

Russell B. Toal

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Professional Experience:

1/09 – Present Faculty Member and Director, Georgia Southern University, Statesboro

Clinical Associate Professor of Health Policy and Management and Director of the Center for Rural Health and Research of the Jiann-Ping Hsu College of Public Health of Georgia Southern University. Primary teaching areas are health policy, systems, administration, law and finance. As Director of the Center, have had prime responsibility for the College's Southwest Georgia Project to develop a regional improved reproductive health plan, the contract to serve the State Office of Emergency Preparedness, the Healthcare Georgia Foundation's Asthma Evaluation Project, the HRSA-funded MAPP project for Effingham County, and the development of Diversity Health Center in Liberty and Long counties. The Center also serves area health departments and health centers on program development and evaluation, and assists nonprofit organizations with discrete projects on health programs and policy.

Currently serve as Chair of the McIntosh County Board of Health, as a board member of the Komen for the Cure Coastal Georgia Affiliate, as a member of the Strategic Initiatives Committee of the American Health Association for the Southeast, as Past President and board member of the Georgia Public Health Association (which represents all County Boards of Health and more than 1000 individual members, as a board member of the Georgia Association for Primary Health Care, and the Georgia Perinatal Association. Also serve on the Medicaid Redesign Task Force of the Georgia Department of Community Health.

1/04 – 12/31/08 Faculty Member and Consultant, Georgia State University, Atlanta

Distinguished Fellow in Health Policy in the Andrew Young School of Policy Studies and Clinical Associate Professor of Public Health in the Institute of Public Health, a unit of the College of Health and Human Sciences of Georgia State University. Primary instructional areas include public health administration, health finance, health systems, cancer and society, and health policy, coverage and access. Serve on and chair master's thesis committees, and serve as liaison to the Georgia State University College of Law.

In addition to teaching and research responsibilities, served as a consultant to a not-for-profit community organization (Diversity Health Center, Inc.) which operates two primary care centers in underserved rural areas of Southeast Georgia; both centers are located in the Coastal Health District and coordinate their services and activities with local health departments. Also served as a consultant to the Liberty County Health Department in an effort to develop a regional health system plan for a three county service area and seek external funding for operations. The area's health problems are compounded by proximity to Ft. Stewart, the largest Army post east of the Mississippi.

Provided consulting assistance to the Center for Chronic Disease Prevention and Health Promotion of CDC and the National Association of Chronic Disease Directors, both headquartered in Atlanta, on a project to assist states in estimating the cost of chronic disease, developing projected cost savings from chronic disease interventions. Also assisted the Center on improving the comprehensive cancer control planning of states. Have served on the State Cancer Plans Committee of "C-Change" (the National Dialogue on Cancer organization), and served as a senior consultant to the American Society of Clinical Oncology on state affiliate matters, access and Medicaid issues, third party insurance concerns, and quality improvement.

Was the recipient of a Robert Wood Johnson Foundation grant for providing technical assistance to the Foundation on Expanding State Health Coverage and on improving the grant evaluation and performance reporting processes of the RWJF. The project was completed in May 2008.

7/01 – 12/03 President and CEO, Georgia Cancer Coalition, Inc., Atlanta

Founder and President of the Georgia Cancer Coalition, a nonprofit organization headquartered in Atlanta. Began and led the public/private partnership directing the state's comprehensive initiative to improve cancer detection, treatment and research, and to develop a statewide network of cancer care. The Coalition fostered the development of nine regional cancer programs, the recruitment of more than sixty distinguished cancer scholars, provided support for two statewide cancer centers of excellence, and fully funded a cancer state aid program. In addition, screening, education, anti-tobacco and outreach programs were expanded across the state, a statewide cancer clinical trials organization was developed in conjunction with the Georgia Society of Clinical Oncology, and Medicaid coverage was made available to uninsured low-income women who had been diagnosed with breast or cervical cancer. Medical and health profession oncology

education programs were initiated or expanded, and direct support was provided to a large number of cancer survivor and advocacy organizations. Primary funding for the Coalition came from the state's allocation of the Tobacco Master Settlement Agreement, and the GCC was responsible for the development and administration of grants funded from the Settlement Agreement. As President and CEO, reported to both the organization's nonprofit board and the Governor. Liaison with the university and medical communities was critical to success in the job.

6/99 – 9/01

Commissioner, Georgia Department of Community Health, Atlanta

First Commissioner of the new department created in 1999. Was responsible for directing the consolidation of state agencies involved in the purchasing, planning and regulation of health care in the state, and managing the department of more than 500 employees. Reported to the Governor as well as a departmental board. Department components included the divisions of Medical Assistance (Medicaid and PeachCare, Georgia's SCHIP program), Health Planning, Public Employee Health Benefits, the offices of Minority Health, Women's Health, and Rural Health Services, and the three boards responsible for physician licensing and medical education. The Department insured nearly two million individuals, had a budget of more than \$6 billion, was responsible for plans of coverage for uninsured Georgians, administered grants and contracts to health care entities and other nonprofit organizations, coordinated the state's health planning and Certificate-of-Need programs, and the Indigent Care Trust Fund. Was responsible for development and management of administrative agreements for claims processing, liability, medical management and eligibility systems, and launched the Georgia Cancer Initiative.

1995 – 1999

President and Chief Executive Officer, Georgia 1st, Inc., Decatur

Founder and Director of Georgia 1st, a provider-owned nonprofit membership corporation which contracted with insurers and other payers to deliver health care services throughout the state. Members of the provider network included the Emory Healthcare System, The Medical College of Georgia, hospitals affiliated with Emory or MCG across the state, and more than 4,600 physicians associated with these institutions. Created the business plan, managed the member service, credentialing, medical review and proposal development, and served as lead contract negotiator with payers. Had day-to-day operational responsibility for the organization. Reported directly to the board, which was composed of hospital and physician representatives of the network members.

- 1994 – 1995** Director of Corporate Health Services, Emory Healthcare, Inc., Atlanta
- Directed the corporate health services of Emory Healthcare. At the time, the Emory system had a budget in excess of \$1 billion and delivered more than two million inpatient and outpatient visits annually. Principal responsibilities included management of Emory's hospital affiliate program, creation of a statewide hospital and physician network associated with Emory University, development and negotiation of managed care contracts, development of home health and hospice capability for the system, and supervision of marketing.
- 1991 – 1993** Commissioner, Georgia Department of Medical Assistance, Atlanta
1983 – 1990 Deputy Commissioner
- Responsible for planning, management and administration of the Georgia Medicaid program, which had a budget of \$3.2 billion and paid health benefits on behalf of more than 950,000 recipients to nearly 40,000 providers. Reported directly to the Governor, and served on his Commission on Health Care Reform. Medicaid initiatives included creation and implementation of an Indigent Care Trust Fund, coverage of new services, expansion of the eligible population, implementation of new community based service waivers, and streamlining of eligibility certification and claims processing.
- 1979 – 1983** Staff Director, Georgia Senate Human Resource Committee, Atlanta
- Responsible for drafting and tracking legislation, research on health issues, preparation of committee reports, and supervision of committee aides. Monitored issues related to the departments of Medical Assistance and Human Resources and the health profession licensing boards. Staffed special study committees on Medicaid, Child Abuse, Service to the Aged, EMS, and Medical Education.
- 1976 – 1979** Health Services Advisor, Primary Care Unit of the Region IV Division of Health Service Delivery, U.S. Public Health Service, Atlanta
- Responsible for the development of rural, migrant and community health centers and home health projects in rural North and South Carolina. In addition to contract monitoring, provided technical assistance, medical staff recruitment, and training for center staff. Assisted in the identification, design, development and funding of facilities, and assisted with expansion planning. Had grant review and management responsibility for more than 60 projects.
- 1975** Intern: Cardinal Glennon Hospital for Children, St. Louis, MO

Had prime responsibility for accreditation preparation of the outpatient services.

North Carolina Regional Perinatal Health Care Program, Department of Human Resources, Raleigh, NC

Had prime responsibility for development of a regional perinatal transportation program for the state.

COMMISSIONS AND BOARDS:

Susan G. Komen for the Cure Coastal Georgia Affiliate Board
McIntosh County (Georgia) Board of Health
Commonwealth Fund Task Force on the Future of Health Insurance for Working Americans
Robert Wood Johnson Foundation's Practice Sites Initiative on State Primary Care Development Strategies National Advisory Committee
Robert Wood Johnson Foundation's School Health Initiative Advisory Committee
CDC/National Pharmaceutical Council Steering Committee on Estimating the Cost of Chronic Disease in States
Milbank Memorial Fund Reforming States Group Steering Committee
National Academy for State Health Policy Steering Committee on Access for the Uninsured
Global Access to Cancer Care Project Steering Committee
Cancer State Plans Committee of C-Change, the National Dialogue for Cancer
Board of the Georgia Department of Community Health
Morehouse School of Medicine Clinical Research Effectiveness Committee
Georgia State University Health and Human Sciences Advisory Board
Georgia State University Andrew Young School of Policy Studies Advisory Board
University of North Carolina School of Public Health Foundation Board
Georgia Caring For Children Foundation Board
Georgia Perinatal Association Board
Emory/Egleston Advocacy Center for Children Board
National Association of State Medicaid Directors Executive Committee
Georgia Chamber of Commerce Board
Cities and Health Programme of the World Health Organization's Kobe Centre

AWARDS

Presidential Award, Georgia Academy of Family Practice
Honorary Membership, Georgia Chapter of the American Academy of Pediatrics (the only non-physician to be so recognized)
Appreciation Award, Georgia Rural Health Association
Distinguished Alumnus Award, Department of Health Administration, UNC School of Public Health
Administrator's Citation, U.S. Health Care Financing Administration
Honorary Lifetime Membership Award, Georgia Public Health Association
Partnership Award, American Cancer Society, Southeast Division
Leadership Award, the Georgia Hospital Association
Friend of Children Award, Georgia Chapter, American Academy of Pediatrics
Award for Excellence in Public Service, Georgia Psychological Association
Appreciation Award, Georgia Nursing Home Association
Extra Mile Award, Georgia Association for Children with Learning Disabilities
Outstanding Service Award, Georgia Perinatal Association
Special Appreciation Award, Georgia Primary Care Association
Vital Service Award, Retarded Citizens of Atlanta Association
Honorable J. Roy Rowland Society and Medicine Award, Mercer University School of Medicine
Leadership Award, Georgia Dental Association
Special Recognition Award, North Carolina Primary Care Association
Traineeship Award, U.S. Public Health Service
Member, Delta Omega National Public Health Honor Society

TEACHING

Adjunct faculty member:

Institute of Public Health, Georgia State University, Atlanta, GA
Rollins School of Public Health, Emory University, Atlanta, GA
Gillings School of Global Public Health, University of North Carolina at Chapel Hill
College of Pharmacy, University of Georgia, Athens, GA

EDUCATION

M.P.H. in Health Administration, School of Public Health, University of North Carolina at Chapel Hill, 1976

A.B. in Political Science, University of Illinois, Champaign-Urbana, 1974