

LAURA I. GERALD, MD, MPH
919-332-2384

HEALTH POLICY • POPULATION HEALTH IMPROVEMENT • PHILANTHROPY

Dedicated public health and healthcare professional with extensive executive experience in private, public, and non-profit sectors. Valued physician leader skilled in improving statewide health outcomes with emphasis on underserved and vulnerable populations. Team player with strong analytical, problem solving, and interpersonal skills. Unique ability to communicate with diverse groups and stakeholders across all levels and constituencies. Core competencies include:

- Strategic Planning
- Public Speaking
- Media Communications
- Program Development
- Quality Improvement
- Child Health
- Change Leadership
- Stakeholder Relations
- Financial Management

PROFESSIONAL EXPERIENCE

KATE B. REYNOLDS CHARITABLE TRUST

Winston-Salem, NC

07/2016 – present

President

Directed the Kate B. Reynolds Charitable Trust, one of North Carolina's largest private foundations, in grantmaking of \$24 million annually from assets of more than \$530 million while ensuring the Trust's investments help to achieve Mrs. Reynolds' vision of improving the health and quality of life of vulnerable North Carolinians.

- Led the Trust in its signature efforts, including Healthy Places NC, an initiative to improve health in 10 to 12 rural counties, and Great Expectations, an early childhood effort in Forsyth County.

EVOLENT HEALTH

Arlington, VA

02/2014 – 06/2016

Market Medical Director, WakeMed Key Community Care- Raleigh, NC

Provided physician leadership for Evolent Health, a publically traded company with over 700 employees with a mission of improving the health of the nation by changing the way that healthcare is delivered. Led teams in developing and implementing clinical programs that transform healthcare delivery and engaged physicians and healthcare executives in leadership development and change management.

- Focused on clinical operational excellence, relationship building, and getting results through medical economics.
- Created a high-performing clinical team responsible for medical management using cost data analysis.
- Provided clinical strategic direction in population health management programs including quality improvement measurement and reporting, provided support of network and credentialing of specialist groups, and supported clinical leadership of care advising.

Managing Director, Clinical Transformation

- Led teams at leading health systems across the nation from blueprinting and strategy development to long-term partnership agreement to execute on the vision of healthcare delivery improvement in population health.
- Served as clinical wellness lead for the organization developing and implementing population health product opportunities for large employers and health systems.

NORTH CAROLINA DEPARTMENT OF HEALTH AND HUMAN SERVICES, DIVISION OF PUBLIC HEALTH, Raleigh, NC

02/2012 – 08/2013

State Health Director, Director of the Division of Public Health

Provided expertise and direction for the division in its primary charge of protecting and improving the health of North Carolinians. Responsible for \$800M budget and 1800 employees. Provided guidance to the Secretary of Health & Human Services on all matters related to Public Health.

- Increased efficiency and effectiveness of the organization by utilizing evidence-based practices and quality improvement methodologies in order to build the foundation to achieve the Healthy North Carolina 2020 goals. Maintained continued improvements in overall state health rankings and health outcomes in areas such as infant mortality and HIV/AIDS prevention.
- Directed the completion of a state of the art facility and expanded funding for the State Laboratory for Public Health and the Office of the Chief Medical Examiner.
- Promoted and prioritized the implementation of the comprehensive Community Transformation Grant Project that established a state wide local infrastructure to decrease tobacco use and increase healthy eating and physical activity.
- Protected and safeguarded the public health of North Carolinian's during national, state, and local infectious disease outbreaks by directing media communications, provider communications, and epidemiological surveillance and investigations.
- Developed priorities for the division; including enhancing collaboration across multiple sectors and addressing social determinants of health.

NORTH CAROLINA DEPARTMENT OF HEALTH AND HUMAN SERVICES, OFFICE OF THE SECRETARY, Raleigh, NC

08/2011 – 02/2012

Senior Advisor for Community Care Coordination

- Assisted the Secretary of Health and Human in the coordination of Community Care of North Carolina (CCNC) across state agencies and assisted in the coordination of planning and implementation of federal grants and programs involving CCNC and DHHS.

NC DEPARTMENT OF THE STATE TREASURER, NORTH CAROLINA HEALTH AND WELLNESS TRUST FUND COMMISSION, Raleigh, NC

07/2010 – 08/2011

Executive Director

Directed the Health and Wellness Trust Fund Commission (HWTF) which was established by the NC General Assembly in 2000 to allocate a portion of the state's share of the national tobacco settlement to invest in programs and partnerships to address issues of access, prevention, education and research. The agency awarded on average over \$30 million in grants annually.

- Provided oversight of all program development, personnel, and operations, including grants management and evaluation.
- Promoted and prioritized a media and community-based teen tobacco use prevention campaign that resulted in the state's historically low teen tobacco use rates.
- Served as legislative liaison and met individually with NC legislators on budgetary and health policy related issues for HWTF.
- Served as liaison to senior officials in the Governor's office, Office of State Budget and Management, and the NC Attorney General's office and collaborated with and advised them on all matters having to do with HWTF.
- Engaged and directed Commissioners and staff in a strategic planning process that restructured the organization and streamlined grant making to achieve greater impact in tobacco use and obesity prevention.

- Managed media, stakeholder, and grantee relations for HWTF.

NORTH CAROLINA FOUNDATION FOR ADVANCED HEALTH PROGRAMS, COMMUNITY CARE OF NORTH CAROLINA, Raleigh, NC 09/2002 – 06/2010

Senior Medical Consultant

Provided consulting services to Community Care of North Carolina (CCNC), a nationally recognized physician-directed primary care medical home program that manages the care of Medicaid recipients to achieve quality improvement and cost containment.

- Developed and implemented statewide and pilot disease management initiatives in asthma, Chronic Obstructive Pulmonary Disease (COPD), childhood obesity, and Sickle Cell Disease. Researched and developed expertise in national guidelines. Recruited and led teams of leading specialists at NC academic centers and CCNC medical directors in developing and seeking approval for new initiatives and performance measures.
- Advanced the asthma disease management initiative as demonstrated by improved provider performance on chart audit reviews, favorable comparisons to national benchmark performance measures for insurance plans (HEDIS), and calculated cost savings.
- Increased provider buy-in and utilization of the Quality Measurement and Feedback system by standardizing the chart audit reviews, which resulted in increased reliability for measuring performance.
- Delivered over 50 presentations on asthma disease management and quality improvement and championed the Community Care of North Carolina program.
- Received a Special Recognition Award from the American Academy of Pediatrics for leadership in developing indicators and performance measures to advance the care of children with chronic health conditions in North Carolina.

CHILDREN'S HEALTH OF CAROLINA, Lumberton, NC 08/2002 – 01/2012
09/2013 – Present

Pediatrician

- Provided part-time outpatient pediatric clinical coverage for a large multi-provider corporation with multiple clinics in a rural area. Specific clinics covered include Lumberton Children's Clinic, Raeford Pediatrics, and Pembroke Pediatrics.

HARVARD MEDICAL SCHOOL, Boston, MA 07/2001 – 06/2002
Research Fellow, Department of Social Medicine
Fellow, *Commonwealth Fund/Harvard University Fellowship in Minority Health Policy*

CHILDREN'S HEALTH OF CAROLINA, Lumberton, NC 11/1998 – 06/2001
Pediatrician (1998 – 2001)

- Private single specialty practice with inpatient and outpatient clinical responsibilities including teaching and supervision of medical students and residents.
- Served as Healthy Steps provider, Child Medical Examiner, and Access Care liaison.

Administrative Director (2000 – 2001)

- Oversaw the strategic planning, financial management, and operations for a group practice with over \$5 million in annual revenues and 17 medical providers.

EDUCATION AND TRAINING

HARVARD UNIVERSITY SCHOOL OF PUBLIC HEALTH, Boston, MA
M.P.H., June 2002
Health Care Management – Policy concentration

Completed the *Commonwealth Fund Harvard University Fellowship in Minority Health Policy*

JOHNS HOPKINS HOSPITAL, Baltimore, MD

Pediatrics Internship and Residency, July 1995- July 1998.

JOHNS HOPKINS UNIVERSITY SCHOOL OF MEDICINE, Baltimore, MD

M.D., May 1995

Awards: *Henry Seidel Award*

HARVARD AND RADCLIFFE COLLEGES, Cambridge, MA

B.A. in Biology, *Cum laude*, June 1990

CERTIFICATION AND LICENCES

AMERICAN BOARD OF PEDIATRICS

Diplomate since 1998

Recertification, 2005 – 2012

Current recertification cycle, 2012 – 2017

STATE OF NORTH CAROLINA

Licensed physician since 1998

PROFESSIONAL AFFILIATIONS

American Academy of Pediatrics, Fellow

North Carolina Pediatric Society

Council Chair – Government & Academic Affairs (2004 – 2010)

Council Chair – Medical Affairs (2002 – 2004)

Nominating Committee (2006 – 2009)

Secretary (2000 – 2001)

Chair- State Government Affairs Committee (1999 – 2000)

North Carolina PEDS PAC, Board of Trustees (2004)

North Carolina Medical Society

Family and Public Health Committee (2008 – 2009)

Access and Health Services Committee (2010 – 2011)

NC Old North State Medical Society

American Public Health Association

North Carolina Public Health Association

Association of State and Territorial Health Officials

BOARDS AND COMMITTEES

UNC Gillings Practice Advisory Committee (2016-present)

Kate B. Reynolds Charitable Trust

Trustee Advisory Council (2012-2014)

NC Prevention Partners

Board of Directors (2011 – 2014)

Methodist Home for Children

Board of Directors (2011 – 2014)

Action for Children North Carolina

Chair- Board of Directors (2009 – 2010)

Vice Chair- Board of Directors (2008 – 2009)

Board of Directors (2002 – 2008)

AWARDS

2010 Special Achievement Award – American Academy of Pediatrics

2011 Community Based Leadership Award – American Public Health Association; Alcohol, Tobacco, and Other Drugs Section

PROFESSIONAL ACTIVITIES

- Adjunct Assistant Professor, UNC Gillings School of Global Public Health (2014- present)
- *Journal of Public Health Management & Practice*, Editorial Board (2012)
- N.C. Sustainable Local Food Advisory Council (2012) – *Governor appointed*
- North Carolina Emergency Response Commission (2012) – *Governor appointed*
- Governor’s Task Force to Determine the Method of Compensation for the Victim’s of the North Carolina Eugenics Board (2011 – 2012) – Chair- *Governor appointed*
- NC Institute of Medicine
 - Board of Directors (2012 – 2013)
 - General Member (2012 – present) – *Governor appointed*
 - Task Force on Implementing Evidence-Based Strategies in Public Health- Co-Chair (2012)
 - Health Reform: Overall Advisory Committee (2010 – 2011)
 - Health Reform: Prevention Workgroup; Co-Chair (2010 – 2011)
 - Task Force on Adolescent Health (2008 – 2009)
- Institute for Emerging Issues- Health Council (2010 – 2013)
- NC Health Information Technology Strategic Planning Task Force (2009) – *Governor appointed*
- NC HIT Collaborative (2010) – *Governor appointed*
- Public Health Improvement Plan Task Force (2009)
- Healthy Hospital Initiative Advisory Team (2009 – 2014)
- Quit Now NC! Scientific Advisory Team (2005 – 2008)