



Craig Brammer *CEO*

In December 2012, Craig Brammer began a new role leading Greater Cincinnati's health care transformation efforts. Craig was tapped to be the first person to serve as Chief Executive Officer of the combined operations of the Greater Cincinnati Health Council, the Health Collaborative and HealthBridge. As CEO, Brammer is responsible for overseeing the strategy and coordination of the region's health improvement initiatives.

Brammer, a Cincinnati native, was previously at the Office of the National Coordinator for Health Information Technology in Washington, DC, where he focused on the intersection of technology and payment policy, and led a \$260 million Federal technology innovation program.

Brammer was familiar with the Greater Cincinnati health care community from previous positions. Prior to serving in the federal government, he led several regional initiatives including the Humana-sponsored Physician Leadership Program, the Health Collaborative's Aligning Forces for Quality program—the signature health care improvement initiative of the Robert Wood Johnson Foundation—and research to inform Ohio Medicaid's pay-for-performance approach. He also holds a faculty position at the University of Cincinnati.

Brammer earned his Master's degree in Organizational Behavior at the University of Cincinnati. He has authored numerous studies on health policy, health IT, performance measurement and payment reform.