

Contact Information:

susan.helm-murtagh@unc.edu

PROFESSIONAL EXPERIENCE

- 2019-Present **Founder and Principal**
DreamWork, LLC
Boulder, CO
DreamWork provides strategic planning consulting, leadership advising, and technology services (architecture, hardware and software assessment and procurement support, and security) for small and emerging non-profits.
- 2018-Present **Assistant Professor**
Health Policy & Management
University of North Carolina at Chapel Hill
Chapel Hill, NC
Instruct doctoral and masters' candidates in strategic planning, leadership and workforce management, US healthcare system structure, and US healthcare policy.
- 2017-Present **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.
Led the organization through the development of its first strategic plan and transition of Executive Director.
- 2017-Present **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 pay and access to sponsorship and competitive opportunities.
- 2017-Present **Co-Founder and Director**
The Ellie Helm Foundation
Sturgeon Bay, WI

SUSAN CLELAND HELM-MURTAGH, DrPH, MM

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.

- 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.
- 2015-2017 **President, Board of Directors**
North Carolina Interscholastic Cycling League
Huntersville, NC
- 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 and execution

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

EDUCATION

DrPH

Department of Health Policy and Management
Gillings School of Global Public Health
University of North Carolina at Chapel Hill

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

BIBLIOGRAPHY

Use of Big Data by Blue Cross Blue Shield of North Carolina, N C Med J. 2014; 75(3):195-197.

TEACHING

1. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program. Lead instructor. Summer 2020 (16 students)
2. Leadership and Workforce Management Strategies (HPM 728). Graduate course for Executive Master's Program, 4 credit hours. Spring 2020 (17 students)
3. Strategic Planning for Public and Non-Profit Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2019 (14 students)
4. Leadership and Workforce Management Strategies (HPM 730). Graduate course for online MPH program. Lead instructor. Spring 2020 (13 students)
5. Strategic Planning for Public and Non-Profit Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2019 (14 students)
6. Leadership and Workforce Management Strategies (HPM 728). Graduate course for Executive Master's Program, 4 credit hours. Spring 2019 (35 students)
7. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Co-faculty. Fall 2018 (14 students)
8. 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)
9. Strategic Management of Health Care Organizations (HPM 959). Graduate course for DrPH students, 2 credit hours. Spring 2018 (15 students)
10. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Co-faculty. Fall 2017 (12 students)
11. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Co-faculty. Fall 2016 (15 students)
12. Strategic Thinking and Implementation (HPM 955). Graduate course for DrPH students, 2 credit hours. Summer 2016 (11 students)
13. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Co-faculty. Fall 2015 (11 students)
14. Strategic Thinking and Implementation (HPM 955). Graduate course for DrPH students, 2 credit hours. Summer 2015 (10 students)

15. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Co-faculty. Fall 2014 (10 students)
16. Leadership Theory and Practice (HPM 820). Graduate course for DrPH students, 3 credit hours. Co-faculty. Fall 2013 (11 students)

HONORS AND AWARDS

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| 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 |
| 1982-5 | National Merit Scholar |
| 1982-5 | Rand McNally Scholar |

STUDENTS ADVISED

DOCTORAL COMMITTEES

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.

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

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

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

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?

Lindsey Angelats, DrPH candidate, member. Task-shifting to paraprofessionals to increase the availability of developmental screening in Medi-Cal managed care.

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

Board of Directors, Community Cycles, 2017-2018

President, North Carolina Interscholastic Cycling League, 2015-2017

Chair, Governance Committee, Board of Directors, National Interscholastic Cycling Association, 2016-present

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

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

Chair, Board of Directors and President, Tri-Cyclists Bicycle Racing Club, 1999-2017

University

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

SUSAN CLELAND HELM-MURTAGH, DrPH, MM

Board of Visitors, Health Sciences Library, University of North Carolina at Chapel Hill, 2010-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