

## Speaker Biographies

### BPHC Grantee Enrichment Session: Partnerships for Successful Outreach and Enrollment

#### **Kristen Stoimenoff**

Kristen Stoimenoff, MPH, is Deputy Director at Health Outreach Partners (HOP), where she oversees all training and technical assistance services for community health organizations across the country serving vulnerable and underserved populations. She joined HOP as a Project Manager in July 2004, providing program evaluation, program consultation, and training to health outreach programs. From October 2005 through 2010, she managed specific aspects of HOP services in her role as a Program Director. Prior to joining HOP, Kristen worked as a grant writer for La Clínica del Pueblo, Inc., a community health center in Washington, DC. From 1998-2000, Kristen served as a Peace Corps volunteer focusing on community health in rural Guatemala. She holds a Masters in Public Health with a focus on Health Behavior and Health Education from the University of North Carolina at Chapel Hill. Her public health experience includes skills in program development, implementation, evaluation, community organizing and community development, and health promotion and education.

#### **Jennifer Rankin**

Jennifer Rankin holds a doctorate in public health informatics from The University of Texas Health Science Center at Houston and has a special interest in primary care and the geography of access to health care. She has expertise in the development and management of public health geospatial platforms. Currently, she is the Geospatial Informatics Senior Analyst at the Robert Graham Center where she manages the UDS Mapper under subcontract from the Bureau of Primary Health Care of the Health Resources and Services Administration (HRSA). Dr. Rankin has worked collaboratively with the National Association of Community Health Centers, state and regional Primary Care Associations, State Primary Care Offices, State Offices of Rural Health, and the National Organization of State Offices of Rural Health. Previously she worked for the Association of State and Territorial Health Officials, Texas Association of Community Health Centers, and the HRSA Maternal and Child Health Bureau.

#### **Jodi Samuels**

Jodi Samuels joined the California Primary Care Association (CPCA) as Assistant Director of Development in 2012. Prior to coming to CPCA, she spent over 7 years at Planned Parenthood Mar Monte, where she supervised grants stewardship and management across the organization and provided strategic and programmatic support for multiple outreach and education programs, most notably Teen Success, an award-winning secondary pregnancy prevention program for pregnant and parenting teen moms. Jodi has been a trainer, teacher, and tutor for Kaplan Test Prep and Admissions for over 15 years, providing

both in-person and online test preparation education. In addition, she supported outreach and education efforts to faculty and academic staff during her 3 years as Foreign Language Technologist at the University of Wisconsin-Madison. Jodi earned her PhD from the University of Wisconsin-Madison, her MA from Middlebury College (VT), and her BA from Wesleyan University (CT).

### **Viola Lujan**

Viola Lujan joined La Clínica in September 1973. During the past 40 years, Ms. Lujan has held various executive-level management positions at La Clínica, including Fiscal Officer and Regional Director. Currently, she is the acting Director of Business and Community Relations where she leads agency wide community health education efforts and is primarily responsible for providing community-based development and relationship management for La Clínica's internal and external stakeholders. Additionally, Ms. Lujan works across community, business, and functional lines to build and strengthen relationships and promote La Clínica's brand recognition. Prior to La Clínica, Ms. Lujan worked in an array of community based organizations where she provided administrative and fiscal support. Ms. Lujan plays a leading role in a variety of collaborative efforts focused on strengthening the health care safety net and serves as the Project Director for the Latino Cancer Collaborative of Contra Costa. Ms. Lujan is an advocate and activist with a passion for preserving community health care for all. Ms. Lujan studied Finance, Accounting, and Education at the University of California at Berkeley and Irvine.

### **Sandy Webber**

I'm a native and lifelong resident of East Tennessee. I graduated from Carson-Newman College with a Bachelor of Arts in Speech Communication in 1989. I worked at several law firms prior to ending up at First Tennessee Bank as a Customer Research Analyst in Marketing measuring satisfaction and loyalty. Since 2009, I have been with Community Health of East Tennessee, Inc. as a Lay Representative for coal miners applying for Federal Black Lung benefits. Just recently, I have transitioned into my current role as Outreach/Enrollment Coordinator. I, along with several others at our organization, are currently learning to navigate the Federal Marketplace by becoming certified as application counselors.

### **Cynthia Sierra**

Ms. Cynthia Sierra brings experience in health care, mental health, neuropsychology, and social services administration to her role as Senior Director of Public Policy, Public Affairs and Program Development at Manet Community Health Center. In her present role at Manet, Cynthia is a member of the senior management team reporting to Manet Chief Executive, Henry Tuttle and is charged with the development of funding programs including grants, contracts, and philanthropy with a supplemental focus on external relations, ongoing needs assessment, communications, and shared leadership on the development of new programs. Cynthia attended the University of Massachusetts where she majored in both English and Psychology, and received her graduate degree at Lesley University in Cambridge.

**Kenneth Moore**

Mr. Kenneth (Ken) Moore joined Manet Community Health Center, in May 2000, and serves as the Senior Health Benefits Counselor/Enrollment Specialist. Ken brings over 20 years in skilled customer service experience to Manet. Just prior to his role at Manet, Ken served members at one of the largest insurers in Massachusetts. Ken is responsible for meeting the health benefits and related needs of more than 2,000 patients and community residents annually. Ken is an esteemed member of the Massachusetts Primary Care Association, Massachusetts League of Community Health Centers, Southeast Regional Network. Further, Ken is a celebrated member of the staff at Manet whereas he earns many written letters of praise and appreciation.

**Hawraa Al-Sad**

Ms. Hawraa Al-Sad has been a Community Health Navigator and Certified Medical Interpreter with Manet Community Health Center since 2008. Upon her arrival in the United States, she served with the International Rescue Committee, in response to humanitarian crisis. Hawraa also worked for Quincy Housing Authority as a Resident Assistant, and as a computer literacy instructor for residents of Quincy Housing Authority. Hawraa holds a B.S in Mathematics from the University of Basrah in Iraq, and a certificate in Advance Customer Service through Middlesex Community College in MA. Hawraa is serving as a member of the Quincy--Weymouth Board on Homelessness, and the Quincy Public School Committee on Homelessness. Hawraa was just named the Saturday school Principal at Imam Sadeq Islamic School encouraging the education of young and newly arriving Arabic and Muslim students.