



Foundation for HealthSMART Consumers Names Three Research Fellows

Basking Ridge, N.J., May 17, 2010 -- The Foundation for HealthSMART Consumers, a not-for-profit organization dedicated to research and education that activates and empowers health care consumers, has named three senior fellows to undertake research in the areas of health care policy issues and care accountability.

The fellows, Michael A. Kaufman, MD, JD, Joseph McGovern and James Parker, all join The Foundation with extensive experience in the areas of health care policy and issues management.

“From Michael, Joseph and Jim, The Foundation has gained important perspectives on health care policy in this challenging era of health care reform. Their research will help guide consumers and our partners to better assess their health care decisions and to make more confident choices about their own care and that of family members while helping to reduce overall costs,” said The Foundation’s executive director, Jon Comola.

Dr. Michael A. Kaufman is a senior health care executive with extensive experience in both commercial insurance and government payer systems, including Medicare and Medicaid. Dr. Kaufman was the Chief Medical Officer of PacifiCare Health Systems, WellPoint Health Networks, and Harvard Pilgrim Health Care, Inc. Dr. Kaufman earned his JD at Harvard Law School and is a Rand Graduate Institute Fellow of Public Policy. He is a graduate of Yale University Medical School and completed his residency in Pediatrics at the Children’s Hospital of Pittsburgh. His research for The Foundation will focus on the regulatory climate and on emerging medical points-of-care.

Senior Fellow Joseph McGovern is an accomplished pharmaceutical executive with extensive experience in strategic management of global health care businesses both at Pfizer Inc. and GlaxoSmithKline PLC. He has an extensive knowledge base of global strategic marketing and development and has extensive experience in European and Asian health care markets. McGovern holds a degree in Economics from the University of London, London, England. His research will examine the emerging role of self-care globally and the current challenges of health care reform, including regulatory issues such as Rx-to-OTC (over-the-counter) drug switches.



Jim Parker is a senior health care executive with 20 years of experience helping to build high-performing organizations. Most recently, Parker served as the Chief of Staff to WellPoint Inc.'s President and CEO, Angela Braly. In this capacity, he worked closely with the senior leadership team to drive successful execution of the company's transformational strategies. Parker previously served as Senior Vice President and President of the WellPoint Federal Government Solutions Division, and was President of the Federal Employee Health Benefit Plans Business Unit which serves 1.4 million federal government employees and their families. As a Senior Fellow of the Foundation, Parker's research will focus on new dynamics in health consumerism and the cost reduction opportunities with self-care.

The Foundation for HealthSMART Consumers, founded in 2008, is a not-for-profit organization dedicated to enabling consumers to make informed health decisions about self-care. The organization believes consumers need to be better educated about the decisions they make to manage their own personal health and the health of other family members so that they can achieve wellness and avoid unnecessary health care costs. The Foundation also conducts research to educate consumers and its partners on trends and health issues that affect self-care.

For further information on The Foundation, go to www.healthsmartconsumers.org or contact: alex@healthsmartconsumers.org.

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