

BARBARA GREENE, MPH

1417 Fairmount Avenue
Saint Paul, Minnesota 55105
(612) 623-2899 office / (612) 562-5626 cell / bgreene@metrodoctors.com

PROFESSIONAL EDUCATION & TRAINING

- Bachelor of Arts Degree, University of Nebraska/Lincoln; Cultural Anthropology (1975)
- Master's in Public Health, University of Minnesota/Minneapolis; International Community Health (1986)
- *Reigniting the Spirit of Caring* national healthcare trainer (Creative HealthCare Management, 2004-2009)
- *Art of Convening* national facilitator (Heartland Circle, 2009-ongoing)
- *Respecting Choices* Advance Care Planning Instructor & Facilitator (2011-ongoing)

PROFESSIONAL EMPLOYMENT

- ***Honoring Choices Minnesota, Minneapolis, MN:*** Director of Community Engagement (2011-ongoing); consultant and staff member of Minnesota's statewide/regional advance care planning initiative. Responsibilities include:
 - Initiate and manage collaborative relationships with health care systems, insurers, leading community organizations (centers of education, colleges, faith organizations, multicultural agencies, public and private agencies) to re-design policy and education in advance care planning/end-of-life care
 - Develop state and local actions and alliances that engage diverse stakeholders in advance care planning education and change
 - Develop media relationships (television, radio, web-based, print, social media) to promote changes in advance care planning to public audiences and health care professionals
 - Redesign end of life care materials to meet the diverse needs of multicultural and culturally diverse audiences
 - Speak before local, state, regional, national and international audiences on a wide range of advance care planning topics
 - Contribute articles and features in local, state, national and international publications on advance care planning progress and new developments
 - Assist in the evaluation and outcome measures of advance care planning on a local and state basis
 - Train and recruit community volunteers as advance care planning *champions* within diverse communities
 - Serve as an advance care planning instructor and facilitator to train other professionals and leaders in beginning end-of-life care conversations
- ***Custom Health Consultants, Saint Paul, MN:*** Founder and principal consultant of a health care consulting firm that provides education and training for hospice, palliative care, multicultural health care, and health disparities professionals and stakeholders (2001-2011). Clients included:
 - Minnesota Network of Hospice and Palliative Care
 - National Hospice and Palliative Care Organization
 - Metropolitan Area Agency on Aging

- Minnesota Department of Human Services
- City of Minneapolis Family & Community Health
- Center for Asian and Pacific Islanders
- Friends of the Saint Paul Public Libraries
- Twin Cities Medical Society
- Creative Health Care Management
- Others

Responsibilities and contracts included:

- Development of state multicultural initiative to reduce healthcare disparities impacting hospice and palliative care professionals and other stakeholders
 - Development of statewide on-line re-training for adult service professionals serving diverse senior care needs in urban, suburban and rural communities
 - Development of a multicultural education center for immigrants, refugees, and international populations within the Minneapolis Public Library system
 - Improvement of library access and materials for sight-impaired individuals using City of Saint Paul Public Libraries
 - Evaluation and recommendations of new library materials for immigrant and refugee populations of all ages
 - Speaking on a national, state and local basis on multicultural end-of-life care for diverse populations
 - Development of new training and education materials in the field of multicultural end-of-life care
 - National instructor on multicultural hospice and palliative care web education
- **North Memorial Health Care, Minneapolis, MN:** Manager of Continuing Education (1995-2001);
 - Developed new continuing education content and programming for health care professionals in local and statewide care systems
 - Implemented a broader spectrum of continuing education for physicians, nurses, social workers, chaplains, physical/occupational therapists, integrative medicine practitioners and other care providers
 - Created local and statewide education partnerships involving health systems, health and human service providers, healthcare associations and vendors
 - Served on health system-wide planning teams to integrate continuing education into health improvement strategies and actions
 - Managed departmental budgets, sub-contractor contracts, and other service agreements with organizations and vendors supporting professional continuing education
 - Supervised the marketing and design of continuing education courses, symposiums and national seminars
 - **Model Cities Health Center, Saint Paul, MN:** Director of OSAP-based (Office of Substance Abuse & Prevention) national demonstration program to reduce use of alcohol and other substances during and following high risk pregnancies (1979-1984)
 - Directed all aspects of a \$1 million federal demonstration project targeting minority prenatal/post-natal women of diverse populations who are impacted by health care disparities

- Created teams of health care professionals to serve pregnancy and postpartum needs of minority women at risk for substance use and domestic violence
- Supervised staff and public health interns involved in this maternal/child health initiative
- Developed evaluation measures and tools to establish benchmarks and monitor outcomes of women affected by substance use during and following their pregnancies including the ongoing health of their children
- Presented program findings to national healthcare audiences in Washington, D.C. and Chicago; was honored as a national 5-year prevention/intervention model for diverse populations

PUBLIC SPEAKING & PRESENTATIONS (selected topics at national/state conferences and other public events):

- 2012 International Advance Care Planning and End-of-Life Conference (ACPEL), Chicago; presented 2 concurrent sessions on Honoring Choices Minnesota media, education, and healthcare system successes in advance care planning
- 2012 Minnesota Network of Hospice and Palliative Care, Minneapolis; presented an annual conference concurrent session on “Developing Advance Care Planning Team-Based Approaches” for health care and hospice organizations
- 2012 Care Providers of Minnesota; presented a statewide webinar on advance care planning for long-term care and skilled nursing organizations
- 2012 Minnesota Metro Refugee Taskforce, Minnesota Department of Health; presented a seminar on “Advance Care Planning with Multicultural Community Health Workers and Community Advocates”
- 2008-2010: *Reigniting the Spirit of Caring* three-day training seminars at healthcare systems in New York, Virginia and Minnesota
- 2008-2010 Minnesota Network of Hospice & Palliative Care annual conferences; presented on development of education materials for multicultural immigrant/refugee populations

COMMUNITY INVOLVEMENTS & RECOGNITION

- 2012 Regional Emmy Award recipient for 7 Honoring Choices Minnesota documentaries, >500 video sessions and a strong media partnership with Twin Cities Public Television
- 2010 Participant in an international healthcare visit to rural Tanzania hospitals and clinics serving palliative care and hospice needs (included rural village home visits to individuals and families affected by HIV/AIDS and other acute/chronic healthcare conditions)
- 1994 National Demonstration Program Award recipient for innovative advances in prenatal/perinatal prevention among high risk populations by the federal Office of Substance Abuse Prevention, Washington, D.C.

- Served on boards of directors of:
 - National Council of Jewish Women/Minneapolis Area
 - National Consultants Consortium
 - Minnesota Network of Hospice & Palliative Care (education and development committees)
 - Center for Asian & Pacific Islanders women's project
 - Care Providers of Minnesota Foundation Board
 - Creative Nursing Journal international editorial board

PUBLISHED ARTICLES

- *MetroDoctors: The Journal of the Twin Cities Medical Society*: "Honoring Choices Minnesota Data Outcomes: Participative Evaluation"; November-December 2014; 18-20.
- *MetroDoctors: The Journal of the Twin Cities Medical Society*: "We've Got This Idea", November-December 2014; 26.
- *Creative Nursing Journal*; "Transformative Advance Care Planning: The Honoring Choices Minnesota Experience"; Volume 19, Issue 4, 2013; 200-204.
- *Minnesota Physician*, October 2013;: "Multicultural Advance Care Planning"
- *Creative Nursing Journal*; "Conversations with Local and Global Healthcare Leaders"; No. 1, 2007; 3.