

Contact Information:

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Boulder, CO 80304

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EDUCATION

DrPH	Department of Health Policy and Management Gillings School of Global Public Health University of North Carolina at Chapel Hill Dissertation: <i>What can private payers do to reduce the incidence of diabetes among Hispanics?</i> (February 2009)
MM	Marketing and Finance (with distinction) J.L. Kellogg Graduate School of Management Northwestern University Evanston, IL
BS	Psychology and Management Science Duke University Durham, NC

HONORS AND AWARDS

2020	Teaching Innovation Award, Department of Health Policy and Management, University of North Carolina at Chapel Hill
1999	Sportsman of the Year, North Carolina Amateur Sports
1991	Austin Scholarship Finalist, Kellogg Graduate School of Management, Northwestern University
1982-1985	National Merit Scholar
1982-1985	Rand McNally Scholar

PROFESSIONAL EXPERIENCE

2022-Present	Associate Professor <i>Health Policy & Management</i> <i>Gillings School of Global Public Health</i> <i>University of North Carolina at Chapel Hill</i> Chapel Hill, NC
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Instruct executive public health doctoral and healthcare administration masters' candidates in strategic planning, leadership and workforce management, US healthcare system structure, and US healthcare policy. Developed (and redesigned) online course in leadership and workforce management, including asynchronous content and all materials for MPH@UNC program.

2022-Present

Chair, Board of Directors

The Davis Phinney Foundation for Parkinson's
Louisville, CO

Since 2004, the Davis Phinney Foundation has brought to life some of the most important research, programs, content, and events for those affected by Parkinson's. Our community includes people living with Parkinson's, Parkinson's care partners, families and friends of those living with Parkinson's, physicians, and Parkinson's allied health professionals.

2019-Present

Founder and Principal

DreamWork Consulting, LLC
Boulder, CO

DreamWork Consulting provides strategic planning and board development consulting, executive coaching, and technology services (architecture, hardware and software assessment and procurement support, and security) for small and emerging non-profits.

2018-2022

Assistant Professor

Health Policy & Management
Gillings School of Global Public Health
University of North Carolina at Chapel Hill
Chapel Hill, NC

Instruct public health doctoral and healthcare masters' candidates in strategic planning, leadership and workforce management, US healthcare system structure, and US healthcare policy. Developed online course in leadership and workforce management, including asynchronous content and all materials for new MPH@UNC program.

2017-Present

Co-Founder and Director

The Ellie Helm Foundation
Sturgeon Bay, WI

The Ellie Helm Foundation was established to ensure that this remarkable young woman's legacy of helping others lives on in support of the causes and programs that she was so passionate about: Supporting educational opportunities and positive life skills development for youth; promoting awareness of depression and preventing suicide among young adults; and bringing joy, meaningful connections, and social engagement to the elderly.

- 2017-2022 **Chair, Board of Directors**
National Interscholastic Cycling Association (NICA)
Berkeley, CA
Founded in 2009, the National Interscholastic Cycling Association (NICA) develops interscholastic mountain biking programs for student-athletes across the United States. NICA provides leadership, services and governance for local leagues to produce quality mountain bike events, and supports every student-athlete in the development of strong body, strong mind, strong character and strong communities.
- 2017-2021 **Co-Founder and Director**
The Athletes' Coalition
Boulder, CO
The Athletes' Coalition is a non-profit that advocates for and assists individual athletes with contract negotiations, career planning, and post-career guidance. Our goal is to ensure racial, gender and gender identity equity in both pay and access to sponsorship and competitive opportunities.
- 2013-2018 **Adjunct Assistant Professor**
Health Policy & Management
University of North Carolina at Chapel Hill
Chapel Hill, NC
Instructed candidates in the Executive Doctoral Program in Health Leadership (DrPH) program in leadership and strategic planning.
- 2014-2015 **Vice President**
Mosaic Health Solutions
Durham, NC
Responsible for building and managing (through acquisition, investment and development), a portfolio of health solutions products and services centered on information technology, health analytics and consumer engagement.
- 2008-2014 **Vice President, Information Management and Analytic Services**
Blue Cross and Blue Shield of North Carolina
Durham, NC
Led the enterprise center of excellence (COE) for analytics. Responsibilities included predictive modeling, advanced analytics consulting, business intelligence, and business relationship management. Oversaw enterprise-level information stewardship, information architecture, information strategy and governance, as well as the enterprise data warehouse (EDW) functions.
- 2006-2008 **Director, Service Delivery**
Blue Cross and Blue Shield of North Carolina

Durham, NC

Responsible for development and execution of the enterprise member service strategy and related programs; member research; member outreach programs; service quality monitoring, scorecards and coaching; call monitoring and BPM systems administration; and project support.

2004-2008

Director, State Health Plan Strategy

Blue Cross and Blue Shield of North Carolina

Durham, NC

Responsible for account management for NC State Employees' and Teachers' Health Plan and Children's Health Insurance Plan -- BCBSNC's largest customer with more than 700,000 members -- including account strategy development, contract negotiation and account renewal.

1998-2004

Director, Information Systems Business Solutions

Blue Cross and Blue Shield of North Carolina

Durham, NC

Responsible for design, development, implementation and maintenance of client-server and mainframe applications and legacy systems.

1995-1998

Director, Market Analysis and Product Management

Blue Cross and Blue Shield of North Carolina

Durham, NC

Led market research and marketing Information system (MIS) development efforts. Research included customer satisfaction, market segmentation, advertising effectiveness, competitive intelligence, and conjoint analysis. Responsible for product development (including research, analysis, strategy, design and implementation); product enhancements; and product performance monitoring, evaluation and tuning for all commercial lines.

1991-1995

Regional Vice President of Marketing

The Trustmark Companies

Lake Forest, IL

BIBLIOGRAPHY

Helm-Murtagh, SC & Erwin, PC (2024) Building a new generation of public health leaders forged in a public health crisis", *American Journal of Public Health* , no. (): pp. e1-e7.
<https://doi.org/10.2105/AJPH.2024.307633>

Helm-Murtagh, SC & Erwin, PC (Eds.). (2022). *Leadership in Practice: Essentials for Healthcare and Public Health Leaders*. Springer Publishing.

Helm-Murtagh, SC. (2014). Use of big data by Blue Cross and Blue Shield of North Carolina. *North Carolina medical journal*, 75(3), 195–197. <https://doi.org/10.18043/ncm.75.3.195>

TEACHING

1. Leadership and Workforce Management Strategies (HPM 728). Graduate course for Executive Master's Program, 4 credit hours. Spring 2024 (25 students).
2. Strategic Planning for Public and Non-Profit Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2024 (15 students).
3. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Spring 2024 (30 students).
4. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2023 (15 students).
5. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Fall 2023 (24 students).
6. Leadership and Workforce Management Strategies (HPM 728). Graduate course for Executive Master's Program, 4 credit hours. Spring 2023 (22 students).
7. Strategic Planning for Public and Non-Profit Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2023 (15 students).
8. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Spring 2023 (17 students).
9. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Fall 2022 (32 students).
10. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2022 (14 students).
11. Health Care in the United States: Structure and Policy (HPM 753). Graduate course for Executive Master's Program, 4 credit hours. Fall 2022 (23 students).
12. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Summer 2022 (12 students).
13. Leadership and Workforce Management Strategies (HPM 728). Graduate course for Executive Master's Program, 4 credit hours. Spring 2022 (27 students).

14. Strategic Planning for Public and Non-Profit Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2022 (14 students).
15. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Spring 2022 (12 students).
16. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2021 (14 students).
17. Health Care in the United States: Structure and Policy (HPM 753). Graduate course for Executive Master's Program, 4 credit hours. Fall 2021 (28 students).
18. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Fall 2021 (12 students).
19. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Summer 2021 (11 students).
20. Strategic Planning for Public and Non-Profit Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2021 (15 students).
21. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Spring 2021 (12 students).
22. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2020 (15 students).
23. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Fall 2020 (12 students).
24. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Summer 2020 (11 students).
25. Leadership and Workforce Management Strategies (HPM 728). Graduate course for Executive Master's Program, 4 credit hours. Spring 2020 (17 students).
26. Strategic Planning for Public and Non-Profit Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2020 (14 students).
27. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program, 3 credit hours. Lead instructor. Spring 2020 (13 students).
28. Health Care in the United States: Structure and Policy (HPM 753). Graduate course for Executive Master's Program, 4 credit hours. Fall 2019 (17 students).
29. Strategic Planning for Public and Non-Profit Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2019 (14 students).

30. Leadership and Workforce Management Strategies (HPM 728). Graduate course for Executive Master's Program, 4 credit hours. Spring 2019 (35 students).
31. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2018 (14 students).
32. Health Care in the United States: Structure and Policy (HPM 753). Graduate course for Executive Master's Program, 4 credit hours. Fall 2018 (35 students).
33. Strategic Management of Health Care Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2018 (15 students).
34. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2017 (12 students).
35. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2016 (15 students).
36. Strategic Thinking and Implementation (HPM 955). Graduate course for DrPH students, 2 credit hours. Summer 2016 (11 students).
37. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2015 (11 students).
38. Strategic Thinking and Implementation (HPM 955). Graduate course for DrPH students, 2 credit hours. Summer 2015 (10 students).
39. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2014 (10 students).
40. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Fall 2013 (11 students).

**STUDENTS ADVISED
DOCTORAL COMMITTEES**

Kimberly Konkell, DrPH candidate, co-chair. Divisive politics: an urgent public health crisis: Crafting a comprehensive response. Current.

Katherine Wells, DrPH candidate, chair. How can public health agencies use care coordination and navigational hubs to improve the health of the public? Current.

Theresa Lattimore, DrPH candidate, member. Exploring scientific adoption of leadership-driven public health capabilities: A case study on traumatic brain injury to inform a systems approach to translating public health insights into practice. Current.

Juliana Linn Soares, DrPH candidate, member. Breaking the cycle of invisibility: Pilot study of barriers and facilitators for people living with disabilities to access HIV prevention services in New York City. Current.

Kendall LaSane, DrPH candidate, chair. Using syringes and nicotine replacement therapy as examples of successful examples, what are the specific health and economic factors needed to support switching naloxone from a prescription medication to OTC in the U.S.? March 2024.

Charity Chenge, DrPH candidate, chair. In global public health, how have the constructs/application of 'vulnerability' affected or informed resource allocation decisions for public health programs in low and middle-income countries (LMICs)? March 2024.

Racquel Racadio, DrPH candidate, member. How can mobile health technology improve the enrollment of racial/ethnic minority subjects in industry-sponsored, oncology clinical research studies? March 2024.

Jessica Wallace, DrPH candidate, member. Organizational strategies and opportunities to reduce provider burnout and improve satisfaction in FQHCs. April 2024.

Pierre Berastain, DrPH candidate, member. The impact of and responses to scarcity among domestic violence organizations in the United States. March 2024.

Terry Williams, DrPH candidate, member. The Roles and Key Actions of Healthcare Organizations Participating in Transformational Community Efforts to Improve Health, Well-being, and Health Equity. April 2024.

Mayra Serrano, DrPH candidate, chair. Increasing Latino participation in research: The effectiveness of the *promotora* model. April 2023.

Michael Jefferies, DrPH candidate, member. The use of electronic health records in the identification and treatment of substance use disorder. April 2023.

John Strapp, DrPH candidate, member. Utilizing CMS Alternative Payment Models to advance health equity. June 2022.

John Catalano, DrPH candidate, chair. College student depression, anxiety disorder, and suicide: Institutional trends, associations, and mitigation interventions. April 2022.

Bryan Hatcher, DrPH candidate, chair. Appreciating adverse childhood experiences through implementation of trauma informed care practices into primary care and behavioral health care clinical settings. March 2022.

Lindsey Angelats, DrPH candidate, member. Advancing the quadruple aim in Medi-Cal managed care: provider and health plan leader perspectives regarding the inclusion of paraprofessionals on care teams for developmental screening and care coordination. March 2022

Megan McGuire, DrPH candidate, chair. Patient data protection and privacy policies and responsible data approaches in humanitarian health organizations in the digital era. October 2021.

Nicole Fisher, DrPH candidate, member. Brain power: What factors influence success in public-private partnerships? Lessons for neuroscience policy. July 2020.

Courtney Lundquist, DrPH candidate, member. What can be learned from Botswana's 90-90-90 achievement, and how can we adopt and apply these lessons? November 2019.

Lisa Shock, DrPH candidate, member. Contracting between accountable care organizations and skilled nursing facilities: What are the critical elements? May 2019.

Elizabeth Goodman, DrPH candidate, member. The potential implications of the Medicare Stars methodology for plans serving low socio-demographic status communities, DrPH, Health Policy and Management. February 2017.

Evan Simpson, DrPH candidate, member. Assessing the organizational readiness of the Zambia Ministry of Health to adopt a new immunization supply chain distribution system, DrPH, Health Policy and Management. October 2016.

PROFESSIONAL SERVICE

State

North Carolina Health Information Exchange (HIE) Clinical and Technical Workgroup, 2010-2014

Board of Directors, North Carolina Healthcare Information and Communications Alliance (NCHICA), 2009-2012

Community

Member, Board of Directors, Cyclists For Community, 2022-present

Member, Board of Directors, NedGravel, 2021-present

Member, Board of Directors, Community Cycles, 2017-2018

President, North Carolina Interscholastic Cycling League, 2015-2017

Secretary, Board of Directors, Girls on the Run of the Triangle, 2016-2017

Chair, Board of Directors, Triangle Bikeworks, 2015-2017

University

Member, Master's Advisory Council, University of North Carolina at Chapel Hill Gillings School of Global Public Health, Department of Health Policy and Management, 2022-Present

Admissions Committee, Executive Master's in Health Administration, University of North Carolina at Chapel Hill Gillings School of Global Public Health, Department of Health Policy and Management, 2021-Present

Chair, Equity in Hiring Task Force, University of North Carolina at Chapel Hill Gillings School of Global Public Health, Department of Health Policy and Management, 2021-2023

MHA Redesign Committee, University of North Carolina at Chapel Hill Gillings School of Global Public Health, Department of Health Policy and Management, 2021-Present

Admissions Committee, Executive Doctoral Program in Health Leadership, University of North Carolina at Chapel Hill Gillings School of Global Public Health, Department of Health Policy and Management, 2016-present

Advisory Committee, Executive Doctoral Program in Health Leadership, University of North Carolina at Chapel Hill Gillings School of Global Public Health, Department of Health Policy and Administration, 2006-2011 and 2015-present

Advisory Committee, University of North Carolina at Charlotte, Professional Science Master's in Health Informatics Program, 2011-2014

Executive Committee and Chair, Student Experience Subcommittee, International Consortium of Global Public Health Leadership Programs (NETDOC), 2009-2012