

# DONNA A. FRIEDSAM, M.P.H.

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## PROFESSIONAL HISTORY

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<b>Population Health Institute</b>	Madison, Wisconsin
<b>UW School of Medicine and Public Health</b>	2001-present
<i>Distinguished Researcher (2015- )</i>	
<i>Researcher and Health Policy Programs Director (2001- )</i>	
<i>Public Health Program Faculty (2008- )</i>	
<b>School of Human Ecology, UW-Madison</b>	Madison, Wisconsin
<i>Honorary Fellow and Principal Investigator</i>	2013-present
<i>Covering Wisconsin (formerly Covering Kids and Families – Wisconsin)</i>	
<b>UW Medical School &amp; Great Lakes Inter-Tribal Council</b>	Madison, Wisconsin
<i>Consultant and Project Director</i>	1998-2001
<b>Wisconsin Primary Health Care Association</b>	Madison, Wisconsin
<i>Executive Director (1995-1998)</i>	1992-1998
<i>Deputy Director (1992-1995)</i>	
<b>University of Wisconsin Medical School</b>	Madison, Wisconsin
<i>Outreach Program Manager, Wisconsin AHEC System (1991-1992)</i>	1990-1992
<i>Outreach Specialist, Wisconsin Office of Rural Health (1990 – 1991)</i>	
<b>Consultancies in Community Health Promotion</b>	1988-1990

## Teaching

### Course Director:

*Population Health Sciences 661: State-Level Health System and Financing Reform*

### Regular Lecturer in the Following Classes:

- UWSMPH Medical Student M2 Integrated Cases
- Physician Assistant PA 611: Clinical Prevention and Community Health II
- Population Health 795: Principles of Population Health Sciences
- Nursing 105: Undergraduate Course in Health Systems
- Nursing 847: Health Policy Practicum for nursing doctoral students

## EDUCATION

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<b>Master of Public Health, University of Michigan School of Public Health</b>	May 1990
Major Department: Public Health Policy and Administration	
Second Major: Health Behavior and Education	
<b>Bachelor of Arts, University of Michigan - Ann Arbor</b>	May 1986
Major: Political Science, with Highest Distinction	
<b>Academic Honors and Awards</b>	
U.S. Public Health Service Traineeship 1988-1990	
Phi Beta Kappa; James B. Angell Scholar; Mortar Board; Branstrom Prize	

**Appointments and Professional Service**

- 2018 Manuscript Peer Reviewer: *Wisconsin Medical Journal*
- 2016 Manuscript Peer Reviewer: *Health Affairs, HSR-Health Services Research*
- 2015 - 2016 State Innovation Model (SIM) Advisory Panel Member, Wisconsin Department of Health Services
- 2014 - Steering Committee, State-University Partnerships Learning Network, Academy Health
- 2014 - Affiliate, UW Institute for Research on Poverty
- 2013 - Enrollment and Coverage Strategic Workgroup, Wisconsin Department of Health Services
- 2013 - 2016 ACA Field Research Associate, Brookings Institution/Rockefeller Institute of Government
- 2012 – 2015 Member, National Academy for State Health Policy State ReFor(u)m Advisory Panel
- 1992 - Grant Proposal Objective Review Committee - Grant Reviewer, US Health Resources and Services Administration (HRSA)
- 2011 - 2012 Primary Care Workforce Summit Planning Group and Facilitator, Wisconsin Academy of Family Physicians
- 2011 ACO Planning Task Force Member, UW Health
- 2010 - 2012 User Group Advisory Council, Wisconsin Health Information Organization
- 2010 - 2011 Healthiest Wisconsin 2020 Implementation Planning Team, Wisconsin Department of Health Services
- 2009 - 2011 External Advisory Committee on Community Engaged Research, Northwestern University CTSA
- 2008 - 2011 Wisconsin Collaborative for Healthcare Quality (WCHQ), Aligning Forces for Quality Leadership Team
- 2007 - 2010 Quality Steering Committee, Wisconsin Hospital Association
- 2006 - 2010 BadgerCare Plus Advisory Committee, Wisconsin Department of Health Services
- 2004 - 2005 Grant Proposal Reviewer, Wisconsin Partnership Fund
- 1995 - 1997 Statewide Partnership Council, Wisconsin AHEC System
- 1993 - 1997 Legislative and Health Policy Committees, National Association of Community Health Centers

**PROFESSIONAL AFFILIATIONS**

- Academy Health
- University of Wisconsin Institution for Research on Poverty
- University of Wisconsin Extension

**PUBLICATIONS****Peer Reviewed Journals**

Leininger L, **Friedsam D**, Voskuil K, Deleire T. 2014. Predicting High-Need Cases among New Medicaid Enrollees. *American Journal of Managed Care*. 20(9):e399-e407.

Burns ME, Dague L, DeLeire T, Dorsch M, **Friedsam D**, Leininger LJ, Palmucci G, Schmelzer J, Voskuil K. The Effects of Expanding Public Insurance to Rural Low-Income Childless Adults. *Health Services Research*. 2014;49(6), Part II; 2172-2187.

Dague L, DeLeire T, **Friedsam D**, Leininger L, Meier S, Voskuil K. 2014. "What Fraction of Medicaid Enrollees Have Private Insurance at Time of Enrollment?" Estimates from Administrative Data. *Inquiry* 51.

**Friedsam D**. Different Parts of The Same Elephant: Medicaid Research and State Expansion Decisions. *Health Affairs Blog*. September 19, 2014.

DeLeire T, Dague L, Leininger L, Voskuil K, **Friedsam D**. 2013. Wisconsin Experience Indicates That Expanding Public Insurance to Low-Income Childless Adults Has Health Care Impacts. *Health Affairs* 32(6):1037-1045.

DeLeire T, Leininger L, Dague L, Mok S, **Friedsam D**. 2012. Wisconsin's Experience with Medicaid Auto-Enrollment: Lessons for Other States. *Medicare & Medicaid Research Review*. Vol 2(2): E1-E20.

Leininger L, **Friedsam D**, et al. Wisconsin's BadgerCare Plus Reform: Impact on Low-Income Families' Enrollment and Retention in Public Coverage. *Health Services Research*. Vol 46(1): 336-347, February 2011.

Remington PL, Moberg DP, Booske B, Ceraso M, **Friedsam D**, Kindig DA. Dissemination Research: The UW Population Health Institute. *Wisconsin Medical Journal*. September 2009.

Getzin AE, Knox KE, Bergum A, Read L, Jenkins C, Rieselbach R, Kniss, C, Oliver TR, **Friedsam D**. Wisconsin Physician Opinions on Health Care Reform. *Wisconsin Medical Journal* Vol. 108, No. 6

**Friedsam D**, Rieselbach R. The Ailing Health Care System: SOAP Note for Physician Leadership. *Wisconsin Medical Journal* 107(8): 363-366.

Knox K, Getzin A, Bergum A, McBride P, Rieselbach R, **Friedsam D**. Short Report: Factors that Affect Specialty Choice and Career Plans of Wisconsin's Medical Students. *Wisconsin Medical Journal* 107(8): 369-373.

Roberts, RG, **Friedsam D**. The State of Quality Reports: Comparing States by Their Rankings. *Wisconsin Medical Journal*. Vol. 105(8):60-66.

**Friedsam D**, Haug G, Rust M, Lake A. Tribal Benefits Counseling Program: Expanding Health Care Opportunities for Tribal Members. *Am J Public Health* 2003; 93: 1634-1636.

### **Other Scholarly Papers and Issue Briefs**

**Friedsam D**. Does the Rural-Urban Frame Help Explain Health Status? *Health Affairs Blog*, April 30, 2018.

**Friedsam D**. Major Topics for Cross-Cutting Research: Effects of Medicaid Policy Variation. The Brookings Institution, Conference on Evolving a Research Strategy for the Affordable Care Act. Washington DC. October 23, 2014.

**Friedsam D**. Different Parts Of The Same Elephant: Medicaid Research And State Expansion Decisions. *Health Affairs Blog*. September 19, 2014.

**Friedsam D**, Kaplan T, Eskrich S. State-Level Field Network Study of the Implementation of the Affordable Care Act: Wisconsin. Rockefeller Institute of Government and the Brookings Institution. August 2014.

**Friedsam D**. Wisconsin's Health Care Quality: Among the Best...and Among the Worst. UW Population Health Institute Issue Brief. Vol 11(2). Nov 2012.

Feder E, **Friedsam D**. How Many Doctors Will Wisconsin Need? What Should Wisconsin's Medical Schools Be Doing? UW Population Health Institute Issue Brief. Vol 11(1). Nov 2012.

Dague L, DeLeire T, **Friedsam D**, et al. Estimates of Crowd-Out from a Public Health Insurance Expansion Using Administrative Data. NBER Working Paper No. 17009. Issued in May 2011.

Leininger L, **Friedsam D**, Voskuil K, DeLeire T. The Target Efficiency of Online Medicaid/CHIP Enrollment: An Evaluation of Wisconsin's ACCESS Internet Portal. Issue Brief. Robert Wood Johnson Foundation. February 2011.

**Friedsam D**, Leininger L, Bergum A, Mok A, Aksamitauskas M, Oliver T, and DeLeire T. Wisconsin's BadgerCare Plus Coverage Expansion and Simplification, Early Data on Program Impact. Issue Brief. Robert Wood Johnson Foundation. October 2009.

**Friedsam D**, Pfefferkorn B. Medical Homes and Retail Clinics: Policy Considerations for Accountable Health Care. UW Population Health Institute Issue Brief. Jan 2009, Vol 9, No. 1.

**Friedsam D**. Consumer Engagement and "Value-Driven Health Care": Do we have the right information tools? UW Population Health Issue Brief. January 2008, Vol. 8, No. 1.

Zank D, **Friedsam D**. Employee Health Promotion Programs: What is the Return on Investment? Issue Brief, UW Population Health Institute. September 9, 2005 (Vol. 6, No. 5).

Byrd DR, **Friedsam D**, Remington PL. Healthiest Wisconsin 2010 and Health Disparities: Do the state's goals relate to Wisconsin's minority populations? Issue Brief, UW Population Health Institute. August 2005 (Vol. 6, No. 4)

**Friedsam D**. "From Health Disparities to Knowledge Exchange: The Role of Community-Academic Partnerships." The National AHEC Journal. Vol XXI(2). Spring/Summer 2005.

**Friedsam D**. Issue Brief: Cost Sharing and "Consumer Driven Purchasing," Part 2, Is There Promise for Cost Control?" Wisconsin Public Health and Health Policy Institute. August 2004. Vol. 5, No 4.

**Friedsam D**, Ahrens DM, Maurer MA Issue Brief: Cost-Sharing and "Consumer Driven Purchasing," Part1, The Economic Challenge to Consumers, Wisconsin Public Health and Health Policy Institute. August 2004. Vol. 4, No. 4.

**Friedsam D**. Consumer Health Literacy: Preparing for Changing Roles, Rights and Responsibilities in Health and Health Care. Wisconsin Public Health and Health Policy Institute, Wisconsin Health Forums Project. Vol. 2, Number 1, 2004.

**Friedsam D**, Kindig D. Issue Brief: Consumer Health Literacy: Preparing for Changing Roles, Rights, and Responsibilities in Health and Health Care. Wisconsin Public Health and Health Policy Institute. May 2004. Volume 5. Number 3.

**Friedsam D.** Wisconsin's Future Newborn Citizens: Potential Medicaid Cost Savings in Covering Immigrants' Prenatal Care. WI Public Health and Health Policy Institute. Issue Brief Vol 5(2): 2004.

**Friedsam D.** "Healthier Choices": Will Relief from Current Coverage Mandates Reduce Insurance Costs and Increase Coverage? Wisconsin Public Health and Health Policy Institute Issue Brief Vol. 5(1): 2004.

**Friedsam D.** Racial and Ethnic Data: Are They Reliable for Program and Policy Development? Wisconsin Public Health and Health Policy Institute. Issue Brief Vol. 3(5): 2002.

Newsom RS, **Friedsam D.** State Policy Options: Health Costs and Financing. Wisconsin Public Health and Health Policy Institute, Wisconsin Health Policy Forums, Vol. 1(1): 2002.

### **GRANTS AND CONTRACTS (Selected - past 3 years)**

Friedsam (Co-PI, with Kevin Look) 03/01/2018-12/31/2019  
Wisconsin Department of Health Services Total Funding: \$365,748  
Evaluation of Wisconsin's 1115 Waiver to operate SeniorCare prescription drug program.

Friedsam (Co-PI, with Marguerite Burns) 09/01/2015-06/30/2019  
MSN186215, CMS/Wisconsin Department of Health Services Total Funding: \$1,659,733  
Evaluation of Wisconsin's 2015 Medicaid waivers for changes in coverage of parents, caretaker adults, and childless adults.

Friedsam (PI) 09/10/2015-08/30/2018  
MSN 188449, DHHS Centers for Medicare & Medicaid Services (CMS) Total Funding: \$2,872,413  
Provision of state-based Navigator and health insurance literacy services in the Affordable Care Act's Federally-facilitated Marketplace.

Friedsam (PI) 07/01/2014-06/30/2018  
Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment. Total Funding: \$220,331  
From Coverage to Care: Health Insurance Literacy Skills for Wisconsin's Most Vulnerable Residents. June 2016-May 2018  
Empowering Consumers with Financial and Health Insurance Literacy. June 2014-June 2016.

Friedsam (PI) 07/01/2014-06/30/2018  
Federal Matching Funds for Baldwin Grant Total Funding: \$220,331  
Federal Medicaid matching funds of "Health Insurance Literacy Skills for Wisconsin's Most Vulnerable Residents" February 2016 through June 30, 2018 and for "Empowering Consumers with Financial and Health Insurance Literacy" June 2014-June 2016.

Friedsam (PI) 10/01/2013-06/30/2018  
Milwaukee Health Care Partnership Total Funding: \$195,900  
Conducted community-wide Health Insurance Outreach and Education regarding ACA

Friedsam (PI) 07/10/2014-01/31/2018  
MSN178351, Wisconsin Health Information Organization Total Funding: \$314,897  
Consumer Engagement & Activation through Health Literacy, Phases 1 and 2. Designing Intervention and evaluation plan to promote consumer understanding of measures of quality and cost and how they can be used in selecting a health care provider and health plan.

Friedsam (PI) 03/01/2015-02/28/2016  
 MSN185505, CMS/Wisconsin Department of Health Services Total Funding: \$76,614  
 SIM Measurement, Evaluation Design and Data Collection  
 Supporting the CMS State Innovation Model (SIM) Cooperative Agreement with the State of Wisconsin in  
 in the design phase, in developing measures and an approach for evaluation and data collection

Friedsam (PI) 03/01/2013-12/31/2015  
 MSN161762, Wisconsin Primary Health Care Association Total Funding: \$48,000  
 Assessment of program strategic and program improvements by community health centers (FQHCs) in  
 Wisconsin and Indiana

Friedsam (Co-PI, with Leininger) 01/01/2013-12/31/2015  
 MSN174049, Wisconsin Department of Health Services Total Funding: \$199,367  
 Evaluation of Medicaid Medical Homes for High Risk Pregnant Women  
 Conduct quantitative and qualitative study of OB medical homes for Medicaid-covered high risk pregnant  
 women in southeast Wisconsin.

Friedsam (PI) 09/16/2014-09/15/2015  
 MSN178353 DHHS Centers for Medicare & Medicaid Services (CMS) Total Funding: \$438,136  
 Development and implementation of Navigator services to identify and enroll eligible residents into  
 health insurance coverage through the Affordable Care Act marketplace or Medicaid.

Friedsam, with Thomas DeLeire and Lindsey Leininger (PI) 07/23/2014-03/31/2015  
 MSN173671, University Illinois-Chicago Total Funding: \$49,162  
 Informing Medicaid Program Design for Low-Income Childless Adults: Contributed to data analysis in the  
 study of the utilization of a Health Needs Assessment used by Wisconsin's BadgerCare program.

Friedsam, with Thomas DeLeire (Co-PI) 08/31/2013-12/15/2014  
 MSN169990, CMS/Wisconsin Department of Health Services Total Funding: \$398,800  
 BadgerCare Waiver Evaluation  
 Evaluated Wisconsin's 2012 Medicaid 1115 waiver for adults in Wisconsin's Medicaid program,

Friedsam (PI) 10/01/2013-12/31/2014  
 MSN170230, Milwaukee County Department of Health and Human Services Total Funding: \$88,810  
 Conducted community-wide Health Insurance Outreach and Education regarding ACA.

### **Completed Support- Past 5 years**

Friedsam (PI) 03/01/2015-02/28/2016  
 MSN185505, CMS/Wisconsin Department of Health Services  
 SIM Measurement, Evaluation Design and Data Collection  
 Supporting the CMS State Innovation Model (SIM) Cooperative Agreement with the State of Wisconsin in  
 design phase, in developing measures and approach for evaluation and data collection

Friedsam (PI) 09/16/2014-09/15/2015  
 MSN178353 DHHS Centers for Medicare & Medicaid Services (CMS)  
 Development and implementation of Navigator services to identify and enroll eligible residents into  
 health insurance coverage through the Affordable Care Act marketplace or Medicaid.

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Friedsam (CO-PI), with Thomas DeLeire (PI) 08/31/2013-12/15/2014  
MSN169990, CMS/Wisconsin Department of Health Services  
BadgerCare Waiver Evaluation  
Evaluated Wisconsin's 2012 Medicaid 1115 waiver for adults in Wisconsin's Medicaid program,

Friedsam (Co-PI, with Tomas DeLeire and Lindsey Leininger (PI) 07/23/2014-03/31/2015  
MSN173671, University Illinois-Chicago  
Informing Medicaid Program Design for Low-Income Childless Adults: Study a Health Needs Assessment  
and self-reported health measures for use by Wisconsin's BadgerCare program.

Friedsam (PI) 01/01/2013-12/31/2015  
MSN174049, Wisconsin Department of Health Services  
Evaluation of Medicaid Medical Homes for High Risk Pregnant Women  
Conduct quantitative and qualitative study of OB medical homes for Medicaid-covered high risk pregnant  
women in southeast Wisconsin.

Friedsam (PI) 03/01/2013-12/31/2015  
MSN161762, Wisconsin Primary Health Care Association  
STAR CHC Evaluation  
Assessment of program strategic and program improvements by community health centers (FQHCs) in  
Wisconsin and Indiana  
Role: PI

Friedsam (Co-PI), with Thomas DeLeire (PI) 08/01/2013-12/15/2014  
MSN169990, CMS/Wisconsin Department of Health Services  
BadgerCare Waiver Evaluation  
Evaluated Wisconsin's 2012 Medicaid 1115 waiver for adults in Wisconsin's Medicaid program, as  
required under the CMS Special Terms and Conditions.

Friedsam (PI) 10/01/2013-09/30/2014  
MSN169996, Milwaukee Health Care Partnership  
Conducted community-wide Health Insurance Outreach and Education regarding ACA