Meet Our Presenters

Kristin Carman, Ph.D.
Co-Director, Health Policy & Research Program
American Institutes for Research (AIR)

Kristin co-leads a team of over 50 health services research professionals conducting research on issues of public importance in health care quality, access, health-related communications, financing, comparative effectiveness research, and consumer engagement. Her work developing and evaluating materials for use by consumers, purchasers, and health care providers includes a specific emphasis on explaining evidence-based information for use in decision-making. She is well regarded for her work assessing the performance of health care organizations and determining how best to enable improvement in organizational performance. In addition, Kristin is a nationally known expert on reporting health care quality and delivery information and the development and testing of effective data displays of complex information (paper and web-based). Finally, Kristin has developed products, materials, and technical assistance to support organizations and communities to engage the public in their health and health care.

Marjorie Ginsburg, M.P.H.
Executive Director
Center for Healthcare Decisions (CHCD)

Marge attended six colleges in 18 years and started her career in nursing. As an RN, she drifted from a hospital ED to the United Farm Workers, Peace Corps in Nepal, a free clinic in Philly, and home care nurse in Baltimore and San Francisco. Based on these experiences, Marge went to UC Berkeley to earn a Master of Public Health. She started an adult day health center and then served as the program administrator at the S.F. Institute on Aging. When she moved to Sacramento, Marge discovered the health decisions movement and philosophy and founded Sacramento Healthcare Decisions in 1994—which has been called the Center for Healthcare Decisions (CHCD) since 2009.

Marge served in 2011 on the Institute of Medicine’s Committee on Essential Health Benefits. She currently serves on NCQA’s Committee on Performance Measurement and the boards of the Integrated Healthcare Association; California Hospital Assessment & Reporting Task Force (CHART); California Technology Assessment Forum; and the California Cooperative Healthcare Reporting Initiative.

Ela Pathak-Sen
Director
Commotion

Ela is a Director at Commotion. Her career spanning over twenty years has been in the private, public and not-for-profit sectors. During this time, Ela has been an educator, manager and director leading significant development and change projects. Ela operates from a value base that promotes principles of social justice with a strong commitment to community, wanting to make a difference through honest, open and co-operative working. Ela has delivered success at a local and national level and her experience ranges from local government, the voluntary sector and the National Health Service (NHS). With years of operational and strategic success, she has taken up a directorship in Commotion as a further demonstration of her commitment to organizations who are increasingly realizing that profits and success can be married with playing a full part in improving society. Ela has served as Chair on the Ambulance Trust Patient and Public Involvement Forum and
is an active member of the LINk, the local patient involvement forum. For further details of her work, please visit [www.commotionuk.org](http://www.commotionuk.org).

**Jessica Waddell, M.P.H.**  
**Researcher**  
*American Institutes for Research (AIR)*

Jessica Waddell is a Researcher at AIR. In this capacity, she conducts research on a variety of healthcare and public health issues related to quality of care, consumer engagement, public deliberation in health policy, comparative effectiveness research, and payment reform. Jessica’s responsibilities include leading and managing several projects and tasks, using mixed methods to address research questions, contributing to study design decisions, and writing and producing deliverables and materials such as presentations for myriad audiences. Jessica has co-authored several reports and manuscripts. The clients she has served as a researcher include the Agency for Healthcare Research and Quality, the Centers for Disease Control and Prevention, the Substance Abuse and Mental Health Services Administration, and the Department of Defense.