



JERILYN W. HEINOLD, MPH
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SUMMARY OF QUALIFICATIONS

- *Twenty-five years experience in healthcare systems technology, operations and analysis*
 - *Expertise in privacy, security, consent, and consumer education and engagement*
 - *Creation and management of leading edge healthcare systems consulting and development group*
 - *Leadership, line and project management, collaboration, written and oral communication, teaching and instruction, consulting services and customer relations*
 - *Data management and analysis, budget preparation and management, grant acquisition and management, publications and presentations*
 - *BS degree in Biology, Post-graduate work in Neurobiology, Masters in Public Health*
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PROFESSIONAL EXPERIENCE

➤ **Principal, Stone and Heinold Associates LLC, 2009**

Provides solutions and strategies for transforming electronic health information vision into practice

➤ **Director, Health Information Security & Privacy Collaborative (HISPC) Multi-state Education & Consumer Engagement Collaborative, 2008-2009**

Lead multi-state efforts in the development of literacy-controlled tools and resources targeted to high-risk healthcare consumers

➤ **Healthcare Consultant, 2002-2009**

- Health Information Privacy & Security Collaborative (HISPC) development of MA consent paradigm
- HISPC Multi-state Consent Collaborative
- Upgraded solo physician practice from paper-based claims and prescribing to Electronic Health Record and e-prescribing
- Created, manipulated and performed descriptive analyses of hospitalist database (Microsoft Access)

➤ **Massachusetts Health Data Consortium, 1999-2006**

Healthcare Consultant – Responsible for Forum development in Behavioral Health, e-Prescribing, and EHR Implementation. In addition, responsible for Educational and Technical Conference programs and Co-Direction of Privacy and Security projects and initiatives.

Director of Education & Special Projects – Responsible for the Educational and Technical Conference program, as well as database design and analysis for a healthcare consortium comprised of 165 corporate members.

ACCOMPLISHMENTS:

- Led development of comprehensive education strategy based on identified needs
- Redirected revenue-negative regional conferences to profit-making member services
- Recruited prominent speakers and managed their participation in conferences to ensure coordinated, focused content
- Directed diverse healthcare programs including workshop series and regional conferences
- Created and implemented on-going monthly educational program to showcase members' products and services

- Analyzed the Massachusetts Board of Registration in Medicine's Malpractice database for 10-year trends
- Developed an e-Prescribing education program and advisory group (e-PAG) to advance e-Prescribing in the Commonwealth
- Procured and analyzed large dataset for VA/Medicaid contract to analyze patterns of use and duplicative services
- Served as database administrator for organization's Microsoft Access database
- Created the master physician database for the Massachusetts Health Quality Partnership
- Awarded a foundation grant to explore Healthcare Consumer Resource websites

➤ **Boston Development Center, Braintree, MA, 1995-1999**

Director, Operations & Consulting Services – Responsible for the development and management of a successful healthcare systems consulting and development group (annual budget approximately \$1M).

ACCOMPLISHMENTS:

- Managed the performance and professional development of multi-disciplinary technical and non-technical staff members
- Directed staff in: web technology to develop a national showcase for data dissemination; ad hoc data request tracking and customized reporting; electronic communication; and education and training
- Developed web-based electronic tutorials for financial/clinical management
- Initiated quality review Standard Operating Procedures (SOPs) as well as data request tracking procedures to increase customer responsiveness and accuracy.
- Responsible for short and long-term strategic planning

➤ **Boston Development Center, Braintree, MA, 1989-1995**

Computer Specialist – Relational database programmer/analyst (ORACLE/SQL) with responsibility for describing and linking clinical and cost information.

ACCOMPLISHMENTS:

- Led consulting and education teams reporting to 22 hospital networks for management decision-making
- Served as database administrator and analyst for national Veterans' Administrations malpractice database
- Computer skills include: SAS, ORACLE/SQL, MS Access, Excel, Word, PowerPoint, and FrontPage (web design).

➤ **Normative Aging Study, VA Outpatient Clinic, Boston, MA, 1980-1989**

Epidemiologist/Biostatistician – Co-Investigator, database administrator, and research analyst for a variety of smoking-related health studies using SAS as primary analytic tool.

ACCOMPLISHMENTS:

- Awarded and managed operations for three Federal, multi-year grants (Total awards: \$300,000; \$375,000; \$540,000)
- Publications and presentations

➤ **Boston University School of Public Health, Boston, MA, 1985-present**
Instructor, Department of Biostatistics

➤ **Massachusetts General Hospital, Boston, MA, 1976-1980**

Laboratory Manager/Histologist (DESAD Project) – managed a clinical histology laboratory

OTHER MANAGEMENT EXPERIENCE

➤ **Town of Winchester, Winchester, MA 1992-1998**

Winchester School Board (Chairman, 1993, 1995, 1997) - Town-wide elected position

ACCOMPLISHMENTS:

- Developed, implemented and completed 5-year computer technology plan that networks all buildings and provides software and high-speed Internet access for 4,000 staff and students
- Procured a \$17M bond to renovate an educational facility
- Developed 5-year strategic plan to incorporate community vision of town's public education system

➤ **Advocates for Winchester Education (AWE), 1990-1993**

- Founded a community-based advocacy group to improve public education in Winchester
- Developed community programs to promote awareness of local education resource needs

EDUCATION

Boston University School of Medicine, 1978 -1980, **MPH in Biostatistics/Epidemiology**

State University of New York at Albany, 1973 -1975, **Graduate Study in the Dept of Biological Sciences**

Brooklyn College of the City University of New York, 1969 -1973, **BS in Biology**

CONTINUING EDUCATION

Leadership: Essential Skills for Changing Environments, Levinson Institute, Boston, MA - 1996

Managing for Reality: Accountable Leadership, Levinson Institute, Boston, MA - 1997

GRANTS AND AWARDS

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| 2008 | Director, HISPC Multi-state Education & Consumer Engagement Collaborative |
| 2007 | Office of National Coordinator for Health Information Technology (ONC), Health Information Security & Privacy Collaborative (HISPC) MA Consent Management Agency for Healthcare Research & Quality (AHRQ) contract to document current/best practices for the privacy/security of interoperable healthcare data |
| 2006 | eHI Contract to advance e-Prescribing in the Commonwealth |
| 2005 | Sub-Contract with Massachusetts Health Quality Partners (MHQP) to develop a multi-health plan physician database |
| 2003-2005 | Contract with Board of Registration in Medicine (BORIM) to analyze the Massachusetts malpractice database |
| 2003-2004 | Principal Investigator: Planning Grant for a Data Center about Physicians and Physician Performance, Presidential Discretionary Fund, The Commonwealth Fund, NY (Award, \$50,000) |
| 2000 | CFO National Achievement Award for Sustained Superior Performance |
| 1997 | Letter of Commendation, Jesse Brown, US Secretary of Veterans Affairs for the development of \$17B national Resource Allocation model |
| 1997 | Letter of Commendation, Treasurer of the Commonwealth of Massachusetts, Joseph Malone, for the development of a Massachusetts 4th grade mathematics curricula |
| 1990-1997 | Annual awards for superior performance |
| 1985-present | Faculty Appointment, Instructor, Boston University School of Public Health, Department of Biostatistics and Epidemiology |
| 1988-1991 | Co-Investigator: Biological and Behavioral Predictors of Smoking Relapse National Heart, Lung, and Blood Institute (NHLBI) (Award, \$180,000/year for 3 years) |

- 1984-1987** **Co-Investigator:** A Prospective Analysis of the Smoking Cessation Process, VA Research Service (Award, \$125,000/year for 3 years)
- 1983-1987** **Co-Investigator:** Psychosocial Stressors, Smoking Cessation and CV Risk, NHLBI (Award, \$100,000/year for 3 years)
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SELECTED PUBLICATIONS

- Heinold J, Stone D, Potter T, MacClary M, and Halamka J. Personal Health Records (PHRs) and PHR Choice, JAMIA (in prep, to be submitted 5/09)
- Heinold J, Allen L, Stone D: EHRs, PHRs, and ePrescribing: How Do the Pieces Fit Together? Patient Safety & Quality Healthcare, 2007.
- Halamka J, Heinold J, Fournier G, Stone D, Berry K: e-Prescribing in Massachusetts: Collaboration Leads to Success, Patient Safety & Quality Healthcare, 2006; 3(5):26-30.
- Halamka J, Aranow M, Ascenzo C, Bates D, Berry K, Debor G, Fefferman J, Glaser J, Heinold J, Stanley J, Stone D, Sullivan T, Tripathi M, Wilkinson B: E-Prescribing Collaboration in Massachusetts: Early Experiences from Regional Prescribing Projects, *JAMIA*, 2006; 13:239-244.
- Stone EM, Heinold JW, Ewing LM, Schoenbaum SC: Accessing Physician Information on the Internet. *Field Report, The Commonwealth Fund*, 2002.
- Heinold JW, Motenko NP, Szabo DS, Janos E, Niewenhaus MD: The Massachusetts Health Data Consortium Privacy Resource Center. *Creating a Virtual Healthcare Community, April, 2000, Waltham, MA.*
- Heinold JW, Motenko NP, Szabo DS, Stone EM, Stone JR: A Health Information Privacy Resource Center. *Leading the Way to Health Information Exchange in the Electronic World, 1999, Waltham, MA.*
- Garvey AJ, Bliss R, Hitchcock JL, and Heinold JW: Predictors of early and late relapse following smoking cessation: A report from the Normative Aging Study. *Addictive Behaviors*, 1991.
- Troisi RJ, Heinold JW, Vokonas PS, Weiss ST: The effects of cigarette smoking, dietary intake and physical activity on body fat distribution: The Normative Aging Study. *J. Clin. Nut.*, 1990.
- Garvey AJ, Heinold JW, and Rosner B: Self-help approaches to smoking cessation: A report from the Normative Aging Study, *Addictive Behaviors*, 14:23-33, 1989.
- Heinold JW, and Garvey AJ: Changes in weight following smoking cessation. *Gerontologist* 28: Special Issue, 202A, 1988.
- Garvey AJ, and Heinold JW: A 25-year prospective analysis of smoking cessation rates in healthy adult males: Effects of age, time period, and other predictors. *Gerontologist* 27: Special Issue, 35A, 1987.
- Heinold JW and Garvey AJ: Age trends in smoking behavior. *Gerontologist* 27: Special Issue 177A, 1987.
- Vokonas GA, Borkan GA, DeLabry LO, Sparrow D, Heinold JW, Spiro R: Body weight and longevity. *Gerontologist* 27: Special Issue, 177A, 1987.
- Heinold JW: The efficacy of smoking cessation strategies: Does it vary with Age?
In: Smoking and Aging, C Rose and R Bosse', Eds., Lexington Books, Inc., 1984.
- Heinold JW, Garvey AJ, Goldie CL and Bosse' R: Retrospective Analysis in smoking cessation research. *Addictive Behaviors*, 7:347-353, 1982.