

University of California, Berkeley • Haas School of Business and School of Public Health  
247A University Hall • Berkeley, California 94720 • [kmacpherson@berkeley.edu](mailto:kmacpherson@berkeley.edu) •

## EDUCATION

MBA, University of California, Berkeley, Haas School of Business, 1994  
MPH, University of California, Berkeley, 1994, Health Policy & Management  
BA, University of California, Davis, 1988, Psychology and Organizational Studies

## CURRENT FACULTY POSITIONS

### **Executive Director, Health Management (previously Associate Director as of September 2013) Haas School of Business - University of California, Berkeley**

***Position responsibilities:*** the Graduate Program in Health Management at the University of California, Haas School of Business prepares Berkeley MBA students to deliver innovative solutions in the healthcare field. The Associate Director manages all aspects of the program management such as student recruitment and admissions, curricular planning, student advising (academic and career), corporate fundraising, and alumni relations. The Associate Director also formulates program strategies, and directs and controls program budget and other related resources.

Specific responsibilities include:

- Independently oversee the health management academic program and represent the program to outside organizations (including corporate donors) at health-related organizations or meetings.
- Design, develop, deliver, and administer fundraising programs; identify new donor prospects by researching background information on potential donors and develop materials, marketing plans, and organize related programs/events; cultivate, steward, and solicit donor prospects.
- Support students and Haas Career Management Group in planning, developing, and implementing programs, activities, counseling and advising focused on students' career development; work with students, alumni, and/or potential employers.
- Involved in developing and implementing programs for student outreach, recruitment, and admissions for the MBA/MPH program specifically, as well as to support the MBA Admissions in recruiting MBA students with health interests; educate the prospective students about admissions requirements, policies, and processes.
- Involved in health management curriculum planning and course scheduling in consultation with Berkeley-Haas management and faculty. Manage outside lecturer search, selection and evaluation.
- Counsel health management students on academic program policies and issues; monitor student academic progress and assist students in making appropriate educational choices and decisions; conduct informational sessions and provides advice.

- Work with student leaders in to plan, develop and implement programs, services, activities and processes for students in their non-academic life at the university, including leadership development, student organization advising, and other areas.
- Teach MBA 296.12 – Trends in Biotech and Pharma – Spring 2015-Spring 2017
- Teach MBA 297 – Healthcare in the 21st Century (3 units) Fall 2016 & 2017

**MPH Program Director and Lecturer – Health Policy and Management (as of January 2006)**

**School of Public Health, Health Policy & Management**

**University of California, Berkeley**

*Position responsibilities:*

- Oversee management of all of the core HPM master's programs,
- Serve as primary academic and professional mentor to approximately 80 students in the division
- Teach three graduate level courses per academic year,
- Field supervision of MBA MPH students each summer.

Specific responsibilities include:

- Teaching:
  - PH227A – Health Care Finance (Spring 2009-10, Fall 2011, Spring 13, Spring 15, Fall 2015, Spring 2017)
  - PH 223D Foundations of Health Policy & Management (Fall 2006 – 2012, Fall 2014, Fall 2016, Fall 2017)
  - PH 223E Capstone Seminar in Health Policy & Management (Spring 2007-2017)
  - PH223F Effective Public Health Negotiations (Spring 2008-2012, 2014)
  - PH297 Field Placement (MBA/MPH students; 2007-2017)
  - PH299 Independent Study (Spring 2008 – Spring 2017)
- Ongoing HPM curriculum review and redesign efforts including new HPM online offering. Will develop and teach online version on HC Finance class (Summer 2018 launch)
- Lead HPM Admissions Committee (Spring 2006-2017)
- Recruitment and fellowship /award determination
- Serve on EPCC (AY 2017-18)
- Serve on SPH Student Affairs Committee for Professional Degrees of the Senate (2016-17)
- Serve on SPH school wide Committee for Teaching Excellence (as of Fall 2015)
- Serve on MPH Management Committee (2006-07, 2007-08, 2012-13)
- Serve on DrPH Management Committee (2008-09, 2009-10, 2010-11, 2011-12)
- Serve on Undergraduate Management Committee (2006-07)
- Founding member of the SPH Center for Health Leadership, created spring 2008
- Corporate development/fund raising activities for SPH and joint degree programs

- External communications (brochures, HPM website development/maintenance)
- Student advising on professional development, career paths; create outreach programs and events that connect students with professional community (case competitions, mixers, workshops, etc)

## ADDITIONAL UC POSITION (as of October 2008)

**Co-Director, Berkeley Center for Health Technology (BCHT)**  
**School of Public Health, Health Policy & Management**  
**University of California, Berkeley**

*Position responsibilities:* Oversee management of BCHT, a research and educational center focused in biomedical innovation and the intersection with the other sectors of health care (e.g. finance, delivery). Core member of research team.

Specific activities include:

- Direct daily operations of the Berkeley Center for Health Technology, a research and educational center focused in biomedical innovation and the intersection with the other sectors of health care (e.g. finance, delivery)
- Conduct original qualitative and quantitative research on core topics relevant to BCHT
  - 2013-4 RWJF grant (with the Integrated Healthcare Association) to study five California ACOs and research into emerging mobile/digital health firms
  - 2015 Anthem Foundation grant on Innovations in Diabetes Prevention and Management
- Recent publications include:
  - Payers Test Reference Pricing and Centers of Excellence to Steer Patients to Low-Price and High-Quality Providers. James Robinson and Kim MacPherson; Health Affairs; September 2012
  - Aligning Consumer Cost-Sharing with Episode of Care (EOC) Provider Payments. James Robinson and Kim MacPherson; Integrated Healthcare Association White Paper; September 2011
  - Redesigning Insurance Benefits and Consumer Cost-Sharing for High-Cost Surgical Services. James Robinson and Kim MacPherson; Integrated Healthcare Association White Paper; September 2011
- Oversight for all marketing and dissemination, finance and special events
- Accountable for all professional and graduate student curricular activities developed and implemented by the center
- Lead industry specific executive education workshops: finance, leadership & negotiations
- Supervise the Program Coordinator and Graduate Student Researchers (average of 3 per semester)
- Work with Director to set strategic priorities and research agenda for the Center
- Manage relationships with all grant/gift funders

## ADDITIONAL PROFESSIONAL EXPERIENCE

2004 - 2005 **HEALTH WORKFORCE SOLUTIONS**, Consultant, San Francisco, CA  
Consulting and research firm focused on the healthcare workforce

- Principle Investigator on a research project for the Robert Wood Johnson Foundation (RWJF) Human Capital Team on the frontline workforce. Lead author on final report *Defining the Frontline Workforce* published by RWJF in 2005; presented findings at series of RWJF workshops *"Frontline Workforce Development: Promoting Partnerships and Emerging Practices in Health and Health Care."*
- Senior advisor on follow-up grant from RWJF for development and production of *Workers Who Care; A Graphical Profile of the Frontline Health and Health Care Workforce* (release date November 1, 2006)
- Managed projects in workforce planning and strategy for a national integrated delivery system and a major Northeastern healthcare system
- Developed new analytic models for assessing clinical workforce surplus/shortfalls, labor market imbalances and cost-benefit analysis of options to develop a proprietary pipeline of healthcare workers

2000 - 2004 **DIGITALTHINK, INC**, Director, Healthcare Programs, San Francisco, CA  
Distance learning solutions for corporate and government clients

- Accountable for directing strategy and for managing the successful creation and launch of distance learning offerings for healthcare clients
- Led project team that developed a curriculum of 500+ hours of online courses for registered nurses and other clinical and business office staff
- Authored and/or served as subject matter expert on a variety of healthcare industry courses. Topics included: overview of the US healthcare industry, health and welfare insurance fundamentals, healthcare business models and government funded healthcare programs
- Presented at numerous conferences and workshops including American Society of Training and Development, Association of California Nurse Leaders, Institute for International Research, and Healthcare Financial Management Association

2002 **ALPINE HEALTHCORPS**, Advisor, San Francisco, CA  
Healthcare workforce creation company

- Creation of initial business plan for new model of workforce creation for allied health roles
- Conducted detailed research on allied health professionals including market demand, supply, education and license requirements and the primary causes of persisting shortages
- Co-developed selection tools for identifying potential program participants
- Presented extensively at workforce and healthcare conferences/workshops

1999	<b>BDC ADVISORS, LLC</b> , Consultant, San Francisco, CA Strategic management consulting dedicated to the healthcare industry
	<ul style="list-style-type: none"> <li>• Led strategic planning efforts, financial analysis and new service/product design and implementation for care delivery systems, medical groups and health plans</li> </ul>
1994 - 1998	<b>ARTHUR ANDERSEN BUSINESS CONSULTING</b> , Sr Manager-Healthcare, San Francisco
	<ul style="list-style-type: none"> <li>• Facilitated strategic planning process for a multi-state care delivery system including creation of the overall framework, coordination of ten client task forces, development of performance monitoring systems, and presentations to the Board of Directors</li> <li>• Led development of over seventy market assessments for a national hospital chain. Project involved managing a large team under a tight production schedule and led to the creation of a standardized process / template for market research and assessment</li> <li>• Developed successful proposal and subsequent operating budgets for a regional not-for-profit care delivery system in its acquisition of an eight facility system</li> <li>• Analyzed and provided recommendations on over 60 shared risk and full capitation contracts held by a multi-state care delivery chain with over 38 facilities</li> <li>• Managed multiple feasibility analyses, process redesign efforts, operational assessments, and benchmarking studies</li> <li>• Coordinated consultant professional development program</li> </ul>
1993 - 1994	<b>UNIVERSITY OF CALIFORNIA SAN FRANCISCO</b> , Academic Resident/Analyst, San Francisco, CA
	<ul style="list-style-type: none"> <li>• Continued as Staff Analyst (part-time) after conclusion of formal residency program</li> <li>• Led revenue assurance efforts that produced over \$2 million for the HMO Program Office</li> <li>• Managed implementation of new capitation management system</li> <li>• Created financial statements for the HMO program</li> </ul>
1988 - 1991	<b>PRUDENTIAL INSURANCE COMPANY OF AMERICA</b> , Sr. Account Executive, San Francisco, CA
	<ul style="list-style-type: none"> <li>• Primary client liaison to national employer groups for all product lines</li> <li>• Network provider negotiations</li> <li>• Developed Knox-Keene application to CA Department of Insurance for HMO license</li> <li>• Earned Certified Employee Benefit Specialist (CEBS) designation</li> </ul>

## CORE CAPABILITIES

### *Presentation & Leadership*

- Frequent presenter at healthcare conferences/executive education workshops
- Curriculum planning and development for healthcare organizations
- Authoring distance learning courses
- Mentoring staff members and students from various academic programs

### *Project/Program Management*

- Leading teams of professionals at all levels of experience
- Designing work programs from initial planning stages through to implementation
- Developing and successfully executing against budgets and timelines
- Facilitating meetings to drive to decision and action
- Establishing effective, durable working relationships at all levels of an organization and extending them to external constituents

### *Operations/Finance*

- Business and strategic planning; developing service line and organizational wide financial and operational forecasts
- Conducting workforce planning and operational process redesign efforts
- Creating and documenting standardized processes to expedite task completion
- Creating clear communication mechanisms
- Creating and managing professional development programs
- Fundraising for community organizations

## COMMUNITY SERVICE AND AFFILIATIONS

- Board of Trustees, St Francis Memorial Hospital, San Francisco (as of June 2012)
- System Board Committee for Strategic Planning - voting member, Dignity Health (as of June 2017)
- Innovation and Technology Advisory Board member – Planned Parenthood Northern California
- HFMA
- School Site Council - voting member – Marina Middle School, San Francisco, CA