



PUBLIC HEALTH MANAGEMENT CORPORATION

IMPACT REPORT

Meeting the Moment
and Moving Beyond



FY 22 - FY 23

Responding to the public health needs of our community and building hope for the future. A closer look at PHMC's impact from fiscal years 2022-2023.

INTRODUCTION



Imagine a regional health institute that combines mission-driven action with the fiscal and business perspectives of a rigorous corporate structure. A health institute that considers historically underserved populations and communities in crisis and surrounds them with practical, everyday health services and compassionate, dedicated people – researchers and practitioners; educators and case workers; specialists and advocates. A health institute that embraces communities with support, resources and hope; and empowers them with sustainable solutions, meaningful care and the encouragement to live a healthier life. That is public health, and we are Public Health Management Corporation (PHMC).

PHMC is a nonprofit public health institute that builds healthier communities through partnerships with government, foundations, businesses and community-based organizations. We have served the Greater Philadelphia region since 1972 as a provider, facilitator, developer, intermediary, manager, advocate and innovator in the field of public health. We fulfill our mission to improve the health of the community by providing outreach, health promotion, education, research, planning, technical assistance, and direct services.

Our Impact Report of Fiscal Year 2022 (July 2021-June 2022) and Fiscal Year 2023 (July 2022-June 2023) stands as a testament to our unwavering commitment to public health. It examines our major achievements and obstacles, notable milestones and impact highlights, and our responses to regional, national and global health crises. And what it all points to is hope – the driving force behind our endeavors, igniting our passion and fortifying our resolve to build an equitable and healthy future for all we serve. We believe in our neighbors, in each other and in this great city and we will continue to build hope for years to come.

Michael K. Pearson

President and CEO, Public Health Management Corporation

I write this message with an abundance of appreciation and admiration. I first met PHMC in 2011 when I joined the Board of Directors. I am grateful that I was able to be a part of so much transformation over the years, and to experience what it truly meant to be a servant of the community. It was during that time I discovered that public health passion and advocacy can greatly benefit from a business approach. It makes sense, and it works. Thanks to the vision of Dr. Richard J. Cohen, who served as PHMC's President and CEO from 1980 to 2023, PHMC flourished as a leading public health agency, finding creative and innovative ways to serve individuals and families where they are, in their communities – with passion, with selflessness and integrity, every single day for more than 50 years. I was – and remain – honored to take on the role of President and CEO in 2023 to help usher PHMC into its next chapter.

As we take a closer look at fiscal years 2022-2023, you will find our resounding commitment to our workforce, partnerships and economic model. More than half of our staff, senior team members and our board of directors are minorities; and the majority of us live right here in Philadelphia and surrounding counties. Nearly 75% of our business partners are minority or women-owned groups or Philadelphia-based business operations. We're proud of the fact that our most important stakeholders – the individuals, families and communities we serve – are reflected in the faces of our colleagues, leaders and partners.

The work we do and the way we do it is essential to the Greater Philadelphia region. I'm enormously proud to share this FY22-23 snapshot with you and look forward to creating more meaningful public health impact.



OUR CORE VALUES AND GUIDING PRINCIPLES



OUR MISSION

Create and sustain healthier communities through partnerships with government, foundations, businesses and community-based organizations.

OUR VISION

A healthier community for all.

Impact – Our work is purposeful and rooted in a data-driven approach. We are community stewards committed to delivering relevant and meaningful services to communities across the region.

Accountability – We hold ourselves and each other responsible for getting things done, effectively managing resources and achieving sustainable results.

Inclusion and Collaboration – We value and respect the inherent differences of all individuals, strive to amplify those voices and experiences, and are committed to working together to convene diverse perspectives, talents and approaches to addressing public health.

Credibility – We are a trusted resource that delivers innovative approaches and reliable services to the communities that depend on us.

OUR CULTURE

PHMC naturally fosters a diverse, dynamic and innovative organizational culture. The passion to make a difference in the lives of others shines in all of us and serves as a foundation for our collective approach and relationships. Our internal community is tied together through our core values of impact, accountability, inclusion and collaboration, and credibility.

70%

of PHMC employees are people of color.

40%

of PHMC senior staff are people of color.

67%

of PHMC board members are people of color.

67%

of PHMC executive committee are people of color.





LEADING AND DELIVERING

RECOGNIZING NEEDS AND OFFERING SOLUTIONS

Leading and delivering requires extensive experience and a dose of intuition. Stepping in to face a problem, accept a challenge and create a solution – especially when no one else will – is a place where we are comfortable. Being creative with resources, establishing a foundation and creating paths for others to pursue helps us get to a place where we can collectively meet the needs of others. And we don't stop until those needs are met.

PHMC PUBLIC HEALTH CAMPUS ON CEDAR OPENS

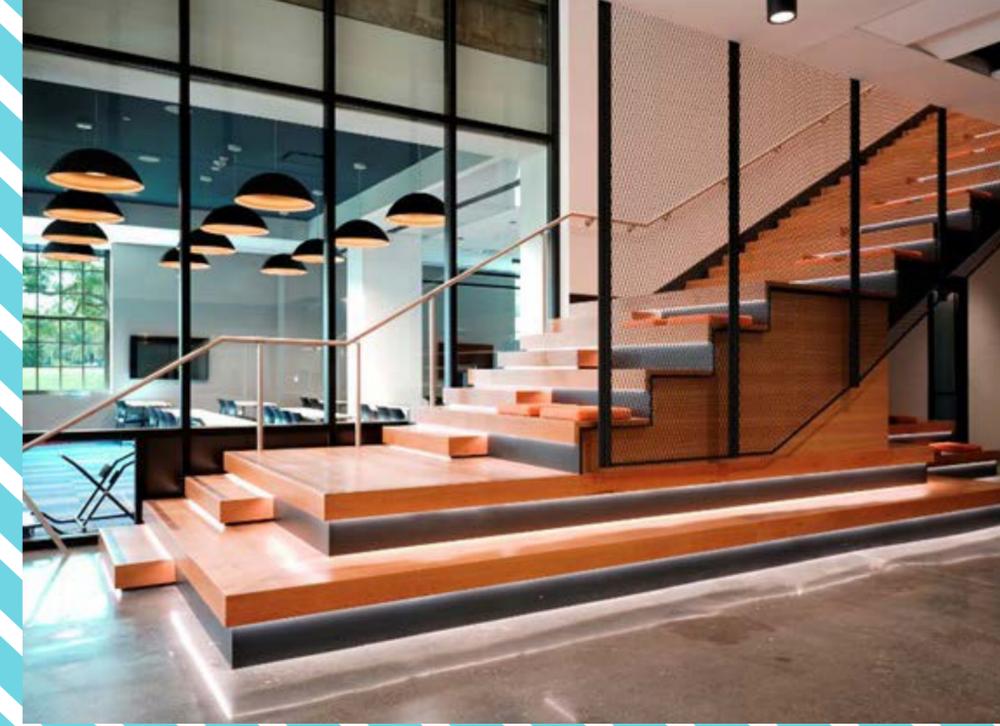
When Trinity Health Mid-Atlantic announced that it was transitioning Mercy Catholic Medical Center away from inpatient operations and was looking for a new approach to meet the needs of its immediate community members, PHMC had an idea. It started with the convening of like-minded health innovators and resulted in a coalition that would create a public health campus to serve the most immediate health needs of its West and Southwest Philadelphia neighbors. PHMC became the owner and operator of the property; Penn Medicine took on managing the hospital emergency department, inpatient services, and hospital-based behavioral health programming; and Children’s Hospital of Philadelphia

(CHOP) has since opened behavioral health and crisis response services for children and teens with acute mental and behavioral health care needs. Additionally, PHMC opened a Federally Qualified Health Center within the campus to provide primary care, dental services and medical respite services for individuals experiencing homelessness. With financial support and a commitment from Independence Blue Cross Foundation, the PHMC Public Health Campus on Cedar provides the equitable, integrated and collaborative care that community members need.



WEST PHILADELPHIA RENOVATION OPENS NEW DOORS TO CARE

PHMC embarked on a major renovation project in the former office space of Provident Mutual Insurance Company – envisioning a refresh to the already existing “ideal workspace” with room for recreation, food services, medical facilities, parking and easy access to public transportation. Through enhanced design and upgraded technology, PHMC reimagined the property at 4601 Market Street in West Philadelphia with the community and public health in mind and to meet the needs of our expanding programs, clients, families, and staff. The new space hosts staffing and services for PHMC subsidiaries Turning Points for Children, Center for Autism, National Nurse-Led Care Consortium as well as PHMC’s Community Mental Health and Housing and Justice-Related Services. The space also provides the perfect setting to convene, coordinate services and collaborate with local partner providers Children’s Hospital of Philadelphia (CHOP), Bethanna and KIPP Philadelphia School.





PHARMACY SERVICES ADDED TO PHMC HEALTH AND WELLNESS CENTER



PHMC Health Network operates six Federally Qualified Health Centers (FQHCs) that provide integrated and comprehensive health services to communities, including for public housing populations, individuals experiencing homelessness, LGBTQ+ individuals, and adults with specialized health needs. Patients of one of these FQHCs, the PHMC Care Clinic, now have direct access to their prescriptions and other pharmacy services in coordination with their health care provider. The PHMC Pharmacy offers a range of services to patients, including professional consultations with a pharmacist, low-cost prescriptions, easy pick-up and delivery options such as free home delivery and in-person pick-up, and prescription refill reminders. PHMC Pharmacy is an important addition to the Health Network, ensuring better medication management and health outcomes for patients and a greater integration of care for individuals, families and communities. With the additions of PHMC Dental and PHMC Pharmacy to the PHMC Care Clinic, the PHMC Health and Wellness Center is now a more convenient and integrated space for the Callowhill community.

PROGRAM EXPANSION

TREATING TRAUMA WITH COMPASSION



PHMC's research, advocacy and trauma-informed treatment and prevention models for individuals facing trauma are grounded in science. This holistic, evidence-based approach has the power to positively impact the effects of trauma. When we coordinate efforts to offer prevention support and treatment for the environmental factors at play in relation to trauma, we contribute to improved mental health and wellness, increased community morale and engagement, and overall safety and security.

SUBSIDIARY JOSEPH J. PETERS INSTITUTE EXPANDS TRAUMA-BASED CHILDREN'S SERVICES TO DELAWARE COUNTY

As we collectively emerged from the COVID-19 pandemic, it became clear that children in our communities facing stress and trauma needed greater access to support and services, especially in our neighboring counties. PHMC subsidiary Joseph J. Peters Institute (JJPI) received a \$2 million, five-year grant from the U.S. Substance Abuse and Mental Health Administration (SAMHSA) under the National Child Traumatic Stress Initiative (NCTSI) to expand trauma-based services in Delaware County. In a partnership with Family Support Line of Delaware, JJPI's clinicians

are on site at the Family Support Line and provide evidence-based trauma treatments in the Delaware County public schools. These treatments include trauma-informed Cognitive Behavioral Interventions as well as assessments and referrals for treatment for children with problematic, sexualized behaviors. This expansion reaches a suburban Philadelphia county where JJPI previously received the most referrals but was unable to serve due to the distance from JJPI's Center City location.





CHILD FIRST LEADS PENNSYLVANIA AND NATIONAL INITIATIVE TO ADDRESS CHILD AND PARENT MENTAL HEALTH

Research shows stronger overall health, mental health and learning outcomes for infants and young children when their caregivers are better equipped to parent. This often means addressing parents' own mental health needs, including trauma. PHMC's Community Mental Health programming expanded its evidence-based early childhood mental health services to home-based care for children ages 0-5 and their families. These interventions build resilience and promote

healing to prevent the damaging effects of poverty, trauma, abuse, neglect and chronic stress.

"We have an extraordinary opportunity to deliver life-altering, trauma-informed therapeutic services to parents and babies."

Bentley Eskridge
Child First Program Director

The program, Child First, is the first of its kind in Pennsylvania, and part of a growing nationwide initiative to address infant and early childhood mental health care needs. Funded by the Maternal and Infant Early Childhood Home Visiting (MIECHV) grant from the Pennsylvania Department of Human Services, Child First is designed to help disrupt intergenerational trauma and cycles of generational poverty.

COMMUNITY ENGAGEMENT

MEETING OUR
NEIGHBORS TO DRIVE
CHANGE RIGHT WHERE
THEY LIVE

PHMC provides therapeutic, holistic and culturally sensitive programs and services to constituents in all corners of the surrounding counties and the region. We don't just follow the trends; we get ahead of them. We understand community needs, priorities and concerns through active listening and dialogue and by building strong relationships with partners, providers and community leaders. With a deep understanding of social determinants of health, we look for opportunities to fill gaps, to provide resources, and to empower the communities and neighborhoods most profoundly affected by under-investment.



CONNECTING INDIVIDUALS TO COVID-19 VACCINES DURING UNCERTAIN TIMES



During a period following the rollout of the COVID-19 vaccine, there was a proliferation of misinformation regarding the vaccine, a sense of urgency to act without clear direction, and a lack of resources and support being provided to some of our most underserved communities. As this contrast continued to exacerbate gaps in information about and access to the vaccine, affecting more individuals as eligibility expanded, PHMC

identified areas where our strengths could make a difference.

PHMC received an \$11 million grant from the Health Resources and Service Administration (HRSA) to conduct a Community Health Worker (CHW) COVID-19 vaccine outreach initiative – *My Vaccine Counts* – aimed to increase COVID-19 vaccination and booster doses across communities in Pennsylvania and Delaware. PHMC partnered with one of our subsidiaries, Pennsylvania Public Health Association (PPHA), and the Delaware Academy of Medicine/Delaware Public Health Association to focus efforts in both states. PHMC contracted with 22 community-based organizations and deployed 169 CHWs, resulting in 3,966 vaccine doses in the Pennsylvania and Delaware communities. Outreach and education continued through community events, an ad campaign in digital and traditional media, and partnerships across community-based organizations and coalitions throughout Pennsylvania. The campaign achieved more than 38 million impressions in digital media, more than



“The PHMC HRSA grant has allowed us to continue our grassroots and hyperlocal partnerships-based work as part of our CATE (Community-Accessible Testing & Education) program. We deliver free, essential COVID-19 resources and education to marginalized communities that have been severely impacted by major social, economic, and health disparities.”

George Fernandez
Founder and CEO of Latino Connection
Partnering organization for *My Vaccine Counts* campaign

27 million in traditional media and more than 2 million people reached through online and in-person events.

PHMC subsidiary National Nurse-Led Care Consortium partnered with the Centers for Disease Control and Prevention (CDC) to promote strong studies demonstrating that nurses are the most trusted health care professionals in the U.S. and are crucial to keeping our country’s most under-resourced communities safe and healthy. They launched the *Nurses Make Change Happen* campaign to elevate nurses’ voices and promote vaccine confidence among fellow nurses and communities they serve. The campaign included a comprehensive toolkit that features fact sheets and Q&As addressing common vaccine questions, suggestions for hosting community information events, and strategies to help patients overcome barriers to vaccine appointments, such as transportation or access to the internet.

HEALTH AND WELLNESS FOR ALL THROUGH PHMC DAY



When a summer block party is more than music, food and entertainment, the entire neighborhood benefits. PHMC's

Community Engagement team kicked off its PHMC Day series where neighbors were able to connect with community-based organizations, obtain health-related resources and even receive free wellness, behavioral and mental health screenings, in addition to enjoying fun activities for the whole family. PHMC hosted four PHMC Days across various city districts over the course of the year. The result? A healthier future, thanks to connecting community members to PHMC programs and subsidiary services.



PUBLIC HEALTH CAMPUS ANNIVERSARY CELEBRATES EVOLVING ENGAGEMENT



With a vision of providing integrated health care and social services to West and Southwest Philadelphia, the PHMC Public Health Campus on Cedar recognizes a year in the community and its efforts to earn residents' trust and make an impact.

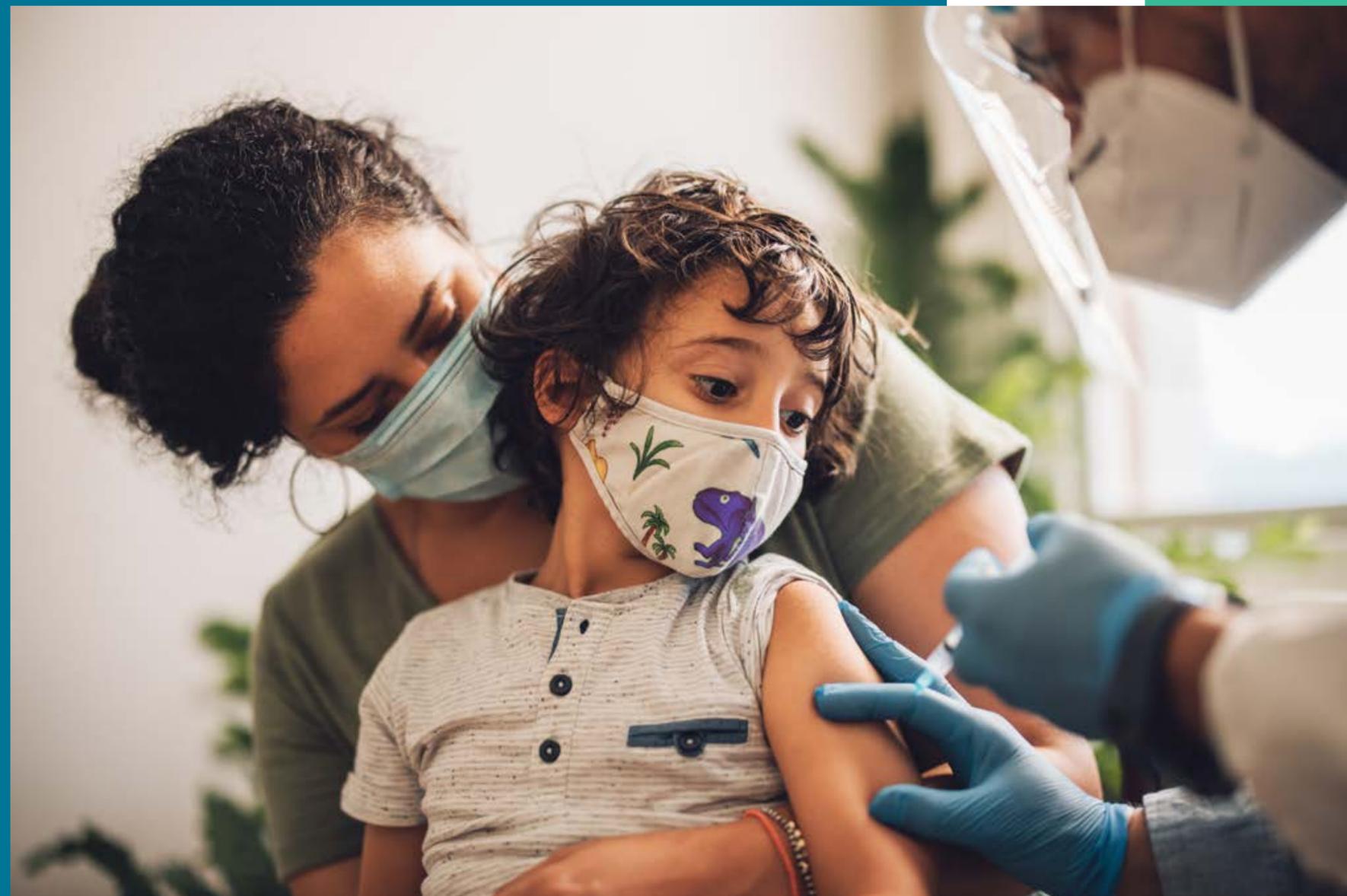
Some highlights include:

- The PHMC Health Center on Cedar, a Federally Qualified Health Center and part of the PHMC Health Network, opened its doors for the first time to offer a range of primary care services for children and adults.
- With the help of Turning Points for Children's Food and Wellness Network (FAWN), PHMC provided more than 100 bags to members of the Cedar community for the Thanksgiving holiday.
- PHMC and partners at neighboring organizations both on and off the Campus facilitated workshops on stress management and community engagement, along with a job fair.
- The Campus worked with schools and faith-based organizations to provide COVID-19 vaccine clinics and vaccine confidence education.
- The PHMC Community Engagement team created a Community Advisory Board and held an "Adopt A Family" drive to collect gifts that were eventually distributed to families during the holiday season.

CRISIS RESPONSE

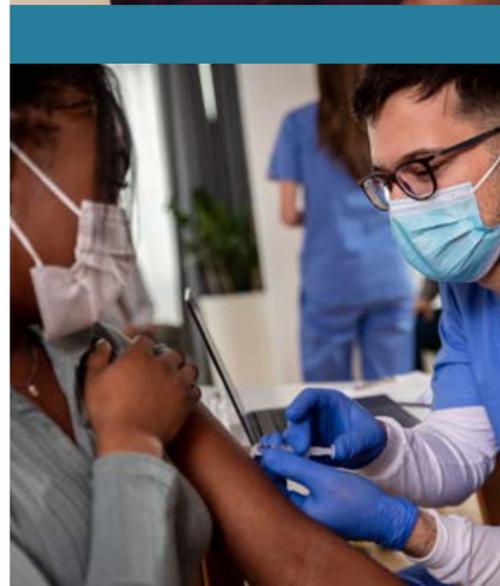
MEETING CRITICAL MOMENTS AND RESPONDING WITH CARE

Community public health needs are not only ongoing and multifaceted, but also constantly evolving and can often become crises when left unaddressed. Any organization, let alone one of PHMC's breadth, needs to be resourceful and adaptive to tackle even everyday issues. PHMC leverages our breadth and ability to offer a varied scope of holistic support, bringing whole person health care into the communities we serve. We meet people where they are and anticipate what they need. Listening and learning in the smaller moments has informed our thoughtful approach to prioritizing health, safety and comfort as we rise to meet the challenges of the big moments.



FACING COVID-19 WITH OPTIMISM

The ups and downs of the pandemic were challenging for all individuals, on all fronts. We learned that pandemic fatigue was real and as a public health organization, we continued to be tested on how we would manage the evolution from pandemic to endemic; how we would collaborate with local, regional and national experts; and how we would use science and public health guidance to lead the way. PHMC met the evolving nature of the COVID-19 pandemic with expertise and influence, and continued to deliver critical services in creative and thoughtful ways to our city's most under-resourced communities. Since January 2021, PHMC distributed more than 23,500 doses of the COVID-19 vaccine across our health network patients, program clients, community members and employees.



HOW SCREENINGS AND IMMUNIZATIONS PLAY A ROLE IN PREVENTION

PHMC recognizes the importance of continuing to evolve and work alongside the community to provide equitable, sustainable public health services that support the health of our city. At the core of that care is our ability to offer easy access to preventative services, especially behavioral health screenings and immunizations that were missed during the pandemic. PHMC partnered with organizations like Deeply Rooted (through Penn Medicine and CHOP), Healthy Minds Philly and the Department of Behavioral Health and Intellectual

DisAbility Services to offer a variety of behavioral health screenings at local parks, community events and festivals. PHMC Health Network quickly became a go-to source for immunization schedules for children, adolescents and adults. By offering FAQs, fact sheets, reasons to get vaccinated and easy access to schedule appointments at one of the Health Network's six Federally Qualified Health Centers, PHMC helped Philadelphia stay on top of important immunizations.

CONVENING TO TACKLE PUBLIC HEALTH ISSUES IN PHILADELPHIA



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In examining current crises through a public health lens, PHMC understood the need to bring to light the most pressing issues in our city. Just before Philadelphia's 2023 mayoral primary election, PHMC hosted a mayoral forum at our headquarters, gathering key stakeholders and facilitating a platform for dialogue. Several mayoral candidates attended the event to address some of Philadelphia's most prominent health concerns: gun violence, substance use and behavioral health. These complex and interrelated issues present significant challenges and opportunities for our elected officials, as well as the people and organizations in their constituencies, to understand and advocate for public health needs.

"Thought leaders from multiple sectors must align to create impactful public health dialogue with the candidates vying to be the next mayor. We look forward to how they will resolve to build a sustainable continuum of care to address the behavioral and mental health challenges in our city."

Mike Pearson, PHMC President & CEO

ADDRESSING SOCIAL DETERMINANTS OF HEALTH

MEETING THE ESSENTIAL NEEDS OF OUR COMMUNITY

Food deserts – urban areas in which fresh, quality, affordable food is not available – impact many neighborhoods in Philadelphia. Nearly 300,000 residents are estimated to be food insecure and lack access to the food they need to support a healthy, productive life. The repercussions of poor nutrition are alarming: from the parent who sacrifices their own meals so their child can eat, to the 10-year-old with an empty stomach who can't focus in class and falls behind, to the medical expenses that result from having to address chronic conditions as a result of malnourishment. Confronting these issues requires a concerted effort from elected leaders, community organizations and local businesses to improve access to essential, nutritious food.



FOOD PANTRIES POP UP TO MEET NUTRITIONAL NEEDS OF PHILADELPHIA FAMILIES



The Food and Wellness Network (FAWN) operates out of PHMC subsidiary Turning Points for Children and coordinates a network of community-based food pantries offering nutritious food, infant formula, diapers, nutrition education, and other resource connections to families in Philadelphia. FAWN, open to everyone, promotes nutrition, healthy eating habits, wellness, and

healthy recipes, connects clients to resources and benefits, and provides health screenings to more than 500 families and 1,300 individuals. At the start of the pandemic, FAWN quickly adapted to a mobile “pop up” pantry model to meet the needs of the community and continued to offer such pantries multiple times a week in alternating locations. Each week, neighbors gathered to take home a bag full of nutritious food, enough to feed a family of four for two days. During this time, FAWN also opened its newest location at PHMC’s Rising Sun Health Center. The partnership with the PHMC Health Network aims to help look at social determinants of health and increase collaboration between health care providers and hunger alleviation services.

FARM-TO-SCHOOL GRANT BRINGS HEALTHY MEALS TO STUDENTS



The U.S. Department of Agriculture (USDA) invested \$12 million in Farm-to-School grants, with PHMC subsidiary Health Promotion Council (HPC) serving as one of the recipients. HPC set up a garden to provide nutritious food for students attending Fairwold Academy at PHMC, an Approved Private School for students ages 5 to 21 with intellectual and developmental disabilities. In addition to providing healthy produce, the garden also offers an opportunity for students to benefit from the therapeutic effects of gardening, including development of fine motor skills, socialization and education.

“This is an amazing opportunity for Fairwold students to learn about growing our own fresh produce and the benefits of nutrition. The Garden of Eatin’ Project started with our culinary program, and partnering with HPC brings a tangible farm-to-table concept to our whole school community.”

Dr. Maria Kreiter
Executive Director of PHMC Educational Programs

THE NEXT GENERATION

MEETING YOUTH AT CRITICAL CROSSROADS

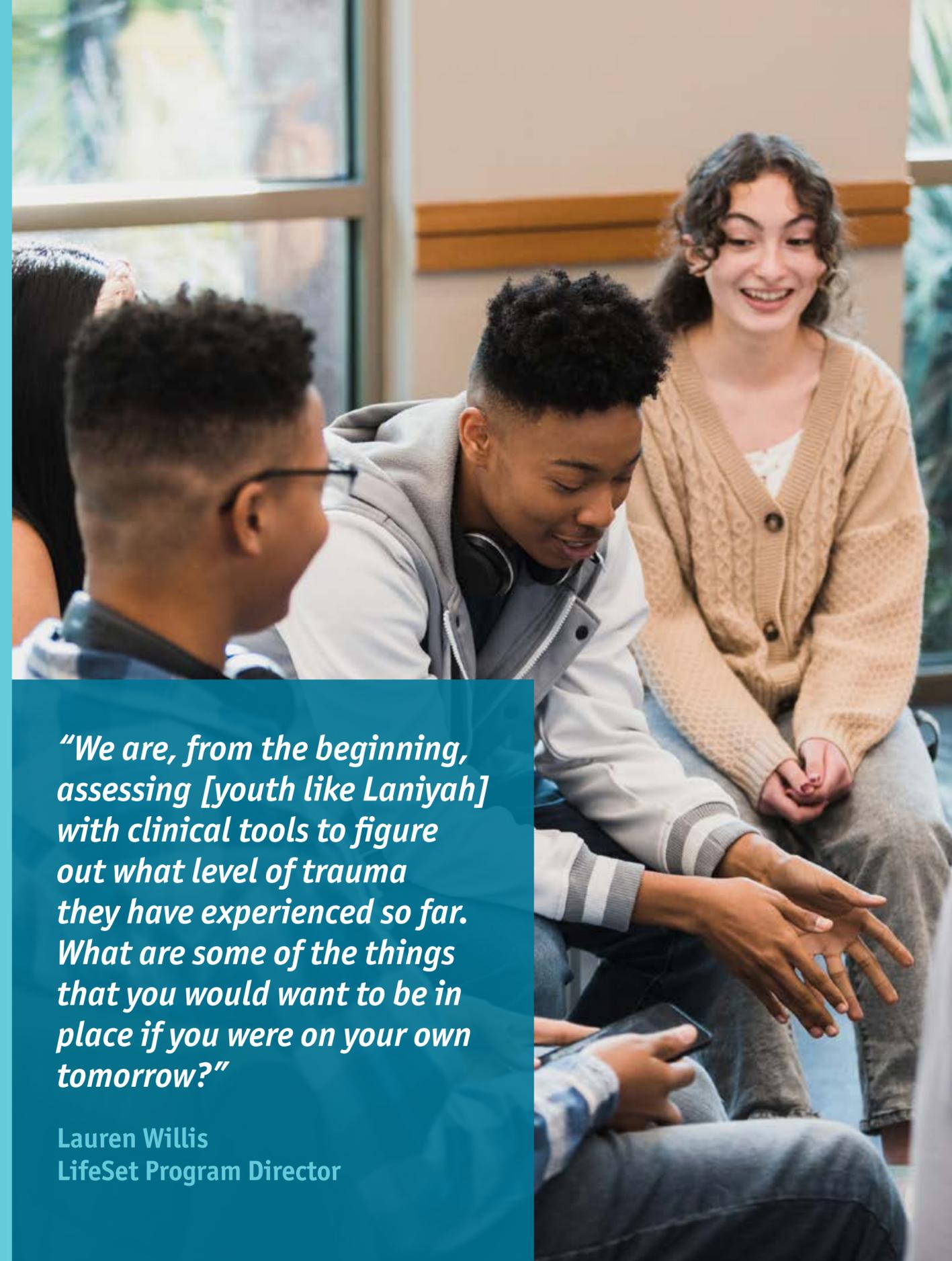
Youth and young adults are at the precipice of beginning to shape the future of their communities. Equipping youth in the Philadelphia region for success is one of our priorities. Examining their overall health and wellness needs and assessing areas to improve engagement, encouragement and opportunity are the heart of how our providers interact with this population. Whether it be gaining access to an education suited to their needs, acquiring the resources they need to thrive, or simply receiving a level of care and attention they haven't previously experienced, the services PHMC programs and subsidiaries provide are vital to their current well-being and to their futures.



LIFESet CASE MANAGERS HELP YOUNG ADULTS ACHIEVE THEIR DREAMS

Young adulthood is already a challenging period of life – but young adults aging out of the foster care system face a unique set of struggles. Some have been under the care of numerous families throughout their youth, suffered from previous abuse, or otherwise lacked the support and foundational insights to succeed as a young adult. That’s where Turning Points for Children’s LifeSet program comes in. Meet Laniyah, a student working toward her high school graduation and beginning to apply for college. Through the LifeSet program,

Laniyah and her social worker traveled to multiple schools to find her fit, which included applying to her dream school, Lincoln University. Laniyah was accepted to Lincoln and is currently studying for her nursing degree. This was just one step in the life planning support Laniyah’s case worker offered her. In addition to the partnership she received to plan for and execute on her higher education goals, she also learned coping skills for seasonal depression and developed a plan for how to handle verbal aggression.



“We are, from the beginning, assessing [youth like Laniyah] with clinical tools to figure out what level of trauma they have experienced so far. What are some of the things that you would want to be in place if you were on your own tomorrow?”

Lauren Willis
LifeSet Program Director



CREATING STRONG FOUNDATIONS FOR ADOLESCENTS LIVING WITH AUTISM



Taking that first step into adulthood can be an intimidating part of growing up. Activities, including performing household chores, navigating a new community, preparing meals, shopping and socializing are things many people take for granted. The Center for Autism (CFA), a PHMC subsidiary, helps eliminate the anxiety of completing these new routine tasks for young adults with Autism Spectrum Disorder. CFA's Student Transition Enrichment Program (S.T.E.P.) helps equip youth with the skills, resources and encouragement to engage in their community and transition to their next step, whether that's post-secondary education or the workplace.

ECONOMIC UPDATE

Through our **350+ programs**, our network of **subsidiaries**, and our various partnerships with government, foundations, businesses and community-based organizations, the work of PHMC **impacts every household** in Philadelphia.

The combined annual impact of PHMC and our subsidiaries on the Philadelphia community's economic vitality is estimated to be in the range of **\$600 million**. PHMC and its subsidiaries have an annual gross revenue of more than **\$400 million**.

FY 2022 (07.01.21 - 06.30.22)

Employee Economic Impact

\$132.6 million/\$39.8 million: Total salaries and benefits paid to PHMC and subsidiary employees.

\$108.6 million: Total salaries and benefits paid to those living in the City of Philadelphia.

\$4.7 million: Total wage taxes paid to City of Philadelphia through PHMC and subsidiary salaries.

Vendor Economic Impact

50.94% of vendor payments were paid to BIPOC- and women-owned for-profit businesses.

37.69% of vendor payments were paid to Philadelphia-based for-profit and nonprofit businesses.

\$36,185,598: Total paid to BIPOC- and women-owned for-profit businesses.

\$86,517,014: Total paid to Philadelphia-based for-profit and nonprofit businesses.

FY 2023 (07.01.22 - 06.30.23)

Employee Economic Impact

\$137.8 million/\$41.3 million: Total salaries and benefits paid to PHMC and subsidiary employees.

\$117 million: Total salaries and benefits paid to those living in the City of Philadelphia.

\$5.3 million: Total wage taxes paid to the City of Philadelphia through PHMC and subsidiary salaries.

Vendor Economic Impact

48.88% of vendor payments were paid to BIPOC- and women-owned for-profit businesses.

32.19% of vendor payments were paid to Philadelphia-based for-profit and nonprofit businesses.

\$47,285,388: Total paid to BIPOC- and women-owned for-profit businesses.

\$149,671,358: Total paid to Philadelphia-based for-profit and nonprofit businesses.

PHMC BOARD OF DIRECTORS

FY 2022

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Director, Philadelphia Council AFL-CIO

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Designee, Families With Intellectual & Developmental Disabilities
Children's Hospital of Philadelphia

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Sheila Mitchell-Green

Designee, Families With Intellectual & Developmental Disabilities
Children's Hospital of Philadelphia

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Wendell Pritchett

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Dean, Philadelphia College Of Osteopathic Medicine



Public Health Management Corporation is the public health institute for Pennsylvania and Delaware and the Pennsylvania Public Health Association.

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