



Contact: Cindy Ernst  
510-208-1740  
[cernst@iha.org](mailto:cernst@iha.org)

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FOR IMMEDIATE RELEASE

### **IHA NAMES CONSUMERS TO PAY FOR PERFORMANCE GOVERNANCE GROUP**

WALNUT CREEK, CA - The Integrated Healthcare Association (IHA), a statewide leadership group active in health care policy and managed care issues, has named three consumer representatives to the Steering Committee that will guide the implementation of its Pay for Performance initiative. The three are **Clark E. Kerr**, president of 21st Century Consumer, based in Alamo; **Shelley Rouillard**, program director of the Sacramento-based Health Rights Hotline; and **Ellen Severoni**, RN, president and CEO of California Health Decisions, headquartered in Orange.

"We are delighted to have such strong consumer representation at the table as we prepare for full implementation of Pay for Performance," said **Tom Davies**, chair of the Steering Committee for the statewide initiative in which six major HMOs will reward physician groups for performance on a common set of clinical and patient satisfaction measures. Davies, the manager of managed care for the West Region of Verizon, also serves as IHA chair-elect. "A consumer-friendly, public scorecard on physician group performance is a key feature of Pay for Performance. These three advocates will ensure we are designing something that consumers can really understand and use."

**Clark E. Kerr** is president of 21st Century Consumer, a public benefit corporation committed to advancing consumer choice, information, and quality. He is a commissioner and past chair of the State

of California Health Policy and Data Advisory Commission and currently chair's the Commission's Committee to Advance Patient Safety, Privacy, and Care. In 1997, Kerr served as vice chair of the State Managed Health Care Improvement Task Force. Kerr was previously manager of corporate health programs for Bank of America and has served on the boards of the Pacific Business Group on Health and the National Committee for Quality Assurance.

**Shelley Rouillard** is program director and a founder of the Health Rights Hotline, a privately funded, independent resource for consumers who have problems with the health care system. Prior to joining the Hotline in 1996, Rouillard oversaw the negotiation of hospital and physician contracts for a major health care company and served as legislative advocate for low-income seniors with the California Rural Legal Assistance Foundation. She has been a board member of various nonprofit organizations serving seniors and people with disabilities, co-authored several studies on consumers' experiences with the health care system, and conducted numerous presentations teaching consumers how to navigate the system.

**Ellen Severoni**, RN is president and co-founder of California Health Decisions (CHD), a statewide not-for-profit organization with more than 17 years experience in bringing the consumer's voice and public values to decisions affecting health care delivery. CHD pioneered the design of Consumer Feedback Loop<sup>SM</sup> projects in which managed care enrollees are partners in improving managed care systems. Severoni served on the State Managed Health Care Improvement Task Force in 1997 and is a current board member of the Foundation for Accountability (FACCT). Her organization is currently developing a major initiative to help Medicare enrollees navigate the health care system.

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*IHA ([www.ihq.org](http://www.ihq.org)) is a California leadership group of health plans, physician groups, and health care systems, plus at large academic, purchaser, consumer, and pharmaceutical industry representatives, committed to policy development, public dialogue, and special projects associated with the continuing evolution of managed health care.*