



Annual Impact Report FY2015
January 1, 2015 - December 31, 2015



Letter from the Founder:

Dear Ohana clients, team members, and supporters,

2015 was a year of change for Ohana. Upon moving to Seattle in June 2014, I had spent the first six months getting to know the birth & parenting community in Seattle. Recognizing that the offerings in the areas of childbirth classes and parenting groups were much more robust than in Chicago, I decided to focus the Seattle branch of the business on doula services rather than the wider range of services offered in Chicago. In January 2015, I launched the Seattle branch and hired Autumn Duckworth to serve as the first contracted doula in Seattle. It has been an honor to work with Autumn to build the business in Seattle as my partner doula and friend.

After running the Chicago branch of the business from afar from June 2014 to June 2015, I also took the step to license Ohana's materials and brand for use in the Chicago market to one of the Ohana team members, Grace Lombardo, rather than continuing to manage the business operationally myself. This transition was completed in July 2015.

Also in July 2015, in line with the focus of the Seattle branch on doula services, I made an update to the company's brand from Ohana to Ohana Doulas, including changing the website URL from ohanaparents.com to ohanadoulas.com. Realizing that having a white baby in the logo may not feel welcoming to all races and ethnicities, I also updated the website so that the logo rotates through babies with different skins tones. Our incredibly talented graphic design partner, Sugar Studios, made all of the updated logos.

Beginning in late 2014, I had begun conversations with the largest hospital system in the Seattle area, Swedish Medical Center, about their hope of creating a doula program at their four hospital birth centers in the Seattle area. In February 2015, I responded to a Request for Proposal to serve as the contracted administrator to build and run the program, and Ohana Doulas was awarded the contract. I began my work with Swedish in October 2015. The last quarter of the year was spent focused on building the Swedish Hospital Doula Program, which launched January 28, 2016. More to come on that endeavor in next year's annual report!

Sincerely,
Jocelyn Alt, Founder & CEO





Clients

In 2015, the Chicago branch of Ohana received a total of 141 inquiries, of which 75 signed up for one or more Ohana services. 38 of these families participated in group childbirth classes, 1 had a private childbirth class, 31 purchased doula services, and 5 joined new parent groups. These numbers are for January-June 2015 only since operations in Chicago were licensed and/or transferred to other members of the Ohana team in 2015. Chicago figures after that time are no longer collected by Ohana and are not included in this report.

In the Seattle branch, there were 77 inquiries for services in 2015, 29 of which signed up for services. All were for doula services since Ohana Doulas was not offering childbirth classes or parent groups in the Seattle branch.

Service	Chicago Branch: Number of Families Served January-June 2015	Seattle Branch: Number of Families Served 2015	Both Branches: Number of Families Served 2015
Childbirth Classes	39	--	39
Doula Services	31	29	60
New Parent Group	5	--	5
Total	75	29	104

Thus, in total, there were 222 inquiries and 106 clients served across both locations in 2015, keeping in mind that more were served in Chicago in the second half of the year through the new independent structure there.

Clients	Total 2015 Inquiries	Percentage of Inquiries
WON	106	47.75%
LOST	116	52.25%
Grand Total	222	100.00%



Part of Ohana's mission is to serve clients across the income spectrum. Ohana lives out this mission by offering a sliding scale fee structure to its clients. In 2015, a total of 60% of our clients across both branches received a reduced rate on the sliding scale for doula services, up from 52% in 2014. 13% received a reduced rate for childbirth classes, an increase from 9% in 2014. None of the 5 families who joined a new parent group in 2015 received a reduced rate.

Percentage of Each Service Offered at Reduced Rates Based on Sliding Scale:

Doula Services: 60% reduced rate

Childbirth Classes: 13% reduced rate

Mom & Baby Groups: 0% reduced rate

The specific breakdown for the three brackets of rates in each branch for doula services is below:

	Chicago Number	Chicago Percentage	Seattle Number	Seattle Percentage
Lower Bracket - \$800 and below	8	26%	10	34%
Middle Bracket - \$900-\$1200	12	39%	6	21%
Upper Bracket - \$1500	11	35%	13	45%
Grand Total	31		29	

Outcomes

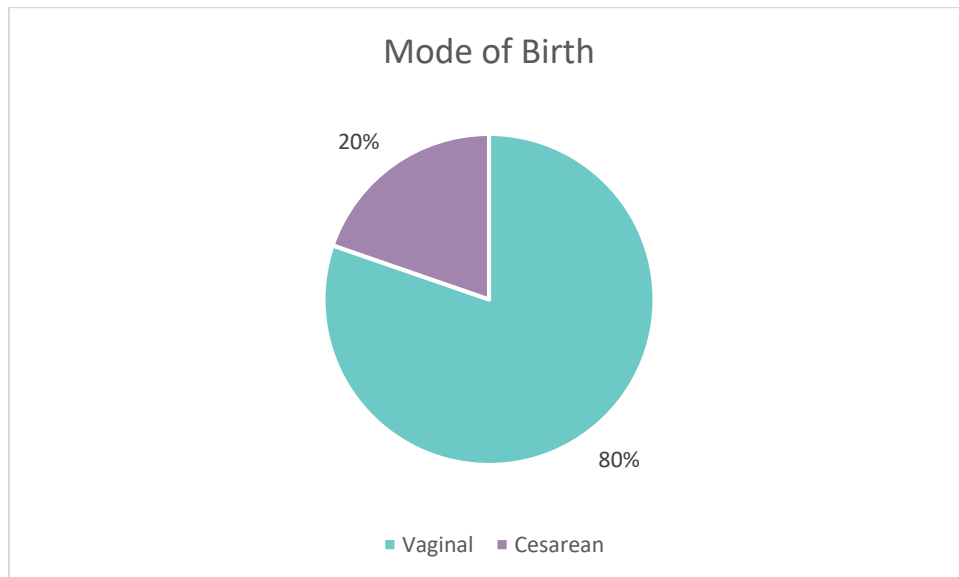
Many studies have shown over time that having a doula present at a birth improves medical outcomes as well as families' satisfaction with their birth experience. We track our birth outcomes at Ohana Doulas, with the understanding that these data are not randomized or controlled as they are in the studies.

As in past reports, the data for this section includes all clients whose delivery dates were in the relevant year, in this case 2015. In Chicago, 43 clients of doula services

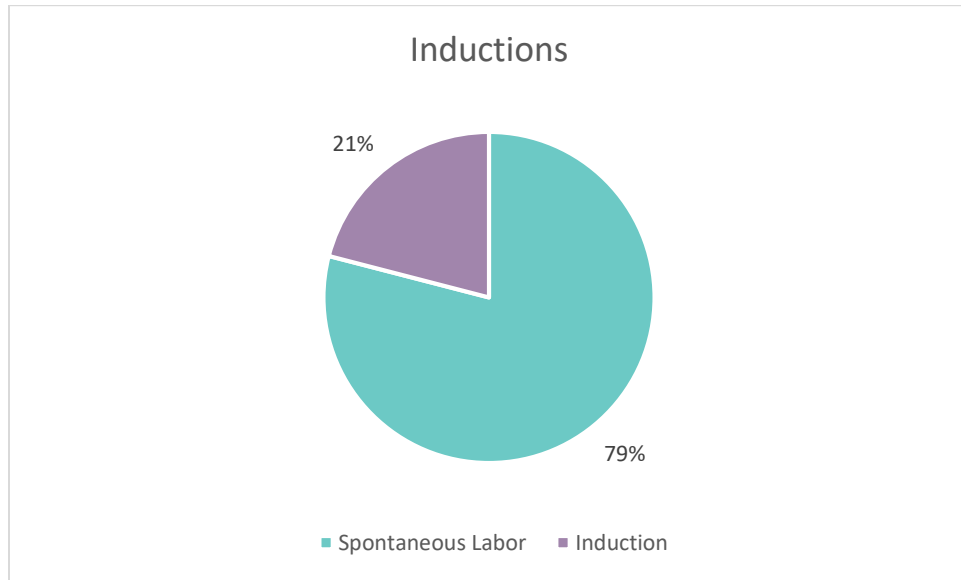


delivered their babies in 2015 (including some who had hired their Ohana doulas in 2014). In Seattle, 23 doula services clients delivered in 2015.

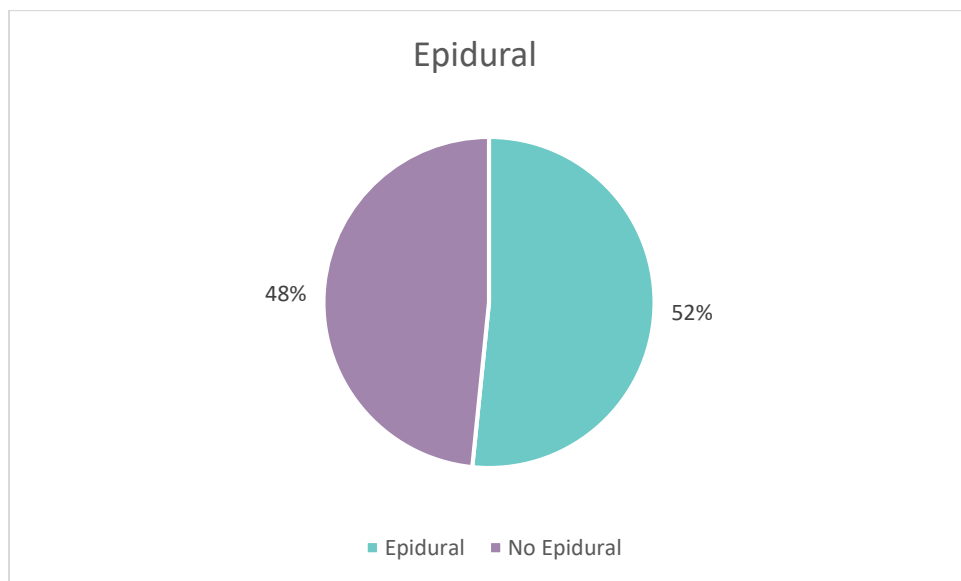
Of the 66 clients of doula services who delivered in 2015, 80% delivered vaginally and 20% delivered via Cesarean section. The 2014 Cesarean rate for Ohana was 14%.



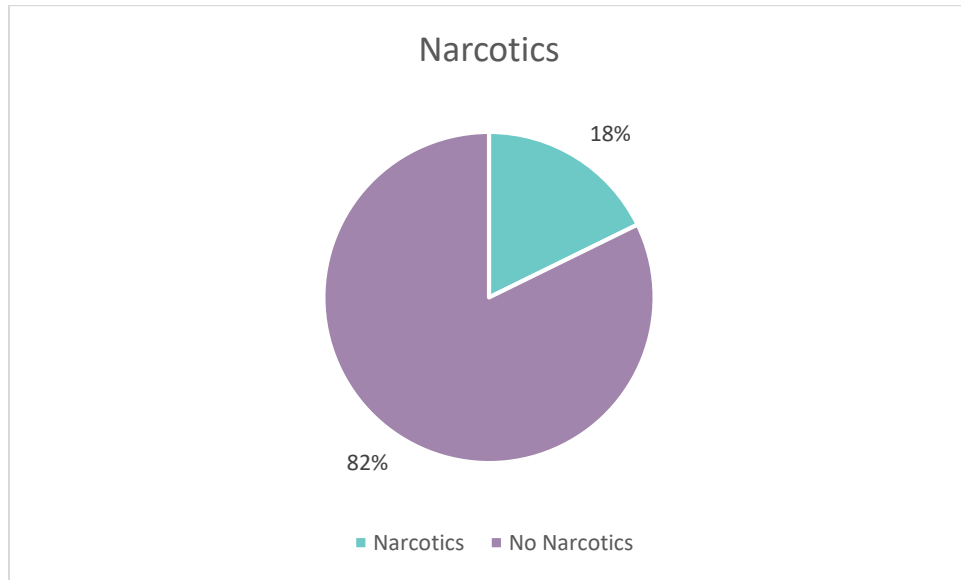
79% of the clients who delivered in 2015 went into labor spontaneously and 21% were induced. In 2014, by contrast, 27% of Ohana clients were induced.



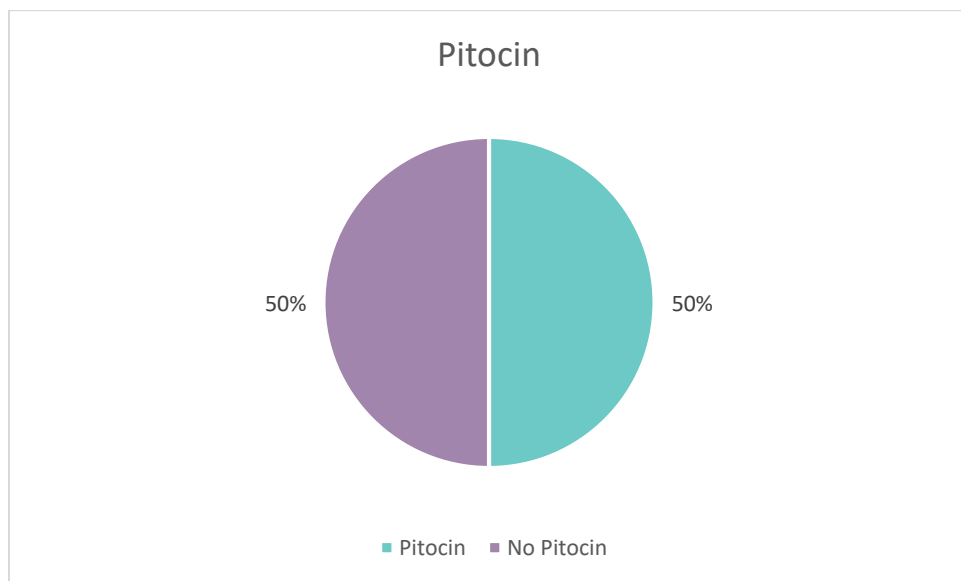
For 2015 deliveries attended by an Ohana doula, 52% received an epidural and 48% did not. In 2014, more clients, 64%, went without an epidural.



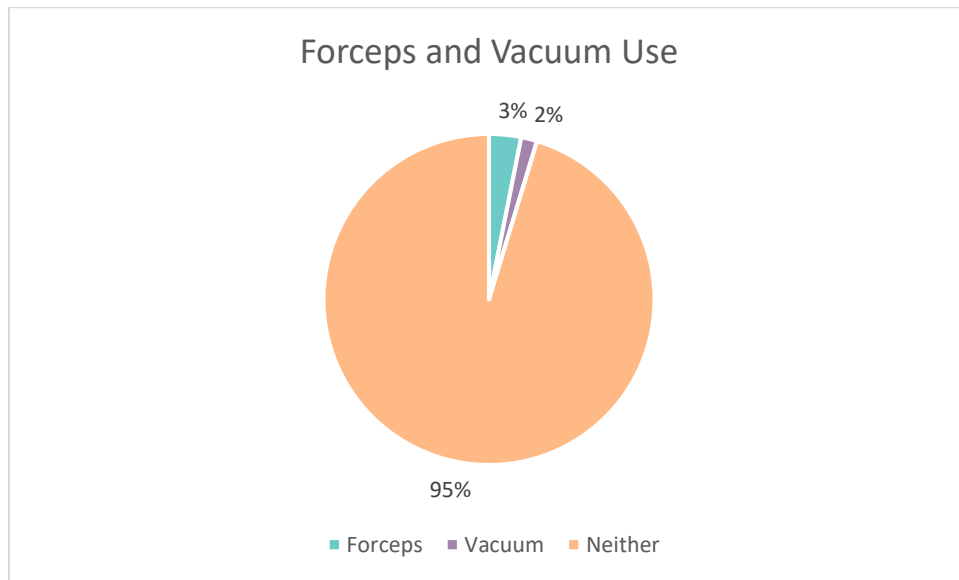
18% of the clients delivering in 2015 received narcotics, as compared to 20% in 2014.



Exactly half of clients delivering in 2015 received Pitocin either to induce or augment labor. In 2014, 35% received Pitocin.



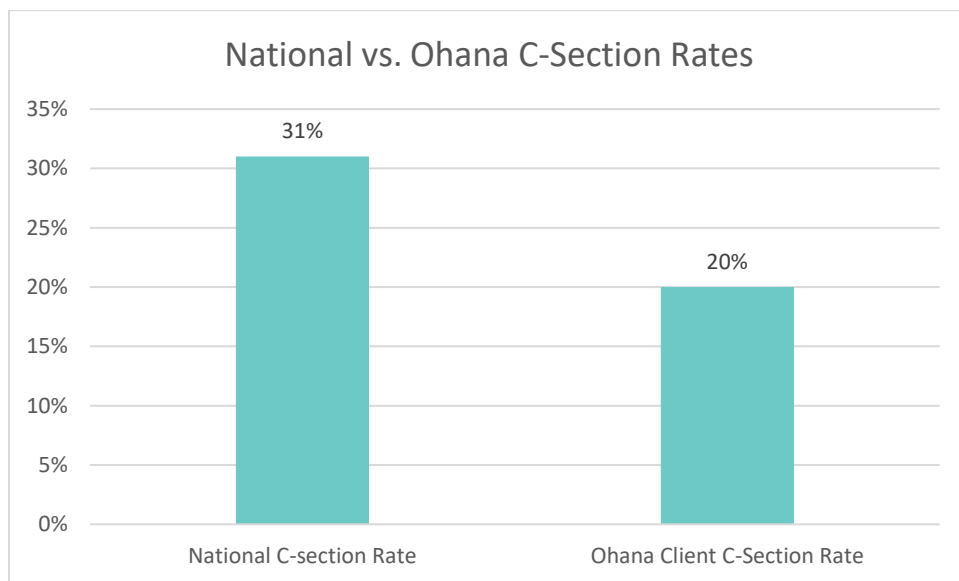
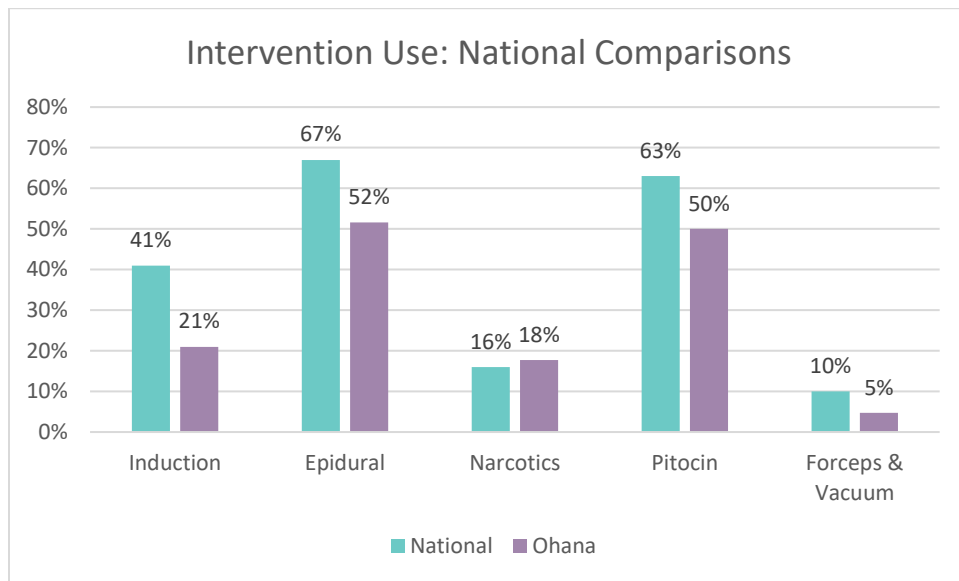
3% of clients had forcep assistance for delivery, 2% had vacuum assistance in 2015, similar to the 2014 figures.



In most cases the Chicago and Seattle medical outcome numbers were fairly consistent, with two exceptions. The Cesarean rate was higher in Seattle, at 26% compared to Chicago's 16%. And the narcotic use rate in Seattle was also higher, at 24% compared to Chicago's rate of 15%. The Pitocin rate in both was close to 50% so different practice patterns in Seattle can't explain the higher 2015 overall rate (50%) as compared to the 35% 2014 rate. For the Cesarean section rate, the Chicago number of 16% was much closer to the 2014 rate of 14%, so it is possible that Seattle practice patterns and/or the rates of the clinics the Seattle branch doulas worked with were a significant factor in that rate increasing for 2015.



In all cases except narcotic use, the rates of intervention among Ohana clients were significantly lower than the national averages:





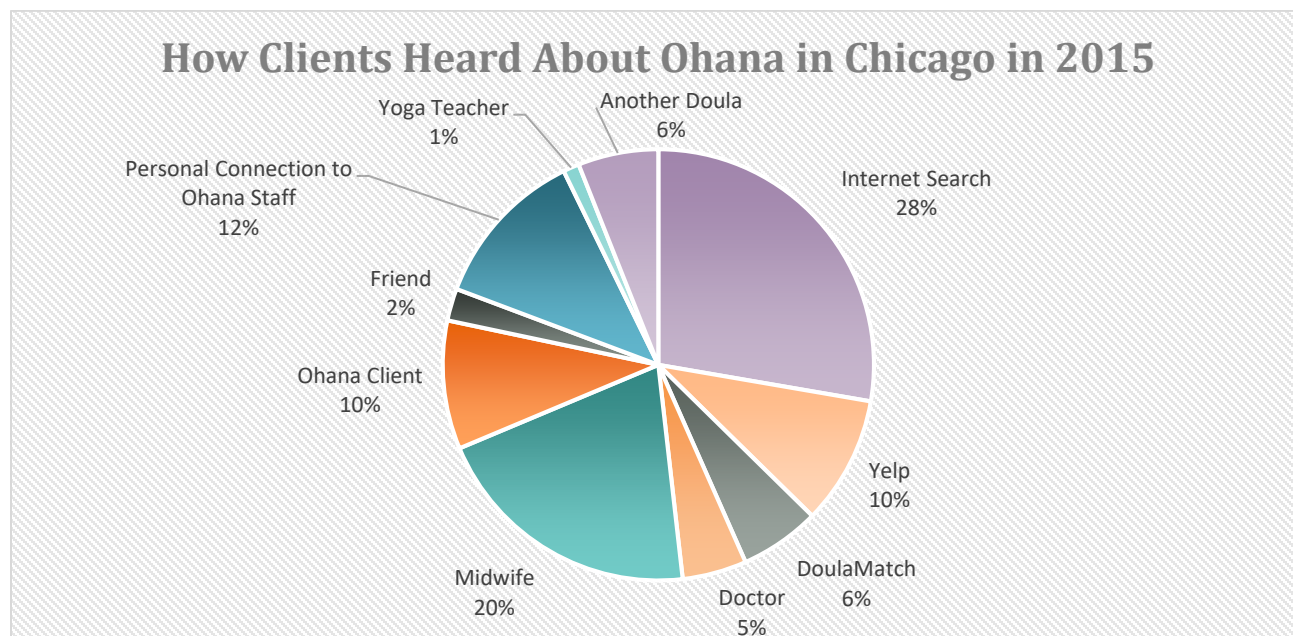
Outreach

As in previous years, we tracked how each client heard about Ohana. Here is a comparison of the 2014 and 2015 referral sources in Chicago. The primary points of difference are that more people heard about Ohana from other Ohana clients, in line with Ohana being another year older itself in 2015 than in 2014 and having served many more clients who could then make referrals. More clients also heard about Ohana through an internet search in 2015 than in 2014, as would be expected from the longer online presence and effect of online advertising and search engine optimization efforts over time.

Referral Source	Chicago 2014 Percentage	Chicago 2015 Percentage
Internet		
Internet Search	23%	28%
Yelp	7%	10%
DoulaMatch	2%	6%
BirthLink		0%
Doctor or Midwife		
Doctor	5%	5%
Midwife	18%	20%
Word of Mouth		
Ohana Client	6%	10%
Friend	6%	2%
Personal Connection to Ohana Staff	5%	12%
Community Partner (Yoga Teacher, Acupuncturist, Other Doulas)		
Yoga Teacher	8%	1%
Another Doula	1%	6%
Acupuncturist		0%



Grand Total	100%	100%
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The Seattle referral sources are quite different, with very few internet search referrals, due to the very short time of online presence in Seattle in 2015. The percentage from DoulaMatch was much higher, perhaps because of the more widespread use of this availability database in Seattle in general. Midwife referrals were also an important source. And “Another Doula” referral accounted for a full 28% of referrals in Seattle, as compared to 6% of referrals in Chicago, a testament to the strong doula community in Seattle and time spent to get to know other doulas in it upon Jocelyn’s arrival in 2014.

Referral Source	Seattle 2015 Percentage
Internet	
Internet Search	5%
Yelp	9%
DoulaMatch	26%



BirthLink	0%
Doctor or Midwife	
Doctor	5%
Midwife	24%
Word of Mouth	
Ohana Client	0%
Friend	2%
Personal Connection to Ohana Staff	2%
Community Partner (Yoga Teacher, Acupuncturist, Other Doulas)	
Yoga Teacher	0%
Another Doula	28%
Acupuncturist	0%
Grand Total	100%

Benefit Certification

Most for-profit companies are required to prioritize generating profit for owners above all other interests when making decisions. As a registered benefit corporation, Ohana has selected instead to be required to consider the interests of a broader range of stakeholders listed below in adherence with 805 ILCS 40/ Art. 4.01 subsection (a):

In discharging the duties of their respective positions, the board of directors, committees of the board, and individual directors of a benefit corporation in considering the best interests of the benefit corporation:



-
- (1) Shall consider the effects of any action upon:
- (A) the shareholders of the benefit corporation;
 - (B) the employees and work force of the benefit corporation, its subsidiaries, and its suppliers;
 - (C) the interests of customers as beneficiaries of the general public benefit or specific public benefit purposes of the benefit corporation;
 - (D) community and societal considerations, including those of each community in which offices or facilities of the benefit corporation, its subsidiaries or its suppliers are located;
 - (E) the local and global environment;
 - (F) the short-term and long-term interests of the benefit corporation, including benefits that may accrue to the benefit corporation from its long-term plans and the possibility that these interests may be best served by the continued independence of the benefit corporation; and
 - (G) the ability of the benefit corporation to accomplish its general public benefit purpose and any specific public benefit purpose.

Ohana is also required to appoint a Benefit Director that oversees these responsibilities. The Benefit Director may be the CEO or another employee of the company.

Below are the disclosures and certifications as required by Illinois State Law of adherence to the company's public benefit:



Ohana Parents, Inc. has performed an assessment of social impact through the B Lab Impact Assessment. The company selected this assessment because of its broad application across a variety of business areas and its acceptance as a gold standard among socially conscious businesses.

To publically record the requirements of 805 ILCS 40/Art. 5.01 subsection (a) (3), the Ohana Parents Inc. Benefit Director is Jocelyn Alt.

To publically record the requirements of 805 ILCS 40/Art. 5.01 subsection (a) (4) and (5), the Benefit Director Jocelyn Alt receives no additional compensation for holding the position of Benefit Director of Ohana Parents, Inc., and she owns more than 5% of Ohana Parents, Inc.

To publically record the requirements of 805 ILCS 40/Art. 5.01 subsection (a) (7); there is no connection of any kind between B Lab and Ohana Parents Inc. that would affect the credibility of the use of the B Impact Assessment as a third party standard.

To publically record the requirements of 805 ILCS 40/Art. 5.01 subsection (a) (6); Jocelyn Alt provides the following certification:

It is my opinion that Ohana Parents, Inc. has acted in accordance with its general public benefit purpose under the Illinois Benefit Corporation Act and that the directors and officers of Ohana Parents, Inc. have complied with their duties under Sections 4.01(a) and 4.10(a) of the Act, respectively.

Jocelyn Alt
Founder and Benefit Director
1819 23rd Ave #508
Seattle, WA 98122



Any additional requirements of reporting duties under the Illinois Benefit Corporation Act were covered elsewhere in this report. The Illinois Benefit Corporation Act law can be read in its entirety at the [Illinois General Assembly website](#).

Appendix

2015 Team Member Bios

Jocelyn Alt
Founder / Doula / Childbirth Educator

Jocelyn is a certified doula and childbirth educator with over 7 years of experience working with expecting and new parents. Jocelyn trained as a doula with The Organization of Labor Assistants and Birth Option Resources and has also studied with leading midwife Ina May Gaskin. Prior to founding Ohana, Jocelyn worked in a volunteer capacity as a doula alongside a career in health care policy and strategy. She was a Senior Health Policy Advisor in Congress during the development of health care reform and wrote sections of the new law. She ran the volunteer doula program at the Washington, DC Birth Center for three years and currently serves on the Board of Chicago Volunteer Doulas. In 2012, Jocelyn decided to pursue her passion for supporting expecting and new parents full time by creating Ohana.

Jocelyn holds a BA from Yale University and is currently pursuing an MBA at the Kellogg School of Management. In addition to working with women and their partners during pregnancy and the new parenthood stages, Jocelyn enjoys hiking, salsa dancing, and hosting dinner parties. She lives in Evanston, IL with her husband, Drew Alt.

Languages spoken: English, Spanish, French

Chicago Team



Caroline Taromino

Doula / Prenatal Yoga Instructor / Chicago Office Coordinator

Caroline's passion for working with pregnant women stems from her background in clinical psychology, where she researched the transformational process of pregnancy and motherhood. Caroline worked with pregnant women in New York City's Bronx neighborhood and was inspired to train to become a doula with DONA in 2012. Caroline strives to empower every woman before, during, and after the birth process, and believes in the transcendent power that every woman can achieve with a supportive birth experience.

Caroline is a registered yoga teacher; she's especially interested in using visualization, meditation, and breathing techniques as aids throughout the labor process. Caroline holds a BA in psychology from the University of Chicago, and an MA in clinical psychology from Columbia University. Caroline lives in Hyde Park, and loves practicing yoga, cooking and spending time with her two cats.

Languages spoken: English, Spanish

Amber Kozawick

Outreach & Marketing Coordinator

Amber brings a background in customer service, client retention, and social media management to her role as Ohana's Outreach & Marketing Coordinator. She has several years of experience as a national Customer Experience Director in the hospitality industry, which created a foundation for her work at Ohana. Amber is a firm believer that every parent has to decide for themselves what is "right" for their child based on the needs of their family, and personally strives to be a part of a much needed cultural shift to bring greater support to new parents.

Amber lives in Skokie with her partner, Mike, and their toddler Michael. Their family is rounded out by two incredible confidants — their dogs Sasha and Shamus. Amber



is also a motherhood lifestyle blogger, and her musings can be found at www.milkdrunkenlove.com.

Grace Lombardo
Doula / Childbirth Education Teacher

Grace's passion for doula work runs in her family; her mother has been a practicing birth doula for over 15 years. Grace's doula journey began after the birth of her first son, Luca, in 2008. Within the following two years, Grace became a certified birth doula with DONA International and welcomed her second child, Cecilia. In 2011, Grace started her own doula practice and became known as the Diamond Doula as she had previously spent more than a decade in management for Tiffany & Co. and Harry Winston.

Grace's doula philosophy is one of empowerment, advocacy and compassion. She believes that every woman deserves the birth she desires and is humbled to join families on this journey. It is an honor each and every time she is invited to a baby's very first 'birth'day party.

Grace and her husband Joe live in Northbrook and recently welcomed their third child, Enzo, in late 2013.

Watch for Grace cruising around the North Shore in her 'Doula-Mobile', with license plate DOULA II.

Languages Spoken: English, Italian

Joanne Fortuna
Doula / Childbirth Education Teacher

Joanne is a Childbirth Educator, Doula, & Placenta Encapsulation Specialist. She is also the mother of two creative girls, ages 10 and 5. It is through her own birth



experiences that she learned how important it is to have the right support people while birthing. She believes that every person deserves evidence-based care and is committed to helping families gather all information necessary to make informed decisions, and feel supported and empowered throughout the process. When she is not attending births or teaching classes, she enjoys spending time with family, homeschooling her daughters, and expanding her birth knowledge through classes and trainings.

Shawna Mertens

Doula / Childbirth Educator / Mom & Baby Group Leader

Shawna strongly believes that community support is essential in getting families off to a great start. She has experienced the importance of community in her life after the births of her children, and as she continues to raise them alongside friends and family. Her passion for supporting new families stems from her own experiences as a parent, and from witnessing the experiences of others. Shawna has been a Mom's Group leader since the birth of her first child, and has loved sharing the journey of motherhood with her fellow group members.

Shawna is also a professional photographer, and has a degree in professional photography from Columbia College Chicago. She lives in Chicago with her husband, Tim, and their two children, Levi and Adeline. Shawna loves anything food-related, especially great coffee!

Cristina Berchez

Doula

Cristina received her doula training from Doulas of North America (DONA). She loves supporting women and their partners in the birth path they view as ideal for them, including natural birth, medicated birth, C-section or VBAC (Vaginal Birth After Cesarean). Cristina is the mother of two boys and carries on the passion for the



cherished time of her own childbirth in her doula work. Originally from Romania, Cristina holds a B.A. in English Language and Literature from Babes-Bolyai University in Cluj, Romania. A teacher of yoga/meditation for over 20 years, Cristina knows the value of inner balance and brings it into the birth support practice. Cristina is also a placenta encapsulation specialist, trained through Tranquil Transitions.

Cristina currently resides in Des Plaines, IL with her husband Eugene and her two sons, Victor and Alex. In her spare time, she enjoys cooking with fresh produce from farmers' markets and community supported agriculture, gardening on her balcony, and making jewelry.

Languages Spoken: English, Romanian, French, Italian

Tara Van Dyke
Doula

Tara witnessed birth for the first time on her 13th birthday while watching her dad do medical work in Kenya, East Africa. This forever shaped her view of birth as a normal and beautiful life event. She went on to earn her BA at Wheaton College in Communications and work as an editor, but after the births of her own 4 children, she developed a strong desire to assist other new and expecting families in their transition to parenthood.

Tara became certified as a doula through ICEA in 2008 and completed childbirth educator training as well. Tara considers it a joy and an honor every time she gets to walk with a family through the transformational experience of birth, and she seeks to strengthen all family relationships through the process. She lives west of Chicago with her husband and teenagers, where you are likely to find her on the sidelines of multiple high school sporting events, leading book club meetings, and occasionally skydiving.

Margarita Valbuena



Doula / Mom & Baby Group Leader

Margarita completed her birth doula training with The Organization of Labor Assistants for Birth Options and Resources. She has worked with pregnant women and families of young children in several different countries for nearly 12 years, as a child development and early childhood education professional. She decided to become a doula after the birth of her second child, when she saw first-hand the benefits of having doula support and realized that she could translate much of her professional values and beliefs into birth work. She believes that every parent and child deserves a supportive community within which they can develop, learn, and love. She is honored to walk with and support families through the challenging, magnificent journey that is childbirth and parenthood.

Margarita holds a BA in Psychology from the University of Michigan and a MS in Child Development from Erikson Institute. She lives with her husband, Andrew, and their two children, Victoria and Benjamín, in Hyde Park after residing in Rogers Park for nearly a decade. Margarita enjoys suspenseful mystery novels and loves food from all over the world.

Languages spoken: English and Spanish

Shizue Taerbaum
Doula

Shizue's path to becoming a doula began in nursing school, where her experience in labor and delivery cultivated a passion and interest in supporting expectant mothers. In addition to her education in maternity and women's healthcare through University of Illinois' College of Nursing, Shizue trained as a doula with Doulas of North America.

Shizue views birth as not just a medical event, but as an intimate and sacred experience, where every woman's birth wishes should be fostered and respected.

Shizue believes that families deserve to be nurtured, listened to, informed, guided, and reassured throughout the transformative time of pregnancy and childbirth. Shizue



views it as a privilege to utilize her respect for the physiological aspect of birth (as a nurse) to provide women with the educational, physical, and emotional support they deserve in order to tap into their inner strength as they bring a child into this world.

Shizue also has specialized experience attending to the cultural sensitivities of Jewish women during the childbirth process.

Sang Yup Lee
Dad & Baby Group Leader

Sang is an attorney and the father of a son born in 2012. He and his wife share the dream of being good parents and spouses and both pursuing their careers. As much joy as his son brought to his life, Sang wished that he had a peer support group of fellow dads during the first year of his son's life, but there was nothing like Ohana available in his community. In 2014, he joined Ohana in appreciation of the vision of this group and his sense of empathy and camaraderie for the dads whom the Dad & Baby Groups serve.

Sang received a BA in Psychology from the University of Notre Dame and a JD from the University of Notre Dame School of Law. He has worked for several legal services agencies and interned for the Honorable Judge Mary Yu with the Superior Court of Washington state. Besides working as a Dad & Baby Group Facilitator, he currently works as Of Counsel for Progressive Law Group LLC on class action consumer and employment law cases, and as an Affiliated Attorney with The Law Office of Kelli Dudley on fair housing cases. When he is not working or spending time with his son, you may see him out blues dancing or swing dancing with his wife.

Languages Spoken: English, Korean

Andy Ross, LPC
Dad & Baby Group Leader



Andy is a husband and father who loves parenting and considers it the most challenging yet rewarding adventure he has undertaken. Andy is also a Licensed Professional Counselor and holds a Masters of Pastoral Counseling from Loyola University. Andy grew up in the bush of Kenya among the Maasai people, which shaped his views on the importance of family bonds, intergenerational community, including children in our natural rhythms, and the wonder of nature. Andy loves to learn and teach practical insights from psychology, brain research, and traditional wisdom that can help us create more joyful homes. For example, he has come to believe that one of our most fundamental needs as children (and adults) is for people to express that they are “glad to be with us.” When he is not working or washing dishes, Andy loves to wrestle with his toddler, do handyman things, try to play the guitar, play soccer, and get into the outdoors.

Peggy Healy, LCSW, IBCLC
Parenting Coach

Peggy is a Licensed Clinical Social Worker (LCSW) and Internationally Board Certified Lactation Consultant (IBCLC). Peggy began working with moms and babies as a postpartum doula over a decade ago. She continues to pursue this passion in her work as a perinatal social worker at Evanston Hospital where she works with high-risk obstetric patients and their families, and facilitates the teen prenatal education group. In her role as a lactation consultant, Peggy has worked for the past few years with Cyndi Guzman and The Art of Breastfeeding, visiting women and their babies in their homes to provide breastfeeding support. In addition, Peggy has a private therapy practice, specializing in supporting women with perinatal mood issues. Peggy is the proud mother of five teen and adult children and the grandmother of one.

Gowri Vishwanath
Digital Communications Coordinator

Gowri brings in her experience in marketing, communications, and data analysis to Ohana as Digital Communications Coordinator. She has prior experience working in these functions for a global Fortune 500 company and non-profit healthcare systems



in India and the USA. Gowri is passionate about any causes related to women and children and enjoys putting her skills to work to help others.

Gowri holds a B.S in marketing from Drexel University, Philadelphia and a Higher National Diploma in software engineering awarded by Edexcel, UK. She lives in Evanston, IL with her husband Guru and her very energetic daughter Gargi. She enjoys cooking and running.

Seattle

Autumn Duckworth

Doula / Lactation Counselor / Dietician

Autumn's passion for birth evolved from her love for athletics, health, and wellness. In 2006, she graduated from Seattle Pacific University with a Bachelor's degree in Food and Nutritional Sciences, obtained her license as a Registered Dietitian, and worked in WIC (Women, Infants, and Children) clinics in both Washington state and Hawaii providing nutrition counseling and breastfeeding education. She also had the privilege of volunteering at a maternity home in Puyallup as a dietitian, staff assistant, mentor, and birth mother advocate. The more she worked with pregnant women, the greater her desire to become a birth doula was ignited! Doulas of North America (DONA) International certified Autumn as a birth doula and shortly afterwards she became a Certified Lactation Counselor (CLC). She has been serving pregnant and nursing mothers throughout King and Pierce County for over 5 years.

Autumn was born in Phoenix, Arizona and raised in the suburbs of Seattle. Her life is richly blessed as a follower of Jesus Christ, wife, mother, birth doula, dietitian, and lactation counselor. In February of 2011, she married her wonderful husband who encourages her to pursue life to the fullest! They have established roots in Kirkland, Washington. Her husband's job as a Project Manager and her occupation as a Mother of two and Birth Doula keep them fairly busy. However, in their free time, they enjoy eating at new restaurants, cooking, kickboxing, hiking, watching Cutthroat



Kitchen by the fire, reading, leading a Bible Study, volunteering with their Church, traveling, hanging out with extended family, and taking their son to the park.

Advisory Group

Ohana benefits from an advisory group comprised of professionals who specialize in birth work and business entrepreneurship. As a member of the advisory group, each individual speaks with Founder & CEO Jocelyn Alt on a periodic basis to offer their expertise in specific areas. Serving on the advisory group during 2015 were the following members:

Julie Harrison
Certified Nurse Midwife

Julie is a Certified Nurse Midwife with 35 years of experience providing health care to women. She was the Director of Midwife Service at Saints Mary & Elizabeth Medical Center for 12 years. Julie retired from midwifery in 2012, and now continues to be involved in the field through her role on the Ohana Advisory Group and other activities. Julie is the mother of two grown children.

Paul Leamon
Entrepreneur

Paul is a serial entrepreneur with a passion for shaping innovative ideas into successful, high growth enterprises through his company Venturenex. His most recent success, Wellfount, is a venture capital backed, healthcare services company that has grown from seed concept in 2006 to employing over 100 staff across 9 states of operation today. His previous experience also includes almost 10 years of work in healthcare/business services consulting and investment banking with Booz Allen Hamilton and Wachovia Securities (now Wells Fargo Securities). He holds a BS in Public Affairs from Indiana University and an MBA from Northwestern University Kellogg Graduate School of Management.



Anita Verna Crofts
Public Health and Communications Professional

Anita is on faculty at the Department of Global Health and the Department of Communication at the University of Washington, where she serves as the Associate Director of Academic Affairs for the Communications Leadership graduate program. Her courses include: story creation and social engagement, leadership and organizational design in the digital age, and the interplay of culture, identity, and communication. Anita collaborates with partner institutions in the health care space worldwide to develop capacities in leadership, management, and policy development.