

A Meeting of the Minds

For the past five years, the UC Berkeley School of Public Health has offered the Advanced Health Leadership Forum, a highly successful international health leadership program cofounded with Universitat Pompeu Fabra in Barcelona.

Now the Berkeley program has come together with the 12-year-old Cambridge International Health Leadership Programme, offered by Cambridge Executive Education, which provides executive education at Judge Business School, University of Cambridge.

New Global Health Leadership Forum Combines Best of Berkeley and Cambridge Programs

The new combined program, the **Global Health Leadership Forum**, consists of two week-long summits held in the San Francisco Bay Area and Cambridge, UK, and offers highly interactive programs open to senior health care leaders from public and private organizations across the world. Faculty from Berkeley, UCSF, and Cambridge are collaborating to support the delivery of the program, with additional input from industry executives. The Universitat Pompeu Fabra's Center for Research in Economics and Health in Barcelona, Spain, continues to participate in sessions as well.

"This initiative enables both schools to build on current successes in training leaders to address the global health challenges facing all countries," commented School of Public Health **Dean Stephen Shortell**. "Participants will find this to be a unique experience based on interaction with world class faculty working at the forefront of new approaches to improve health and health care in both developed and developing countries. They will form a close professional network that will benefit them throughout their careers."

Larry Abeln, chief executive officer, Cambridge Executive Education, is delighted to be involved in the creation of the groundbreaking forum. He says, "It will be a very dynamic program. Vigorous debate during the two sessions will address current issues and common challenges being faced by senior leaders from developed and developing countries, such as health sector reform in the face of rapid change and development. This unique exposure to a variety of methods will enable participants to learn

from each other's experiences and of best practice internationally."

The first Bay Area session was held in San Francisco in January 2008. "It was highly successful, with a large number of gurus in their fields coming to interact with the participants," said program administrator **Meg Kellogg**. Experts included **Arnie Milstein, M.D., M.P.H. '75**, the leading authority on how to creatively purchase health care; **Leonard Schaeffer**, founding chairman and CEO of Wellpoint; **George Halvorson**, CEO of Kaiser Foundation Health Plan; **Sir Richard Feachem**, founding executive director of the Global Fund and professor at the UC Berkeley School of Public Health and UCSF; and speakers from the World Bank, WHO, and the journal *Health Affairs*.

The Cambridge session will be held June 8–12, 2008, at Judge Business School, and will be repeated in June 2009. The next Bay Area session will be held in January 2009. The Global Health Leadership Forum is sponsored by the British United Provident Association Limited (BUPA), McKinsey, and Johnson & Johnson. Launching sponsors include the Bill & Melinda Gates Foundation and the Thomas J. Long Foundation.



Participants and faculty at the January 2008 summit of the Global Health Leadership Forum.

Participants Share Information Across Continents

Donald W. Kemper, M.P.H. '72, has



Donald Kemper

taken part in every one of the leadership forums since the inception of the original Berkeley-Barcelona program, bringing to the discussion his own particular passion for patient education and empowerment. Kemper is chairman and CEO of Healthwise, a nonprofit he founded in 1975 around the concept of “information therapy.”

“When we look at the health care system right now in the United States, or really anywhere, there are triple crises: the cost crisis, the quality crisis, and the workforce crisis,” Kemper says. “Every study that’s done on quality shows huge gaps, particularly in chronic illness—where we know what to do, but we just don’t do it, because nobody’s really paid to make it happen.”

As Baby Boomers become seniors, he cautions, the system will become overloaded. Information therapy, he feels, will be an essential part of the solution. Kemper believes in a future wherein a patient will leave his or her health care provider’s office with not only diagnoses and treatment directives (including perhaps an Rx for medicine), but also an Ix, or a prescription for information, which would direct the patient to a specific, reliable medical resource.

That’s one of the reasons why Kemper’s organization seeks to empower patients with self-care information, tools to understand evidence-based guidelines, and a stronger sense of autonomy. Since 1976, *Healthwise* has distributed more than 33 million self-care guides. The *Healthwise Handbook* (now in its 17th edition), addresses approximately 200 common health issues. Even more far-reaching is Healthwise’s Knowledgebase, health information

in more than 6,000 subject areas developed for the Web-based information delivery systems of such entities as managed care organizations, hospitals, employers, and the popular website WebMD. In 2007, Internet users accessed Knowledgebase information more than 90 million times.

When bringing the information therapy concept to the Global Health Leadership Forum, Kemper



S. George Anarwat

assumed the idea would hold the most appeal for colleagues working in developed regions of the world, where Internet access is readily available. He was pleasantly taken aback by the enthusiastic reaction of participant **S. George Anarwat**, a policy research officer from northern Ghana. “He just called my bluff,” says Kemper. “He asked, ‘But can this work in third world countries as it is working here in the U.S.?’” Anarwat challenged Kemper to test the viability of information therapy in a very rural, very poor region.

Anarwat and his NGO, House of Hope Mission Ghana (HHMG), had worked with a well-developed network of volunteers in villages to educate people

“You don’t need the Internet to benefit from information therapy.”

about categorical illnesses, such as HIV/AIDS and dengue fever. While most of the village workers were literate and proficient in English, they had no resources to support what they do. “So we said, let’s try to get some basic information to those volunteers and let them become the resource for the village,” remembers Kemper.

Anarwat quickly developed a proposal for a small project that simply aimed to identify workable methods of delivering health information. Randomly,

health workers were given one of two books—either *Where There is No Doctor* by David Werner et al. or the *Healthwise Handbook*—with a 16-page insert featuring information about Ghana-specific health issues, such as snake bites, worms, and malaria.

Anarwat’s staff gathered the volunteer health workers, gave them materials, trained them to keep a log of when and how each book was used, and then checked back for results. The HHMG team determined that the volunteer health workers were overwhelmingly appreciative, that they used the books often and felt they made a positive impact on the health of their communities.

The ability to access web-based information in rural areas of Ghana is still a long way off and will require an influx of financial and technical resources. Yet, even a reliable book, tailored to the needs of the community, can help. “You don’t need the Internet to benefit from information therapy,” Kemper says. “We always think of the scarcities we have, but in comparison to [northern Ghana], we have such a great abundance of resources.”

Perhaps, Kemper hopes, lessons learned from this small collaboration between professionals working

worlds apart will serve as its own takeaway Ix, convincing others that raising the *overall* health competence of third-world populations is not only possible, but worthwhile. 🌐

—Johanna Van Hise Heart and Michael S. Broder

More information about the Global Health Leadership Forum is available at ahlf.berkeley.edu and www.jbs.cam.ac.uk/execed/ghlf.