

Ingrid H. Morris

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SUMMARY

Passionate healthcare professional with work experience in health insurance, non-profit, university and clinical settings. Adjunct faculty member at UNC Gillings School of Global Public Health. Master's degree in Public Health from UNC. Bachelor's degree with honors in Human Biology from Stanford University.

EXPERIENCE

HEALTHCARE DEVELOPER

7/14 – Present

HEALTHCARE PROGRAM DEVELOPMENT & MANAGEMENT

BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA, CHAPEL HILL, NC

Accountable for leading complex company-wide initiatives to improve member health while controlling costs. Developing and overseeing health literacy and language simplification strategy. Providing leadership to set BCBSNC Wellness strategy to guide all company initiatives on health and wellness. Recipient of 2016 CEO Award, the highest honor an employee can receive, for exceptional contributions and leadership.

DIRECTOR

7/08 – 5/14

PRODUCT SUPPORT DEPARTMENT

PREVENTION PARTNERS, CHAPEL HILL, NC

Department head, accountable for providing strategic guidance to hospitals, businesses, state agencies and school districts to reduce obesity and tobacco use. Responsible for managing staff, grant writing, external relations and budget management.

- Managed department that delivered employee wellness program reaching 630,000 individuals across 380 organizations through the use of online assessments, customized reports, best practice sharing and extensive web-based trainings. Established scalable systems for customer training and communications to employers in 27 states. Led development of quality metrics to ensure high standards for program delivery across key functions.
- Following CEO-level negotiations on the closure of Be Active NC, a 24-year old 501(c)3 nonprofit, I led the program transition and integration within Prevention Partners operations. Included state-wide stakeholder input, strategic relationship transitions, and integration of the most strategic BANC programs.
- Co-founded the NC School Health Connection coalition of 20 agencies that work with schools to reduce youth obesity, in partnership with NC Department of Public Instruction and NC Division of Public Health. Led design and launch of the award-winning NC School Health Connection website (ncschoolhealthconnection.org), a web-based tool that enables ongoing collaboration.

LEAD PROGRAM INNOVATION MANAGER

5/02 – 6/08

HEALTHCARE PROGRAM DEVELOPMENT**BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA, CHAPEL HILL, NC**

Team Lead in the Healthcare Program Development department. Responsible for developing, implementing and evaluating multiple prevention programs targeting BCBSNC members and providers, focusing on cancer screenings and other preventive services.

- Implemented clinic-based Continuous Quality Improvement (CQI) intervention with three large OB/GYN practices to increase chlamydia screening. Participating clinics achieved a 136% increase in screening rates one year after program implementation, with significantly greater improvement than comparison clinics. Presented program at the American Public Health Association conference and received a Best of Blue Honorable Mention from the national Blue Cross and Blue Shield Association.
- Worked collaboratively with multiple departments to support the launch of Healthy Lifestyle Choices, which has brought national recognition to BCBSNC as an industry leader in addressing the obesity epidemic through patient education, health care provider resources and insurance benefits. Designed the Personal Health Report, which provided tailored feedback to members based on health surveys.
- Led 2008 BCBSNC National Committee for Quality Assurance (NCQA) re-accreditation. This cross functional effort involved oversight of the re-accreditation process, documenting standards compliance in 22 departments and problem-solving accreditation issues. BCBSNC got the highest possible NCQA rating; I received an employee excellence bonus for this successful effort.

GRADUATE RESEARCH ASSISTANT

9/01-5/02

NC BREAST CANCER SCREENING PROGRAM**UNC LINEBERGER COMPREHENSIVE CANCER CENTER, CHAPEL HILL, NC**

Led secondary analysis efforts, assisted in grant writing, and contributed to developing a curriculum for a physician mammography counseling training video. The research project, led by Dr. Jo Anne Earp, aimed to increase breast and cervical cancer screening among African-American women in Eastern North Carolina through a lay health advisor network.

CLINICAL HEALTH EDUCATOR

1/00-7/01

DEPARTMENT OF INTERNAL MEDICINE**KAISER PERMANENTE, SANTA CLARA, CA**

Educated patients through individual counseling and classes. Received clinical training in diabetes, asthma, hypertension, cholesterol, weight management, and tobacco cessation.

- Designed proactive outreach efforts for health maintenance in affected populations. Assisted in creating regional outreach software. Trained 35 physicians, care managers, health educators, and other clinical staff members on use of outreach tool.

- Taught over 120 patient education classes on chronic disease management. Partnered with 9 physicians to conduct innovative group medical visits. This group model led to increased patient education while maximizing provider time.

SENIOR HEALTHCARE ANALYST

6/98-1/00

ADULT PRIMARY CARE REDESIGN PROJECT

KAISER PERMANENTE, SAN JOSE, CA

Coordinated aspects of population health program implementation. Supplied clinic financial information for regional budget model. Generated reports from mainframe systems, designed evaluation studies, maintained and expanded use of data for patient care.

- Facilitated a workgroup that designed an asthma clinic that combined patient care with experiential education in a group session. Presented asthma clinic model for Kaiser Permanente Regional Health Education adoption.

EDUCATION

MASTER OF PUBLIC HEALTH, UNC CHAPEL HILL (2003)

Department of Health Behavior, Gillings School of Global Public Health

BACHELOR OF ARTS, STANFORD UNIVERSITY (1998)

Graduated with honors in Human Biology, focus in Health Maintenance and Promotion

AWARDS, PROFESSIONAL AFFILIATIONS & VOLUNTEER EXPERIENCE

- CEO Award, presented by Blue Cross and Blue Shield of North Carolina CEO, Brad Wilson (2016)
- Clear Mark Award of Distinction for Health Literacy (2016)
- 40 Under 40 Leadership Award – Triangle Business Journal (2015)
- President, Health Behavior Section Alumni Association, UNC School of Public Health (2013- 2016)
- Adjunct faculty, Department of Health Behavior, UNC School of Public Health
- School Health Champion Award from NC Department of Public Instruction (2012)
- Founder and co-chair, Wellness Committee at Carrboro Elementary (2011-2016)
- Mentor and volunteer, Health Career Connection (2010-present)
- Co-founder and coordinator, NC School Health Connection coalition (2010-2014)
- Initiatives Committee member, NC Alliance for Healthy Communities (2009-2013)
- American Public Health Association, Public Health Education and Promotion Section (2004-2008)
- Council member (2003-2006), Healthy Carolinians of Orange County
- Board of Directors (2002-2005) and treasurer (2002-2005), Carrboro Parks Project
- BCBSNC Foundation Internal Advisory Board member (2005-2006)
- BCBSNC mentorship program, mentor and board member (2002-2008)
- BCBSNC Outstanding Community Service Award (2003)

ADDITIONAL/TRAINING

Sponsored by BCBSNC, attended Women Unlimited 6-month intensive leadership cultivation program. Other: extensive training in communication and public speaking, class instruction and group facilitation, motivational interviewing, employee hiring and performance management. Six Sigma green-belt certified.

PUBLICATIONS/PRESENTATIONS

Morris, I (2015). Health Literacy: Transforming the Culture of our Communication. Oral Presentation, America's Health Insurance Plans – Health Literacy Task Force.

Knaack J, Morris I (2013). The Academic Return on Investment for School Wellness. NC School Board Association Annual Conference Oral Presentation, Greensboro, NC.

Knaack J, Morris I, Molloy M, Prentice-Dunn H. (2012). Grades Matter: Using the Zone Health Program to Drive School Nutrition Improvements in NC. Academy of Nutrition and Dietetics Annual Conference Poster Presentation, Philadelphia, PA.

Morris I, Knaack J, Davis W, Molloy M, Lowther K. (2011). A Success Story in Collaboration: NC Agencies Partner with Schools on Obesity Prevention Through NC School Health Connection. American Public Health Association Annual Conference Oral Presentation, Washington, D.C.

Morris IM. (2011) NC School Health Connection: A Tool for Collaboration. Action for Healthy Kids Annual Meeting Keynote Presentation, Greensboro, NC.

Morris IM, Knaack JK. (2010). A multi-level Approach to Combatting Obesity in NC Schools. NC Alliance for Healthy Communities Board Meeting, Winston-Salem, NC.

Bradley DW, Morris IM. (2007) Addressing the Cost Barrier to Colorectal Cancer Screening. Blue Cross and Blue Shield Association Distinctively Blue Spring Conference Presentation, Chicago, IL.

Morris IM. (2006) Healthy Lifestyle Choices: A health plan's approach to prevention and treatment and prevention of obesity and overweight. BCBSA Health Promotion Workgroup Teleconference Presentation, Chicago, IL.

Morris IH. (2003, 2004, 2005, 2006, 2007) Applying the PRECEDE model to plan a menopause counseling program in a managed care setting. UNC School of Public Health, Health Behavior and Health Education, Program Planning course annual guest lecture.

Ferguson RM, Morris IH, Brenneman CB, Schaff E, Eng E, Hunt SA. (2005) Pilot study of a collaborative Continuous Quality Improvement initiative between a health insurance company and OB/GYN practices to increase chlamydia screening, American Public Health Association Annual Meeting poster presentation, Philadelphia, PA.

Morris IH. (2004) Increasing chlamydia screening – “I thought I was already screened.” Blue Cross and Blue Shield Association National Medical Management Forum, Health Promotion Workgroup presentation, Chicago, IL.

Morris IH, Linnan LA, Meador ME. (2003) Applying the PRECEDE model to plan a menopause counseling program in a managed care setting. *Evidence-Based Preventive Medicine*. 1(1): 53-66.

Morris IH, Linnan LA, Meador ME. (2002) Applying the PRECEDE model to plan a menopause counseling intervention in a health care setting. North Carolina Society of Public Health Educators Annual Meeting presentation, Winston-Salem, NC.