



**WHY I SUPPORT  
THE GTMR<sub>x</sub> INSTITUTE**

"No single segment of the health care industry can solve this alone. It's going to take a multi-stakeholder approach. We're bringing together consumer groups, care delivery, payers and solution providers to create a critical mass so everyone can access a safe, effective, efficient, personalized, systematic approach to medication use. That's what the goal of the Institute is: A call to action for long-term, sustainable change.

Let's ramp up the pace. We have the tools, we have the technology, we have the medication experts, we have the evidence. Let's work together to facilitate practice transformation, create rational payment policies and showcase evidence to get the medications right."

## KATHERINE H. CAPPS

Executive Director, Co-Founder, Get the Medications Right Institute and Foundation  
President, Founder, Health2 Resources

Since 1998, Health2 Resources' founder and president, Katherine H. Capps and her award-winning team have helped more than 35 clients—publicly traded, private sector, not-for-profit and advocacy organizations—meet advocacy, policy, outreach, marketing and awareness goals. H2R identifies new customer segments; conducts research; designs strategies to strengthen market position; and consults with clients to enhance program effectiveness. H2R was instrumental in the launch of the Patient-Centered Primary Care Collaborative, lending expertise for organizational development and marketing and communications.

Katie's deep knowledge of how health care is purchased and delivered is gained from her years representing buyer, provider and consumer perspectives. She served 12 years as a senior-level hospital administrator, managing operations at both for-profit (HealthSouth, National Medical Enterprises) and not-for-profit hospital/health care systems. An innovator in the employer/purchaser space, Katie served as president of the Alabama Healthcare Council (AHC), an all-CEO business coalition with 350,000 insured lives. The AHC managed the nation's first community-wide, clinically-sourced health care outcomes data project, including system selection, project design and fundraising for ongoing measurement, which concluded with public release of program outcomes and hospital "report cards." The AHC also established the first state-wide, multi-company value-based purchasing initiative, in which 76 employers agreed to purchase care through a three-year master contract, saving millions.

She has served on the board of the Washington Adventist Health Foundation, the Institute for Health and Productivity Management (advisory board), the Healthcare Industry Access Initiative and Emmi Solutions. She has served on the board of the National Business Coalition on Health and its national advisory board, and on the NCQA purchaser committee. She writes on topics relating to quality, health care cost, market-based health care reform and the value of shared health information.