

# LORI REEVES, MPH

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I am a public health thought leader who works to improve health and care for mothers and infants by promoting quality improvement and systemic change. I leverage my extensive experience collaborating with local, state and national organizations to achieve this goal, and am supported by my comprehensive expertise in staff and volunteer management, budget oversight, strategic planning, and program development and implementation.

## PROFESSIONAL BACKGROUND

### 2022 TO PRESENT

#### **EXECUTIVE DIRECTOR, FLORIDA PERINATAL QUALITY COLLABORATIVE, FACULTY ADMINISTRATOR, UNIVERSITY OF SOUTH FLORIDA, COLLEGE OF PUBLIC HEALTH**

Executive Director role started in September 2023, served as Associate Executive Director from 2022-2023.

### 2020 TO 2022

#### **OPIOID PROGRAM ADMINISTRATOR, MATERNAL AND NEONATAL OPIOID PREVENTION COORDINATOR**

##### **FLORIDA DEPARTMENT OF HEALTH**

I facilitate statewide efforts to change the system of care for pregnant and postpartum women with Opioid Use Disorder (OUD) in order to reduce maternal deaths, reduce neonatal abstinence syndrome (NAS), and improve the number of women in long-term recovery.

#### **SYSTEM CHANGE TO SUPPORT HOSPITAL QUALITY IMPROVEMENT**

Supports efforts of hospitals participating in the FPQC Maternal Opioid Recovery Effort by identifying opportunities for system change and community engagement. Accomplishments include:

- Co-Chaired Medication Assisted Treatment (MAT) Workgroup, a joint effort of Florida Department of Health and Florida Perinatal Quality Collaborative.
- Led development of a multi-agency strategic plan focused on improving access to MAT for pregnant and postpartum women.
- Supported hospital team efforts to distribute naloxone in maternity units as part of the MORE project, cited by AMCHP as Best Practice in Emergency Preparedness and Response.
- Worked with teams of pharmacy leaders, Department of Children and Families, and hospital leadership to assist hospitals enrolling in the Overdose Prevention Program.
- Led strategic workgroup focused on preventing overdose by distributing naloxone kits in hospital settings that resulted in scale-up of hospital engagement in the DCF Overdose Prevention Program.
- Coordinated Florida Opioids, Maternal & Neonatal Abstinence Syndrome Initiative (OMNI.)
- Served as staff liaison for the Drug Policy Advisory Council, a high-level statutory board chaired by the Florida Surgeon General.

- Facilitated writing and editing for the 2021 Drug Policy Advisory Council Annual Report.
- Collaborated across state agencies and partners to help support roll out and scale up of Screening, Brief Intervention and Referral to Treatment (SBIRT) for pregnant and postpartum women.
- Member of FPQC Postpartum Access & Continuity of Care Workgroup and Outpatient Provider Engagement and Education Workgroup.

2019-2020

**HEALTH PLANNING ADMINISTRATOR, MATERNAL AND NEONATAL OPIOID PREVENTION COORDINATOR**

ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS, ASSIGNED TO FLORIDA DEPARTMENT OF HEALTH (ONE-YEAR, GRANT FUNDED)

As part of the OMNI Project, I was assigned to Florida as a site placement for a public health leadership position to help support the MORE project hospitals by identifying and drawing together stakeholders in communities with high rates of Neonatal Abstinence Syndrome (NAS) to help connect resources, identify system barriers, and share insights, gaps and lessons learned with the broader Florida NAS Stakeholder group.

**COMMUNITY ENGAGEMENT AND SUPPORT FOR MORE HOSPITALS**

I supported efforts of hospitals participating in the FPQC Maternal Opioid Recovery Effort by identifying opportunities for system change and community engagement. Accomplishments include:

**COMMUNITY ENGAGEMENT**

- Developed outreach plans for counties with hospitals involved in the MORE initiative and visited 15 counties in person to meet with local teams on an extended “listening tour.”
- Conducted interviews with key local team members to help understand the structure of local collaborations around maternal OUD and NAS.
- Connected community leaders with MORE hospital QI teams to facilitate understanding of community resources for information and referral.
- Developed a comprehensive assessment of gaps and barriers that was used to leverage system change to address identified needs.
- Engaged women in recovery throughout efforts to assure work was respectful and reflective of needs as identified by women with life experience.

**TRAINING**

- In partnership with the Florida Hospital Association and FPQC, produced a series of five hospital webinars to help promote MORE resources and tools to hospitals.
- Assisted with identification of resources for the MORE Hospital Toolkit.
- Developed video training resources for hospital nurses.
- Chaired a new ad-hoc workgroup bringing together leaders from DOH and DCF with partners to examine barriers to Plans of Safe Care during pregnancy.
- Facilitated and/or presented two community focused webinars on Stigma and the Impact of COVID-19 on care for women with OUD.

1995-2019

**REGIONAL DIRECTOR FOR MATERNAL AND CHILD HEALTH (2015-2019),  
REGIONAL DIRECTOR FOR QUALITY IMPROVEMENT (2012-2015), STATE  
PROGRAM DIRECTOR (1999-2012), DIRECTOR OF PROGRAM SERVICES (1995-  
1999)**

MARCH OF DIMES FOUNDATION, INC.

In a series of increasingly responsible positions, I supported state and national efforts to improve infant and maternal health by preventing preterm birth, birth defects, and infant death, while working to improve outcomes for mothers and babies. Accomplishments include:

## **STRATEGIC PLANNING**

- Provided guidance and coaching to staff in more than a dozen March of Dimes states & Puerto Rico to develop effective strategic plans with measurable objectives and activities and monitor and ensure reporting of outcomes.
- Worked with high-level leadership to plan, implement and support mission implementation, including grant review and management to support strategic plans.
- Participated in Title V Block Grant Needs Assessments and planning workgroups in multiple cycles.
- Oversaw committees in multiple states focusing on preterm birth prevention and scale up of evidence-based interventions to improve birth outcomes.

## **GRANT MANAGEMENT AND ADMINISTRATION**

- Extensive experience managing grants programs including meticulous adherence to fiscal processes assuring clean audits.
- Developed multiple RFPs, coordinated grant review and scoring processes, determined priorities for funding, and established evaluation processes.
- Successfully obtained and implemented a \$2 million grant from the Florida Attorney General's office from vitamin settlement funds to conduct a statewide preconception health/vitamin distribution program reaching nearly 250,000 women.
- Participated in grant-writing and reporting efforts for Federal, State, and private foundation funding opportunities.

## **PERINATAL QUALITY IMPROVEMENT**

- Contributed to "Collaborative of Collaboratives" partnership with CDC (now called the NNPQC) with support for concept paper and content for training materials.
- Worked with state-level partners to support launch of perinatal quality collaboratives.
- Managed 39+ Weeks Quality Improvement Service Package implementation at 50 hospitals in expansion effort following pilot.
- Co-founded the Florida Perinatal Quality Collaborative, a statewide initiative with multiple high-level partners focusing on improving perinatal quality leading to better birth outcomes.
- Managed the March of Dimes Florida's perinatal quality improvement program, including volunteer development and training, hospital relationships and recruitment, physician and other professional partnerships, and day to day oversight of contracts, data questions, consumer education issues, and other aspects of implementing a QI project.
- Worked with hundreds of hospitals along with state health departments, hospital associations, perinatal quality collaboratives, ACOG, Medicaid and other partners on efforts to reduce early elective deliveries, resulting in recognition for more than 700 hospitals nationwide.

## **PROGRAM DEVELOPMENT, IMPLEMENTATION, AND EXPANSION**

- Member of collaborative team to working toward scaling up group prenatal care on a national level, with partners at United Health Group. Developed the idea to create the March of Dimes group prenatal care model Supportive Pregnancy Care.
- Facilitated launch of Healthy Babies are Worth the Wait collective impact program in Florida.
- Established extensive partnerships with Florida's Healthy Start on programs related to decreasing preterm births and improving preconception and interconception health.

- Developed partnerships with Florida ACOG, AWHONN, FHA, FPQC and other professional organizations to collaborate on implementation of statewide provider education and consumer awareness efforts.
- Coordinated public affairs committee activities to ensure legislative support of mother and child health issues, managed RFP for legislative consultant, hired and managed legislative consultants, coordinated lobby day activities and legislative meetings.

#### **STAFF MANAGEMENT & TRAINING**

- Recruited and managed program and public affairs staff for the March of Dimes, supervising a large team working in multiple locations across the Eastern United States.
- Developed and mentored staff to facilitate their progression into effective maternal and child health leaders.
- Remote staff management with planned processes for supporting staff performance and development.
- Contributed to development of national orientation and training tools for March of Dimes Field Staff.

#### **RESOURCE DEVELOPMENT AND MANAGEMENT**

- Worked with March of Dimes national team to develop Perinatal Safety Toolkit.
- Worked with March of Dimes national team to develop Stigma Reduction Toolkit.
- Worked as part of March of Dimes leadership team to support revenue development.
- Developed and maintained relationships and contact with leaders of allied health care agencies, institutions, governments, and professional and community groups to enhance the delivery of effective programs and leverage resources.
- Managed state and regional mission budgets with multi-million-dollar scope.
- Managed grants including budgets, reporting, tracking, evaluation, sustainability.
- Secured sponsorship for chapter program activities.
- Worked with regional & national marketing/communications staff to help states build out effective marketing strategies with mission messaging.

## EDUCATION

### **MASTER'S IN PUBLIC HEALTH**, UNIVERSITY OF WASHINGTON SCHOOL OF PUBLIC HEALTH AND COMMUNITY MEDICINE

- Maternal & Child Health Program, Health Services Major
- Practicum in Community Collaboration

### **"MINI-MBA" CERTIFICATE**, UNIVERSITY OF WASHINGTON SCHOOL OF BUSINESS

- Full semester condensed program for health professions majors.

### **BACHELOR OF SCIENCE**, UNIVERSITY OF WASHINGTON

- General studies program in the Technical Communication department allowed a focus on health education that was otherwise not offered at the University.

### **OTHER PROGRAMS OR CERTIFICATIONS**

- CityMatCH Data Use institute
- CityMatCH Perinatal Periods of Risk
- CITI Human Subjects Research Training

## COMMITTEES AND COUNCILS

- **2022:** Florida State Health Improvement Plan Mental Wellness and Substance Abuse Goal 3 Chair
- **2021-2022:** Florida Drug Policy Advisory Council, Staff Liaison
- **2021-2022:** Advisory Committee Member, Shatterproof Florida project
- **2021-2022:** Steering Committee Member, Healthy Brain and Child Development Study, University of Florida
- **2016-2018:** Staff Leader, March of Dimes Big 5 Leadership Group and Executive Committee
- **2007-2016:** Member, March of Dimes Big 5 Leadership Group and Executive Committee
- **2014-2016:** Reviewer, Florida MIECHV grants
- **2009- PRESENT:** Steering committee member, Florida Perinatal Quality Collaborative
- **2009- 2016:** Founding member and steering committee member, Every Woman Southeast Preconception Health Consortium
- **2012-2014:** Member, EED COIIN team regions IV & VI
- **2012:** Member, Florida Department of Health Task Force on Gestational Diabetes
- **2012:** Member, ASTHO Infant Mortality/COIIN Team for Florida
- **2011:** Member, President's Work Group on Healthy Babies are Worth the Wait, March of Dimes
- **2011:** Member, CityMatCH Substance Abuse in Pregnancy Team, Florida
- **2010-11:** Member, Title V Block Grant needs assessment committee, Florida
- **2008 - 2012:** Founding member and executive committee member, Florida Preconception Health Council
- **2010-2012:** Founder and staff liaison, Florida Prescription Drug Taskforce (maternal opioids and NAS)

## PUBLICATIONS AND PRESENTATIONS

- **2022:** Presenter, Overdose Data to Action Conference, “Engaging Systems and Communities to Address Perinatal OUD.”
- **2022:** Presenter, Florida Leadership Academy, “Engaging Systems and Communities to Address Perinatal OUD.”
- **2022:** Presenter, PRISM AIM meeting, “Care for Pregnant and Postpartum People with Substance Use Disorder, Opportunities for State Public Health.”
- **2021:** Panelist, “Promoting Awareness and Implementing a Safety Net of Services”, Florida Maternal Mental Health Conference.
- **2021:** Presenter, OMNI Best Practices, “Naloxone Distribution in Hospital Maternity Units.”
- **2021:** Co-Presenter (with Dr. Bill Sappenfield leading), Patient Centered Linkages: Planning for Discharge into the Community and Beyond, NNPQC Symposium, Perinatal Quality Collaboratives.
- **2020:** Facilitator, Five-Part Webinar Series, “Florida’s Maternal Opioid Crisis: Five Things Hospitals Can Do”, Florida Perinatal Quality Collaborative and Florida Hospital Association.
- **2019:** Co-presenter, MORE kickoff meeting, Florida Perinatal Quality Collaborative, November.
- **2016:** Presenter and Organizer, “Intervention College: Reducing Early Elective Deliveries,” a national webinar for March of Dimes staff and volunteers, October.
- **2016:** Presenter, “Reducing Early Elective Delivery: Recognizing and Sustaining Success,” COIIN Pre- and Early Term Birth Virtual Learning Session.
- **2015:** Presenter, “Reducing EED in Kentucky,” webinar in partnership with Kentucky Hospital Association.
- **2015:** Presenter, “Reducing Early Elective Delivery: Motivating Change,” COIIN Pre- and Early Term Birth Virtual Learning Session.
- **2014:** Presenter, “Reducing EED in Mississippi” webinar series (four webinars) in partnership with MSDH.
- **2013:** Presenter, “Engaging the Community of Caregivers”.
- **2012:** Presenter, March of Dimes Prematurity Summit, Delivering Change in Kentucky, “March of Dimes Tools and Resources for Preventing Elective Delivery Before 39 Weeks.”
- **2012:** Co-author, APHA, “Lessons Learned from the Florida Big 5 Hospitals Efforts to Eliminate Non-medically Indicated Deliveries <39 Weeks Gestation.”
- **2012:** Presenter, Florida Perinatal Quality Collaborative Conference, “Prevention of Elective Deliveries Before 39 Weeks – Hospital Experiences.”
- **2012:** Presenter, Sarasota Memorial Hospital Perinatology Conference, “Florida Prescription Drug Task Force.”
- **2011:** Moderator, National Preconception Health Summit, Tampa Florida.
- **2011:** Guest Lecturer, USF School of Public Health, “March of Dimes Prematurity Prevention Efforts.”
- **2011:** Moderator, EveryWoman Southeast Webinar, “Preconception Care at the Post-partum Visit.”
- **2010:** Presenter, Florida Association of Healthy Start Coalitions Annual Meeting, “Florida’s Perinatal Quality Collaborative”.
- **2010:** Presenter, Florida Birth Defects Registry Conference, “Florida’s Vitagrant Program”
- **2010:** Co-author, HRSA Webcast, “Association of late preterm and early term delivery with Cesarean delivery in low risk Florida women.”

- **2010:** Co-author, “Persistent Cesarean Delivery Risk among Florida Women,” MCH Epi Conference.
- **2010:** Presenter, CDC MCH meeting, “Every Woman Southeast.”
- **2010:** AMCHP meeting, “Interconception Care for Women with a Previous Preterm Birth,” contributor.
- **2009:** Co-author, APHA, “Interconception Care for High-Risk Moms”
- **2007:** Co-author, APHA, “Effectiveness of a Large-Scale Patient and Provider Education Program to Promote Preconception Health, Folic Acid Awareness and Multivitamin Use.”
- **2006:** Co-author, American Public Health Association Annual meeting, Oral Presentation (Co-author), “Group CARE Prenatal Project.”
- **2006:** Presenter, March of Dimes 2006 Prematurity Summit, “Preconception Health for Every Woman.”
- **2005:** Presenter, APHA Annual Meeting, “Interagency Partnerships Creating Change.”
- **2005:** Co-author, National Summit on Preconception Care, “Folic Acid Every Day”.
- **2003:** Co-author, APHA Annual Meeting, “Using Social Marketing to Promote Folic Acid Use among Hispanic Women.”
- **2001:** Poster Presentation, American Public Health Association meeting, Folic Acid Challenges in Florida.
- **2000:** Presenter, Sharing Solutions Conference (FL Perinatal Assn.), Folic Acid Poster.
- **2000:** Presenter, Sharing Solutions Conference (FL Perinatal Assn.), Folic Acid and NTD’s.
- **2000:** Presenter, March of Dimes Nursing Conference, “The Florida Birth Defects Registry”
- **2000:** Presenter, PRAMS 2000 National Meeting, Folic Acid Interventions using PRAMS data
- **2000:** Presenter, National Birth Defects Prevention Network Conference, Folic Acid Poster Session.
- **1998:** Workshop Presenter: “Building Programs through Collaboration”, March of Dimes Volunteer Leadership Conference, Pittsburgh, PA.
- **1997:** Train-the-trainers presentation, “Babies & You,” March of Dimes Worksite Programs Faculty, Nashville, Tennessee.
- **1997:** Train-the-trainers presentation, “Babies & You,” March of Dimes Worksite Programs Faculty, Fruit-of-the-Loom Inc., Louisiana.
- **1996:** Workshop Presenter: “Creating the Chapter Program Vision”, Volunteer Leadership Conference, Atlanta, Georgia.
- **1996:** Workshop Presenter, “Computers in Programming”, March of Dimes National Staff Conference, Ft. Lauderdale, FL.
- **1994:** Master’s Thesis – Bed rest during pregnancy: 1988 National Prevalence and Twin Birth Outcomes.

## REFERENCES

Available on Request