning to coordinate all aspects of an international workshop in evidence-based health care. Most recently, she has been involved in educational endeavors that emphasize non-biased research for decision making and consensus building.

On a personal note: Jen breaks all the rules of planning when she gets in the kitchen – she feels that recipes are merely suggestions, even when baking at altitude.

MISSION EFFICIENCY – An Extra Hand When You Need Results

Mission Efficiency, LLC has accumulated over 45 years of service industry experience. ME focuses on business efficiency through projects, training and logistics. We offer an extra hand when staffing or knowledge is limited for project or training needs. ME also offers quality and efficiency assessments directly impacting business revenue. As an example, we developed a management training program for a Fortune 500 transportation company and taught the program in seven countries, including the U.S. The international program saved $1.2M in annual savings and sustained a 48.6% improvement in productivity year over year. We’ve been responsible for the design and delivery of over forty courses geared toward soft skills, operations and professional development.

On a personal note: We are passionate about helping others grow to get the most out of life. Our mission is to provide knowledge and resources to meet business or personal goals.

PAULA MOTTSHAW – The One Stop Communications Shop

Paula is an accomplished communications professional with experience in marketing communications, print and web design and media relations. Writing experience includes writing for print publications and online web sites/publications for audiences including professionals, older adults and general audiences. Paula’s tool box of experience includes specialties that you would expect from a marketing communications professional including print design, web design (including HTML and CSS coding knowledge), photography, branding management, Section 508 Standards, social media and public relations. Paula has a deep understanding of the QIO program and healthcare. In addition to working at a QIO (that served as the Nursing Home QIOSC for a number of years), her experience in health care includes home health, managing a membership program for the elderly, and in the hospital setting, providing analytic and planning support to hospital leadership. Paula holds a Bachelor of Science degree in Marketing from Rhode Island College as well as a certificate in Graphic (Digital) Design from the Art Institute and a certificate in Web Design & Development from the Rhode Island School of Design. Her strengths include an eye for detail, flexibility and a passion and excitement for her work.

On a personal note: Paula’s entrepreneurial spirit led to developing her passion for farming and sustainable agriculture, building an edible home landscape that includes an array vegetables, berries, fruit trees and honeybees.
BEVERLY BURTON – The Innovator

As a nursing leader, and throughout her career, Bev has demonstrated expertise in service delivery, problem-solving within diverse and complex environments, strategic positioning for performance excellence and continuous regulatory readiness.

Within diverse and complex environments, she specializes in conceptualizing, developing, implementing and evaluating first-of-their-kind clinical management programs. Proficient in abstraction, analysis, and statistical display of both process and outcome data, Bev is able to facilitate understanding and application of pertinent data toward optimizing outcomes and resource utilization with a wide variety of audiences. Having collaborated with nationally recognized physician experts in numerous specialties and with multidisciplinary project teams, Bev has been an innovator in best practices, development of disease management programs, and accountability and reporting processes. Her success is enhanced by her communication skills, her ability to quickly assess program requirements across systems, and her skill in building cohesive teams to address opportunities to improve quality.

On a personal note: Bev’s creative outlets include gardening and knitting…with lap cat of course.

COLLEEN MCNALLY – The Quality Guru

Colleen has spent her 30-year career in healthcare. A registered nurse, she spent 10 years in a healthcare system in northern Ohio, first recovering open heart surgery patients then moving to hospital infection control and epidemiology. She moved to North Carolina where she took her first job with a Quality Improvement Organization as a project manager for CMS’ first national cooperative quality improvement project. This would become the first of many QIO positions she has held since the mid-nineties. With a master’s degree in education and certified professional in healthcare quality credentials, Colleen is passionate about continual learning and constant improvement. She is a longtime member of the American Society for Quality.

On a personal note: Colleen enjoys imparting her love of quality improvement to her 10-year old daughter, Grace, who returns the favor by always saying “we’ll do better next time”!

STEPHEN F. JENCKS, M.D., M.P.H. – The Consultant in Healthcare Safety

Steve Jencks is also a member of the Maryland Health Services Cost Review Commission and Senior Fellow at the Institute for Healthcare Improvement. His work focuses on understanding and preventing harm from unnecessary health services and poor coordination of care. His 2009 NEJM article on hospital readmissions in Medicare is considered authoritative. At the Federal Centers for Medicare & Medicare Services (1984-2007) he was Chief Scientist in the Office of Research and later was Senior Clinical Advisor and Director of Medicare’s Quality Improvement Organization program in the Office of Clinical Standards and Quality. He led transformation of Quality Improvement Organization program from focusing on deficient providers to achieving national improvements in healthcare systems. He has received the Ernest A. Codman Award and the Distinguished Service Medal of the U.S. Public Health Service, and he retired as Assistant Surgeon General.

On a personal note: Steve has not been successful at retiring because he keeps trying to fix another part of healthcare before he needs more of it.
THE EVOLUTION AGENCY – The Communicators

This communications agency has deep roots in the QIO program, with one of its principals, Erich Kirshner, serving as an award-winning Communications Manager for The Colorado Foundation for Medical Care for a half dozen years. While serving a myriad of public health clients, The Evolution Agency has a complex understanding of how digital solutions can assist in meeting public health goals. These modalities include social media, marketing automation (email marketing) and on-line advertising. Earned media (aka public relations) is also an important skill set, with many local, regional, national and international stories to its credit. The Evolution team has talented media buyers, including Principal Anne Smith who has significant experience buying for multi-million dollar public health campaigns while analyzing sophisticated metrics, thus ensuring effective message delivery. A former Univision executive, Anne is especially adept at Spanish-language campaign creation/execution. Principal Katie Trexler is a former television journalist with experience as both an investigative reporter and anchor. She’s a sought after marketing communications strategist, media trainer and crisis communications pro.

On a personal note: The Evolution Team are passionate volunteers, actively serving charities supporting care for uninsured kids, sports for special needs individuals and mentoring for low-income children.

DARRELL MULLIS – The Strategist for Innovative Leadership

Darrell’s work is focused on helping companies shift from a ‘managed environment’ to a ‘leadership environment.’ His cutting edge programs have been delivered all over the world to companies seeking a culture of innovation and self-management. His focus is in two major areas—creating a culture of innovation by shifting how people communicate and behave with each other and teaching people how to make better strategic decisions by understanding financial statements and what actions drive improved performance. Darrell’s book, The Accounting Game, is an example of experiential learning, the use of gaming and physical activities to teach complex concepts, which are a hallmark of Darrell’s programs at Stratactics, LLC. The leadership environment requires a shift in the boss-worker relationship from parent-child to adult-adult and from communicating to survive to communicating to thrive. The leader’s job shifts from supervision and discipline to mentoring and coaching. His clients include, ABB, Ltd, Harman International, Johnson Controls, Turner Broadcasting, Fidelity Investments, and Herman Miller.

On a personal note: Darrell is the charter member of the Ben & Jerry’s ‘Free Ice Cream for Life Club’ for helping his buddies start their first ice cream store in Burlington, Vermont.

E4 – More than just an acronym. Engage, Evolve, Empower, Elevate

E4 was established and built on a foundation of integrity, imagination and solid/strategic business solutions. It’s a firm that artfully connects innovators with its clients’ visions and goals. The E4 business model has no boundaries; it is a company, no a community, of visionaries, creative thinkers and discoverers who come together with a shared purpose and passion. Fueled by ingenuity and imagination, E4’s unique network of experts and consultants deliver real-life, tangible and measurable solutions. The company’s roster of national clients turn to E4 in order to tap into its high-level specialized services and expertise, including: Strategy, Project Management, Meeting Design and Facilitation, Virtual Project Management, Customer Engagement and Strategic Communications.

On a personal note: Since its establishment in 2010, Teamwork has fueled the creative genius of E4, and it continues to be the driving force behind its success.