

Career Highlights

- Professor, Health Care Administration, California State University Long Beach
- Business Intelligence Consultant, Kaiser Permanente Health Plan
- Director of Planning, Development and Government Relations, Community Health Group (Medical HMO) and San Ysidro Health Center (community clinic)
- Vice President, Research & Planning, Magliaro & McHaney (hospital-physician network development & marketing firm)
- Health economist, San Diego-Imperial County Health Systems Agency
- Health Care Futures Research Management Consultant, Lutheran Hospital Society of Southern California (now Catholic Healthcare West health system)
- Social work administrator and practitioner, San Diego County Social Services Department and Orange County Public Health Department
- Complete CV and copies of most recent publications available on website: www.csulb.edu/~jfrates

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Healthcare Research

**Business Experience,
Academic Expertise**

Actionable Research for Healthcare Decision Makers

Market and Health Policy Research

- **Gain insights on customer needs, preferences, and satisfaction** through quantitative and qualitative research, including:
 - Surveys, interviews and focus groups
 - Recruitment and training of bilingual college students for research with multiethnic populations
- **Learn about best practices, what works and what doesn't** with rapid response topical summaries and literature searches
- **Assess and minimize risk, gain advantage and avoid surprises** with a competitive intelligence market analysis

Strategic Planning

Achieve your organizational growth goals with:

- **Strategic, business and marketing plans** with accompanying data collection and analytical tools
- An **action plan** to implement strategies and tactics
- Board and staff plan **facilitation**

Evaluation

- **Track progress and measure outcomes** for grant funded projects
- **Assess feasibility** of new business initiatives

Writing

- **Produce clear, comprehensible prose** for:
 - Grant and contract proposals (extensive experience as both writer and reviewer)
 - Regulatory reports and filings
 - Corrective action plans
 - Accreditation applications
- **Co-author or ghostwrite articles** for academic and business publications

Clients

- **Health plans**
 - Kaiser Permanente
 - Molina HealthCare
 - CalOptima
 - LA Care
- **Healthcare providers**
 - Orange County Medical Association
 - St. Joseph Health System
- **Nonprofits**
 - AccessOC
 - Consumer Center for Health Education and Advocacy, Legal Aid Society of San Diego
 - Insure the Uninsured Project
 - OneLegacy
- Doctors Telehealth Network
- Jones International University
- San Diego Business Journal
- The California Endowment
- UCLA Center for Health Policy Research

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