

EQUITY OF CARE BIOS

MODERATOR:

Hyung Tai Kim, MD, MBA

Dr. Hyung Kim is President of Mercy Health Saint Mary's and a Board-certified internal medicine physician. Previously he was Senior Associate Dean for Clinical Affairs at Michigan State University College of Human Medicine; Vice President of Research and Managing Partner of Transformational Development at Ascension Health; and a leader of the healthcare practice at renowned consultancy McKinsey & Company. He earned his M.D. at Johns Hopkins and his M.B.A. at the University of Michigan.

PANELISTS:

Tasha Blackmon :: Chief Executive Officer

Born and raised in Grand Rapids, Mich., Tasha Blackmon is a dynamic leader who brings more than 20 years of business operations experience to ensure patients in her home community, and surrounding areas, receive the highest quality of care.

Blackmon serves as Chief Executive Officer of Michigan's largest Federally Qualified Health Center (FQHC) providing integrated health care services in Barry, Eaton, Kent, Montcalm, Muskegon, Ottawa and Wayne counties. In this role, she is responsible for administrative and operational oversight of Cherry Health's network of more than 20 locations, approximately 900 employees and more than 60 physicians and mid-level providers specializing in primary care and family medicine, pediatrics, internal medicine, obstetrics/gynecology, optometry, oral health, behavioral health and substance use disorders.

During her 14 years at Cherry Health, Blackmon led numerous development projects, as well as large scale renovations and expansion projects, and held six positions before becoming CEO in 2018. Prior to joining Cherry Health, she was operations manager at BioLife Plasma Services, a subsidiary of Baxter Healthcare, Fortune 500 pharmaceutical company.

Tracey McKnight, RN, BSN, MM, is the Chief Executive Officer at Care Resources PACE.

Ms. McKnight brings more than 39 years of healthcare expertise in the areas of financial, operational and strategic planning management to Care Resources. She has particular expertise in the areas of clinical nursing, home health, care management, physician integrations, revenue cycle, and systems integration, among other things. McKnight joined Care Resources in October 2018. Prior to that, she held several leadership positions over the course of her 20-year tenure at Spectrum Health. She has also held leadership roles at Holland Hospital.

McKnight received her Master of Management degree from Aquinas College, and her nursing degree from Grand Valley State University. She is on the Board of Directors for the PACE Association of Michigan and is a member of the National PACE Association.

Denise Evans is the Project Coordinator for Strong Beginnings Healthy Start Program and is a trained facilitator in the area of health equity and social justice, Cultural Intelligence (CQ), and implicit bias. Denise has facilitated Health Equity Social Justice dialogue sessions for local social service providers for over 8 years both locally and nationally and works closely with Michigan's state and local health departments, Michigan Public Health Institute's Center for Health Equity, and serves on the National Association of County & City Health Officials (NACCHO) Health Equity Advisory Group. She has been a guest lecturer on health equity, social justice, implicit bias and cultural humility for hospital systems, health departments, colleges and universities. As a Gamaliel trained community organizer, Denise uses her experience to provide leadership within the state and local Power to Thrive movements - joining community organizers and public health professionals to build a more equitable future for our nation's poor. She is the past chair of Spectrum Health's System Inclusion Council, served on the board of Safe Haven Ministries, on the leadership teams of the Greater Grand Rapids Racial Equity Network (GGRREN), the Raising of America Kent County, America Divided – Bridge the Divide Kent County, and Healthy Heartlands Building Bridges to Health Equity - a seven-state collaborative cultivating alliances that ameliorate poor health outcomes.

Ms. Evans is a graduate of Cornerstone University in Business Management and holds graduate degrees from the Southern California School of Ministry and Grand Rapids Theological Seminary in Ministry and Organizational Leadership. She received the 2010 Woman of Influence Award at Cornerstone University, the 2013 Community Leadership Award from Grand Rapids Theological Seminary, and was recognized in 2017 by the Kent County Health Department for her passionate work to eliminate health inequities and the corresponding racialized outcomes that plague our nation's most vulnerable communities.

Implicit Bias Bios

MODERATOR

Rodney C. Robinson
Senior Financial Analyst
Spectrum Health Healthier Communities

Rodney was born and raised in Detroit Michigan and now lives in Grand Rapids with his wife Jodi of 17 years, and their 2 sons Matthew 16 and Isaiah 13. Rodney began his college career at the University of Detroit Mercy receiving a full ride varsity scholarship for marksmanship. At the University of Detroit Mercy Rodney studied liberal arts and minored in military science. After deciding to pursue a career in accounting instead of the military, he relocated to New Jersey and transferred to Rutgers University where he graduated with a Bachelor of Science in Accounting from Rutgers School of Management. Rodney later went on to earn his MBA in Healthcare Administration from Davenport University.

Rodney has spent most of his professional career in Healthcare Finance and Accounting, after some time spent in the New Jersey electric power generation industry. Rodney has worked for the University of Michigan Medical Center, The Western Michigan Financial Shared Services Division of Trinity Health, the Spectrum Health and Helen Devos Children's Hospital Foundations and now Spectrum Health Healthier Communities. Rodney specializes in complex financial projects such as Social Impact Bond financing models and Pay-for-Success Projects. Rodney is currently the financial lead and content expert on a Spectrum Health Strong Beginnings Pay-for-Success Project with the State of Michigan, working to reduce preterm births within the African American and Hispanic populations where there are significant disparities between minority and white births. With community funding support, this project has been succeeding at improving health outcomes in Kent County while saving public dollars, of which a portion goes back to the program, as success payments, to sustain its work here in the community.

PANELISTS

Kristin Ekkens, MA

[Kristin Ekkens](#), MA, is a cultural strategist, solutions partner, and global speaker. Her passion and area of expertise is helping organizations drive culturally intelligent innovation. Following her passion, Kristin joined [Singularity University](#) (SU), a global learning and innovation community using exponential technologies to tackle the world's biggest challenges and build a better future for all. As Director of Strategic Relations, Kristin supports enterprises on their transformational journey for positive change, leveraging an exponential mindset, innovative tools and resources, and global networks.

Kristin is also a master trainer and strategic advisor at the [Cultural Intelligence Center](#). Previously, Kristin led the Corporate Partnerships segment providing solutions to Fortune 1000 businesses, healthcare, non-profits, and governments around the world. Kristin partnered globally with enterprise leadership, consultants, and thought leaders to integrate cultural intelligence into the various organizations' DNA, ultimately creating a more inclusive and equitable culture that produced business results. Kristin's career experience also includes Inclusion & Diversity leader in healthcare, TEDx speaker (2014), business owner, corporate trainer, executive director of a national non-profit, and workplace language and literacy program director. Kristin has been recognized as a "cultural entrepreneur" and has won numerous awards and international recognition including 2017 Top Women-Owned Business finalist and 2015 40 Under Forty Business Leader by the Grand Rapids Business Journal, and 2016 Building Bridges Award by the West Michigan Hispanic Chamber of Commerce.

Passionate about language, culture, and human connection, Kristin earned a master's degree in Teaching English to Speakers of Other Languages (TESOL) from Michigan State University and bachelor degrees in Spanish and Linguistics from Calvin College in Grand Rapids, Michigan.

Kristin is an [Advanced Cultural Intelligence Certified Facilitator](#) through the Cultural Intelligence Center and a Certified Diversity Executive (CDE) through the Institute for Diversity Certification. Kristin is fluent in Spanish and English and serves on the Board of the Hispanic Center of Western Michigan. Her international experience includes living in Spain, Mexico and Costa Rica, and traveling extensively throughout the United States, United Kingdom, Western Europe, and New Zealand.

Dr. Simin Beg, Spectrum Health

Simin N Beg moved to Grand Rapids in 2003 for Internal Medicine residency. After graduation, she worked as a hospitalist and completed boards in Internal Medicine, Hospice and Palliative care and Nutrition. In 2013, she worked both as a PCP with home based primary care and a Medical Director with Hospice/Palliative Care. She has always had love of learning and in 2016, completed an eMBA through GVSU. Now she serves as the Division Chief of Hospice and Palliative care and in addition to program development, cares for patient with serious, life limiting illnesses from the time of diagnosis into the end of life stage. Her passion is health disparities and serving diverse populations and interfaith service. She remains an active member in the community and has been involved with Kauffman Interfaith Institute, Calvin seminary and teaches in the Calvin Prisoner Initiative. She enjoys teaching and is involved with teaching residents, medical students, and nursing students through GVSU. She enjoys yoga, movies, books, local theater, music, cooking and cultural events. She lives in Ada with her husband, two teenage children and her father.

Kim Starks, Director of Poverty Education, Access West Michigan

Kim Starks is a native of Grand Rapids Michigan and is the Director of Poverty Education for Access of West Michigan, where she helps to cultivate holistic solution to poverty. Kim is a certified licensed Financial Literacy Instructor and has 15 years with PRI Investments where she has provided financial planning and education to help families protect their financial assets and become debt-free and financially independent.

Kim is the founder of Women of Power Ministry here in Grand Rapids where their mission is to help women move from crisis to recovery, to stability, to prosperity. Her motto is "We can do all things through Christ who strengthens us." Kim is the mother of two children both of who reside in Grand Rapid Michigan.