

PERRIE BRISKIN

(b)(6)

EDUCATION

University of California, Berkeley, Haas School of Business, Berkeley, CA **December 2020**

Master of Business Administration, Master of Public Health

- Co-President, Haas Healthcare Association; Health Policy Fellow, Zetema Project: Expert network of healthcare leaders
- Teaching Assistant, Advanced Health Policy course; Master's Thesis: Medicaid Accountable Care Organization Lessons for California; Organizer, Medicaid for All expert panel; Haas Leader and Kaiser Permanente Scholarship recipient

Barnard College, Columbia University, New York, NY

May 2006

Bachelor of Arts, American Studies

- Magna Cum Laude

EXPERIENCE

Manatt Health Strategies, San Francisco, CA **2020**

Summer Analyst

- Co-developed Washington State's Medicaid next phase value-based purchasing program, impacting 2 million Washington State Medicaid and public employee beneficiaries, focused on health equity by assessing best practices from other states and analyzing current Washington data, informing a new strategic vision
- Formulated principle arguments against Department of Homeland Security's new Public Charge rule by analyzing the regulatory text and consulting with policy and legal experts, resulting in an immigration advocacy roadmap

Kaiser Permanente, Oakland, CA

2019

Senior Consulting Summer Associate, The Permanente Medical Group Consulting Services

- Devised new palliative care quality measures by analyzing and synthesizing expert research, guiding data analysts, and presenting to executive leadership, leading to metric adoption region-wide across Kaiser Permanente's 3 million members in the Northern California region
- Developed strategy for perioperative care optimization to empower patients to make data-informed decisions by designing a digital risk calculator pilot, measuring results, and communicating recommendations to surgical leaders

Population Services International (PSI), Washington, D.C.

2017-2018

Global Business Systems Program Analyst

- Set strategic vision for technology department across 65 countries by performing in-depth interviews and competitive analysis and presenting to 200 staff, resulting in new public/private partnerships and broader digital adoption
- Scaled deployment and use of health data information system across 8,000+ staff worldwide by creating online training resources, fostering evidence-based decision making throughout the organization

PSI, Yangon, Myanmar

2014-2017

Communications Manager for Digital Media

- Managed three direct reports. Responsible for and managed up to five contracted firms working on digital initiatives.
- Led digital transformation of largest private health organization in Myanmar by leveraging new mobile technology, designing an eco-system of online tools for patients, and setting data-driven metrics, resulting in 50% increase over one year in people on life-saving HIV treatment
- Responsible for 100% of PSI Myanmar's digital communication outreach throughout the country
- Oversaw, tracked, and managed budget for PSI Myanmar's digital communications outreach
- Designed better population tracking of HIV patients using biometrics and powered greater insight into provider network through geo-mapping and surveying 1,400+ clinics, personalizing care for marginalized populations
- Developed electronic medical record system (EMR) for low-resource clinics by conducting benchmark analysis, expert interviews, and clinic workflow analysis; EMR subsequently rolled out to six clinics with 3,000+ patients
- Established PSI Myanmar as a digital health leader by developing communication strategy centered on measurable results and advocating digital tools to the government and donors including USAID, Gates Foundation, and World Bank

CommunicateHealth, Asheville, NC

2011-2014

Project Coordinator

- Synthesized key insights based on expert interviews in order to improve usability of websites for government clients, including Centers for Disease Control and Prevention and Office of Disease Prevention and Health Promotion
- Designed and coordinated weekly email for healthcare professionals called "We <3 Health Literacy" that demonstrated organization's expertise to colleagues and potential clients; subscription base of 1,000 and average open rate of 20%
- Coordinated teams of writers, researchers, web designers, and web developers of up to 15 people

The Barbarian Group, New York, NY

2009-2011

Associate Producer

- Launched consumer-facing websites, apps, and social media campaigns by directing cross-functional teams. Led \$350K projects and supported \$400K–\$1M projects for clients including GE, ESPN, Kellogg’s, and Billie Jean King’s foundation
- Coordinated teams of designers, developers, writers, and UX designers of up to 20 people

Wicked Cow Entertainment, New York, NY

2006-2009

Associate Brand Manager

- Built product-licensing programs for pop-culture clients including Notorious B.I.G., Wiffle Ball, and Jenna Jameson

ADDITIONAL

- Presenter at six conferences, contributor to two e-courses, author of 2019 VOX article on foreign doctors’ ability to practice in the U.S. and a 2018 book chapter, “Leading mHealth in Myanmar’s Smartphone Revolution”
- Volunteer work includes ACA navigator, congestive heart failure educator, therapy dog handler, and ER runner
- Enjoys riding a Honda CB300F motorcycle, improving 3-ball juggling tricks, and awaiting Dolly Parton’s next tour