

# Elizabeth Edsall Kromm, Ph.D., M.Sc.

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## EDUCATION

**Doctor of Philosophy**, Health Policy and Management 2007  
*Johns Hopkins Bloomberg School of Public Health, Baltimore, MD*

**Master of Science** (Honors), International Health Policy 2001  
*London School of Economics and Political Science, London, England*

**Bachelor of Arts** (Honors), History and Sociology of Science 2000  
*University of Pennsylvania, Philadelphia, PA*

## EXPERIENCE

**Howard County General Hospital/ Johns Hopkins Medicine** 2015-present  
Columbia, MD

*Vice President, Population Health and Advancement*

- Lead population health, community engagement, and strategic planning efforts for the hospital.
- Serve as President of the Howard Hospital Foundation and provide strategic vision for the development program to advance current and future goals.
- Secured more than six million dollars in external grant funding to support population health and other hospital programmatic priorities. Launched initiatives tied to community health needs assessment priority areas including the community care team, faith health initiative, rapid access program for behavioral health and school-based telemedicine program. Population health team has been accredited by the State of Maryland to offer training program for community health worker certification.
- Responsible for division of 45 clinical and non-clinical professionals. Top decile employee engagement scores. Held Senior Director role specific to population health from 2015-16.

**Howard County Government** 2012-15  
Ellicott City, MD

*Policy Director*

- Directed the strategic policy agenda for the County Executive.
- Oversaw implementation of strategic initiatives for the Administration.
- Managed the Subcabinet on Health and Human Services.

**The Pew Charitable Trusts** 2010-12  
Washington, DC

*Senior Officer, Office of the President*

- Managed the executive relationship with the departments of communications, government relations and fundraising.
- Worked with president to lead key strategic initiatives such as development of fundraising unit capable of securing more than \$45 million in annual donations and re-design of communications department to improve utilization of digital and social media platforms.
- Managed professional and administrative staff in Washington and Philadelphia responsible for key operational functions such as executive calendar, external board affiliations and compliance reporting.

**Howard County Health Department**  
Columbia, MD

2007-10

*Senior Advisor to the Health Officer*

2009-10

- Provided policy direction, leadership and external fundraising for top priority projects including a community-based initiative to build a model public health community (Healthy Howard Initiative) and a public-private health care program for uninsured county residents (Healthy Howard Health Plan).
- Responsible for special legislative and regulatory projects such as the enactment of a first-in-the-nation local ordinance ban on indoor tanning for minors.
- Served as department spokesperson and liaison to county government emergency response team during large-scale events such as distribution of H1N1 vaccine.
- Represented department and health officer in government relations activities including testifying before County Council and Maryland General Assembly and policymaker education.

*Director, Bureau of Healthy Community Development*

2007-09

- Co-architect of Healthy Howard Health Plan. Conceived and designed novel health coaching component of the plan and a comprehensive outreach campaign to uninsured county residents. Worked with health officer to establish a 501(c)(3) entity—Healthy Howard, Inc.—to serve as the administrative home for the plan. Recruited executive director and other key staff; established protocols and policies for implementation of health coaching model; negotiated contracts with vendors; and piloted a web-based system for application and enrollment
- Directed the department's bureau related to outreach, enrollment and care coordination services for federal, state and county health care programs (e.g. Maryland Children's Health Program, Medicaid for Families); tobacco and cancer prevention and treatment services; and cultivation of public and private sector partnerships for the Healthy Howard Initiative.
- Responsible for second largest bureau in the department with 41 professional and administrative staff and a budget of more than \$3 million. Secured external funding from federal, state and private foundation sources.
- Led effort to increase opportunities for community-based participatory research and local public health practice training for graduate students.

**Johns Hopkins Bloomberg School of Public Health**  
Baltimore, MD

2007-present

*Adjunct Assistant Professor, Department of Health, Behavior and Society*

- Advisory Board Member for National Cancer Institute R21 Grant: Eating for Life – Dietary Behaviors among Long Term Cancer Survivors
- Served as co-instructor for practice-based course on advocacy methods used to advance public health policy.
- Developed curriculum and serve as instructor for summer institute course on qualitative research methods.
- Serve as investigator or consultant on various research projects, deliver guest lectures and mentor graduate students.

**American Cancer Society, National Government Relations Division**  
Washington, DC

2001-06

*Manager, Cancer Science and Trends*

2003-06

- Provided project management (including management of external consultants) and research support to the director on a range of topics related to tobacco control and cancer prevention and treatment policy at the state and local levels.
- Involved in policy analysis and program/practice evaluations. Prepared policy briefs for internal and external audiences and provided editorial support on conference reports and advocacy materials.
- Represented the organization in meetings with partner organizations and external working groups.

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*Research Associate, Center for Tobacco Cessation* 2001-03

- Managed research and policy priorities for the center, supported communication activities and product development. Involved in regular reporting to external funder as well as grant renewal process.
- Led year-long policy roundtable on statewide tobacco cessation services. Translated research into practical, action-oriented documents for target sectors (policymakers, employers, insurers and providers).
- Responsible for oversight of two external consultants and two medical student fellows.

**Johns Hopkins Bloomberg School of Public Health** 1998-01  
Baltimore, MD

*Project Coordinator, Office of Communications, Division of External Affairs*

- Assisted in the creation and production of “Following ER” health news segment, a collaborative health education effort of Hopkins, Kaiser Family Foundation and the producers of NBC’s television show “ER”.
- Wrote weekly Q&A website, researched health topics and developed interview questions.

### **HONORS and AWARDS**

VIP List, Daily Record 2018  
Trustee’s Award, Howard Community College 2018  
Leading Women Award, Daily Record 2017  
Delta Omega Alpha Chapter, Alumni Induction 2014

*For Healthy Howard Initiative and Health Plan*

U.S. Department of Health and Human Services 2011  
Healthy Living Innovation Award – Health Care Delivery System  
John F. Kennedy School of Government, Harvard University 2010  
Bright Ideas Award, Ash Center for Democratic Governance and Innovation  
American Society for Public Administration, Maryland Chapter 2008  
Innovation in Public Service – Local Government

*For Research and Dissertation*

National Cancer Institute, Pre-Doctoral Appointment 2006  
Cancer Epidemiology, Prevention and Control Training Program  
American Lung Association, Lung Health Dissertation Award 2006

### **OTHER PROFESSIONAL ACTIVITIES**

Spending Affordability Committee, Howard County Government (Appointed) 2019-20

Superintendent’s Program Innovation Advisory Board, 2018-present  
Howard County Public School System

Johns Hopkins Leadership Development Program 2019

Howard County Economic and Opportunity Prosperity Task Force, House and Community  
Development Subcommittee 2018-19

Chair. Commission on the Future – Health Care Task Force, Howard Community College 2017

Leadership Premier Howard County	2016-17
Johns Hopkins Home Care Group, Professional Advisory Committee Member	2016-present
Community Foundation of Howard County, Board Member	2015-19
Global Alumni Network, Johns Hopkins Bloomberg School of Public Health Steering Committee Member	2014-present
American Evaluation Association, Member	2010-present
Academy Health, Member	2004-present
American Public Health Association, Member	2001-present

### **SELECTED PUBLICATIONS**

Walia S, Edsall Kromm E, Wetzel S. (2018) Outcome Evaluation of an Outpatient Rapid Access Program in a Community Hospital. *Journal of the American Association for Emergency Psychiatry*, Winter Issue:14-17.

McDonald E, Frattaroli S, Edsall Kromm E, Pike M, Holtgrave D. (2013) Improvements in health behaviors and health status among newly insured members of an innovative health access plan. *Journal of Community Health*, 38(2):301-309.

Brown NA, Smith KC, Edsall Kromm E. (2012). Women’s perceptions of the relationship between recent life events, transitions, and diet in midlife: Findings from a focus group study. *Women and Health*, 52(3):234-251.

Smith K, Edsall Kromm E, Siebel C, Chaloupka F, Wakefield M. (2012). Press coverage of state cigarette tax initiatives: oppositional arguments in the news media. *Social Work in Public Health Journal*.

Smith KC, Edsall Kromm E, Brown NA, Klassen AC. (2012). “I come from a black-eyed pea background”: The incorporation of history into women’s discussions of diet and health. *Ecology of Food and Nutrition*, 51(1): 79-96.

Edsall Kromm E, Beilenson P. “Coaching for Prevention: The Healthy Howard Model.” *Health Affairs Blog*, September 21, 2011.

Hussain H, Omer S, Manganello J, Edsall Kromm E, Carter T, Khan L, Halsey N, Salmon D. (2011). Immunization safety in US print media, 1995-2005. *Pediatrics*, 127 (Suppl.): s100-106.

Edsall Kromm E, Holtgrave DR, McDonald EM, Frattaroli S. (2010). *Healthy Howard Health Plan: A Summary of Health Care Utilization in 2009*. Research Report #2. Baltimore, MD: Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health.

Edsall Kromm E, Frattaroli S, McDonald E, Ma X, Holtgrave D. (2010). *Healthy Howard Health Plan: A summary of inaugural members’ demographics, health status & goals in 2009*. Research Report #1. Baltimore, MD: Department of Health, Behavior and Society, Johns Hopkins Bloomberg School of Public Health.

Smith K, Edsall Kromm E, Klassen A. (2010). Print news coverage of cancer: What prevention messages are conveyed when screening is newsworthy? *Cancer Epidemiology*. 34(4): 434-441.

Smith K, Singer R, Edsall Kromm E. (2010). Getting cancer research into the news: A communication case study centered on a US Comprehensive Cancer Center. *Science Communication*. 32(2): 202-231.

Edsall Kromm E. (2007). Framing tobacco taxes: Exploring the construction of print media coverage of tobacco excise tax initiatives in six states and the implications of coverage for media advocacy. Dissertation. (Advisors: Teret S, Smith K, Frattaroli S.)

Edsall Kromm E, Smith K, Singer R. (2007). Survivors on Cancer: The portrayal of survivors and survivorship in print news. *Journal of Cancer Survivorship*. 1(4): 1932-1959.

Smith K, Stillman F, Bone L, Yancey N, Price E, Belin P, Edsall Kromm E. (2007). Buying and selling 'loosies' in Baltimore: The informal exchange of cigarettes in the community context. *Journal of Urban Health*. 84(4): 494-507.

Smith K, Wakefield M, Edsall E. (2006) The good news about smoking: How are tobacco issues being covered in U.S. press? *Journal of Public Health Policy* 27: 166-181.