

**Vita**  
**Shelley B. Hirshberg**

*Shelley B. Hirshberg* is the Executive Director of the *P<sup>2</sup> Collaborative of Western New York* and she is also the Project Director of the Robert Wood Johnson Foundation *Aligning Forces for Quality* (AF4Q) initiative in Western New York, one of 17 communities throughout the country.

The *P<sup>2</sup> Collaborative of Western New York*, a multi-stakeholder organization with over 260 partners, is working to improve the quality of health care by closing the gap between the quality of health care that people now receive and what the community believes the health care system is capable of delivering. In addition, the Collaborative is focused on promoting healthy lifestyles, providing health status feedback to the community and promoting implementation of medical best practices.

Previously she was President of *Physician Advocates L.L.C.*, a consulting company involved with medical practices and non-profit organizations. Ms. Hirshberg created *Physician Advocates LLC* in 2000 and sold the business in 2006 to a local compliance professional who has continued assisting physicians with their billing and coding compliance needs. With more than twenty five years experience in Healthcare Administration and non-profit management, Ms. Hirshberg served as Interim CEO of Planned Parenthood of Buffalo & Erie County and served in four different administrative roles at the Millard Fillmore Health System over a ten-year period. She also served as Director of Strategic Planning for The Children's Hospital of Buffalo.

In addition to her professional accomplishments, Ms. Hirshberg has sat on over twenty boards during the past twenty-five years. Her most recent volunteer accomplishment is leading the development and successful opening of Gilda's Club Western New York, a non-profit organization dedicated to providing social and emotional support for people living with cancer. She led the steering committee and the Board of Directors through a seven year process to "*Open the Doors*" of this organization and complete a \$3.2 million campaign.

Ms. Hirshberg has a BA from Bucknell University, an MA in Health Services Administration, University of Wisconsin School of Business. She also completed a fellowship program in *Creating Healthier Communities* from The Healthcare Forum in San Francisco and is a graduate of the Center for Entrepreneurial Leadership from the State University of New York at Buffalo School of Management.

Ms. Hirshberg's current volunteer roles include membership on the New York Quality Alliance, the New York Diabetes Coalition, the New York State Public Health Association, the Buffalo Clinical and Translational Research Center Governing Board and the NYS Governor's Health Care Reform Advisory Committee,