

Ann Robinow

Currently an independent consultant working with providers, purchasers, payers and policymakers to realign incentives for quality and cost, Ann Robinow co-founded and served as President, Patient Choice Healthcare Inc. until its acquisition by Medica, a large regional health plan based in Minneapolis, MN where she served as vice president and general manager for Patient Choice. The Patient Choice program is a recognized national leader in transparency and provider competition on cost and quality. Under Ann's leadership, the Patient Choice program won the 2005 National eValue8 Innovations Award, and the 2006 inaugural "Driving Value in Health Care" award sponsored by the National Business Coalition on Health and Leapfrog for achievements in alignment of consumer and provider incentives.

Ms. Robinow has worked in the health care arena for more than 30 years. Prior to forming Patient Choice, Ms. Robinow served as Executive Director, Care Systems and Finance, for the Buyers Health Care Action Group (BHCAG), a coalition of Fortune 100 employers headquartered in the Twin Cities, where she led their award winning tiered network program. She was Managed Care Practice Leader for A. Foster Higgins and Co. (now part of Mercer) in Minneapolis and has served in a number of senior management positions for both health plans and provider organizations.

Ann serves on numerous local and national initiatives, such as the Bridges to Excellence Guiding Coalition, Minnesota Community Measurement, Institute for Clinical Systems Improvement (ICSI), and others. Her work was featured in "*Crossing the Quality Chasm*," (2001) Institute of Medicine; *Consumer Driven Health Care*, 2004, Regina Herzlinger and in "Let's Put Consumers in Charge of Health Care," July 2002, *Harvard Business Review*; and numerous other articles and publications.

In 2002, Ms. Robinow received the "Jean Harris Award of Excellence" from the Women's Health Leadership Trust and was named one of "25 Women to Watch" by the Minnesota Business Journal. She is a frequent speaker at national events for physicians, hospitals, employers and health plans. Ann has a BA and Phi Beta Kappa designation from Coe College, Cedar Rapids, Iowa.