



## FREE PUBLIC FORUM ON HEALTHCARE REFORM

Presented by the Lifelong Learning Academy, AARP and  
USF Sarasota Manatee

Are you tired of Health Care Forums where people scream and shout trying to influence an attending politician to their way of thinking? If so, join us for a different type of Healthcare Forum where there aren't any politicians to pressure. Instead we'll have a blue ribbon panel of healthcare professionals who'll answer your questions about the state of our healthcare system and what they like and don't like about the proposed healthcare reform legislation.

Please join us on September 29<sup>th</sup> at 1:30 PM at USF's Selby Hall (8350 North Tamiami Trail, Sarasota) for a free forum on Healthcare Reform presented by the Lifelong Learning Academy, AARP and the University of South Florida Sarasota Manatee.

**Rob Lorei** of WEDU will act as moderator and lead our panel of front-line healthcare experts in a discussion and question answering session on the pending Healthcare reform legislation. Our high powered panel is made up of:

- **Gwen MacKenzie**, CEO of Sarasota Memorial Health Care System that includes a regional medical center consisting of an 806-bed hospital (voted one of the top 50 hospitals in the country), physician practices and a network of specialized medical campuses and clinics that includes a nursing home, home health, psychiatric hospital and outpatient centers.
- **Dr. Mark Magenheim**, CEO and Medical Director of the Suncoast Communities Blood Bank, has been a health care leader in Florida for over 25 years since becoming Director of the Sarasota County Health Department in 1984. He subsequently served as Assistant State Health Officer of Florida and the first full-time Medical Director of the Hospice of Southwest Florida (now Tidewell Hospice.)
- **Dr. Greg Silver**, a busy family physician in Clearwater, Florida who has practiced in a variety of settings, including 8 years in corporate medicine as the Chief of Staff for the CIGNA health insurance company, and who is currently a member of Physicians for a National Health Program.
- **Randy M. Kammer**, Vice President, Regulatory Affairs and Public Policy for BlueCross BlueShield of Florida where she represents the company before state and federal regulatory agencies and leads the Public Policy group to oversee the creation of critical policy positions and policy advocacy.
- **Jeff Johnson**, Manager of Operations for AARP Florida, is responsible for AARP Florida's efforts to educate and activate its members, community partners and corporate leaders on issues such as health and long-term care, economic security and livable communities. Jeff can help set the record straight on some of the Healthcare Legislation rumors going around.

Please join us on Sept. 29th, listen to their answers and make up your own mind about the best answer for Healthcare in America!

**Rob Lorei** is the Managing Editor of Florida This Week on WEDU-TV (PBS) and a co-founder of WMNF Radio. He attended Antioch College where he received a BA in Journalism in 1977. During Antioch's co-op education program he held a variety of jobs including law clerk, video documentary maker, Pepsi truck delivery driver, and staffer for the Miami Valley Black Lung Association which helped disabled coal miners obtain black lung benefits.



He got his start in radio as a news reporter at his campus NPR station, WYSO. Since moving to Florida in 1978 he's been a panelist on political talk shows on WTOG-TV and WEDU. He took the moderator's seat of WEDU's Tampa Bay Week in 2001 and has piloted the program through its 2005 update to Florida This Week. He's covered West Central Florida politics for more than 20 years and moderated numerous televised political debates including the 2002 Attorney General's race, the 2003 Tampa Mayoral race, the 2004 U.S. Senate primaries, and the 2006 Gubernatorial Primaries.

He's interviewed hundreds of authors, academics, politicians, musicians, artists and entertainers for his broadcasts. among his guests: former President Jimmy Carter, Ralph Nader, Ferdie Pacheco, Sen. Mel Martinez, Janet Reno, Daryl Jones, Al Franken, E.J. Dionne, John Dean, Tampa Mayors Dick Greco and Pam Iorio, Gov. Charlie Crist, Bill Moyers, and many others.

**Gwen M. MacKenzie** is President and CEO of Sarasota Memorial Health Care System, a regional medical center consisting of an 806-bed hospital, physician practices and a network of specialized medical campuses and clinics that includes a nursing home, home health, psychiatric hospital and outpatient centers.



Among its many achievements, Sarasota Memorial has been repeatedly listed in *U.S. News and World Report's* "America's 50 Best Hospitals" issue. Sarasota Memorial also is the only hospital in the region with "Magnet" nursing designation.

Trained as an oncology nurse, MacKenzie worked for 25 years at the nine-hospital Detroit Medical Center. Starting as an advanced practice nurse practitioner, she worked her way from bedside care to executive vice president, chief operating officer and interim CEO. MacKenzie attended the University of Michigan, receiving a Bachelor of Science and a Master's in health services administration. She also received a Master's from the University of California, Los Angeles.

**Dr. Mark J. Magenheim** received his Bachelors degree *cum laude* from Washington University in 1969, his Masters degree in Health Administration from Yale University in 1971 and his M.D. degree from McMaster University in Canada in 1974. He completed post-graduate training in family medicine, clinical preventive medicine, and public health in 1978, and he has been a health care leader in Florida for over 25 years since becoming Director of the Sarasota County Health Department in 1984.



Dr. Magenheim served as Assistant State Health Officer of Florida in the early 90's, as the first full-time Medical Director of the Hospice of Southwest Florida (now Tidewell Hospice) from 1994 to 1999 and since 2003, he serves as CEO and Medical Director of the Suncoast Communities Blood Bank. He over-see's all clinical research at Sarasota Memorial Hospital as Chair of the Institutional Review Board since 1989, and he has been Adjunct Professor at the University of South Florida since 1985. He served as Chair of the CDC's Advisory Committee on HIV and STD Prevention in the 1980's, on Florida's Medicaid Reform Commission in the 1990's, and he has been involved in global health in Africa, Brazil, and in the Dominican Republic for over thirty years. In April 1989, Dr. Magenheim personally received the US Department of HHS "Meritorious Service Medallion" in Sarasota from Surgeon General Dr. C. Everett Koop "for his service as a model for the Nation's health officers"., and is frequently asked to speak on health care issues locally and nationally.

**Dr. Greg Silver** is a busy family physician in Clearwater, Florida. He received his M.D. in 1986 from the University of Miami and completed his residency in Family Practice at the University of Colorado in 1989. He has practiced in a variety of settings, including 8 years in corporate medicine as the Chief of Staff for the CIGNA health insurance company.



Becoming disillusioned with corporate healthcare, he returned to a traditional, "patient centered" medical practice as a solo doctor. He has also been an active lecturer and consultant in the arenas of healthcare reform, electronic medical records, electronic prescribing and the adoption of new medical technologies.

**Randy Kammer** is Blue Cross and Blue Shield of Florida's (BCBSF) vice president, regulatory affairs and public policy. In this role, Kammer represents the company before state and federal regulatory agencies. She also leads the Public Policy group to oversee the creation of critical policy positions and policy advocacy.



Throughout her career, Kammer has been active in community organizations and the Jacksonville Jewish community. She currently serves as president of BCBSF's Blue Foundation for a Healthy Florida. She also serves on the Jewish Community Alliance Board and the River Garden Nursing Home Board. Kammer chaired the Department of Insurance Small Group Standard Benefit Design Committee and serves on the Florida Health Insurance Advisory Board. She also serves as secretary of JaxCare and vice-chair of the Florida Life and Health Insurance Guaranty Association and is on the Boards of Three Rivers Legal Services, Memories of Love and Gift of Life in America. Kammer actively participates, on behalf of health insurers, with the NAIC Senior Issues Task Force.

Kammer holds a Bachelor of Arts from Northwestern University and a juris doctor degree from the University of Florida College of Law.

**Jeff Johnson**, as the manager of state operations and AARP Florida's Health Action Now! campaign, is responsible for AARP Florida's efforts to educate and activate its members, community partners and corporate leaders on issues such as health and long-term care, economic security and livable communities. Jeff has worked with AARP Florida for eight years, during which time he has organized major rallies in Tallahassee, developed a grassroots volunteer structure that mobilizes some of AARP's 3 million Florida members to interact with their elected officials, created an active statewide speakers bureau and successfully lobbied for legislation to protect consumers. He was raised in Jacksonville, graduated Phi Beta Kappa with a degree in religion from Wake Forest University, and also holds a Master of Divinity degree from Emory University's Candler School of Theology.

