



www.arielsinger.com | connect@arielsinger.com | 503.348.3041
Human-Centered Health Care | Strategy and Implementation | Facilitation | Coaching | Training

Skills and Strengths

- Passionately committed to person-centered and equity-focused health system transformation
 - Highly skilled in stakeholder engagement, process planning, presentation and facilitation for groups of all sizes and diverse composition, both in-person and online
 - Extensive experience in complex system change strategy and implementation planning, co-design, execution management, and evaluation
 - Deep understanding of the salient issues in health system innovation nationally, with particular strength in value-based care, Medicaid system re-design, and patient engagement
 - Trauma-informed and behavioral science-based approach to change management for individuals and groups
 - Creator of Collaborative Screening, a guidance model for person-centered screening and referral
 - Clear, engaging and accessible oral and written communication
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Education and Affiliations

Motivational Interviewing Network of Trainers, Member

Master of Public Health in Health Promotion, *Portland State University School of Community Health*

Bachelor of Arts, *University of Oregon*

Professional Training

Visual Thinking Bootcamp, *XPLANE Consulting*

Catalyst: Design Thinking for Safety Net Innovation, *Center for Care Innovation*

Plain Language and Design for Readability, *Maximus Center for Health Literacy*

Facilitative Leadership, *Interaction Institute for Social Change*

Black Belt Lean for Health Care, *Portland State University Center for Executive and Professional Education*

Science of Improvement, *Institute for Health Care Improvement*

Yoga Instructor, *Kripalu Center for Yoga and Health*

Experience

Freelance, Health Systems Transformation (2021 – present)

I have recently shifted to supporting health system transformation as an independent contractor. I am excited to engage in projects where I can contribute my knowledge about primary care and behavioral health value-based care transformation, and my strengths in human-centered design, stakeholder engagement and facilitation, collaborative strategy and implementation planning, patient-centered communication, and visual thinking.

Ongoing projects include:

- Serving as Lead Practice Facilitator for the Integrated Social Health Implementation and Evaluation (universal social needs screening and referral) initiative with Kaiser Permanente Washington.
- Contributing subject matter expertise on training multi-disciplinary health care teams in patient-centered communication to the Kaiser Permanente national program office for Social Health.
- Leading strategy development and multi-stakeholder planning to design a pilot-to-spread initiative to improve behavioral health access with the Oregon Association of Community Mental Health Programs, funded by the Delta Center for a Thriving Safety Net (Robert Wood Johnson Foundation) and the Oregon Health Authority.
- Providing training on Collaborative Screening, a person-centered approach to integrated health risk factor screening with Primary Care and Hospital partners around the country, including the Community Health Care Association of New York State, the Minnesota Community Health Center Association, the Indiana Primary Health Care Association, Washington Association for Community Health, the Montana Primary Care Association, the Washington Hospital Association, and more.
- Providing a variety of patient-centered communication training services through the Centre for Collaboration, Motivation and Innovation, with a focus on motivational interviewing and trauma-informed care curriculum development and learner skill-building.

Parsons School of Design, Continuing and Professional Education

Part-Time Faculty, Human-Centered Healthcare (2021 – ongoing)

- Facilitation of 5-week online course in human-centered design in healthcare, with the goal of teaching students to devise solutions according to patients' needs and desired outcomes.
- The Human-Centered Healthcare certificate is an online program for healthcare practitioners who want systems-focused, design-based tools for improving service delivery and for creatives focused on user-based research, design, and innovation.

Oregon Primary Care Association

Community Health Center Transformation Director (2018 to February 2021)

- Accountable for leading the development and delivery of OPCA's technical assistance and training programs to support community health center primary care transformation efforts, with an emphasis on expanded care team roles, new modes of patient and population interaction and partnership, and improvement of patient-centered, whole person care and population health.
- Areas of focus include value-based payment care model readiness, trauma-informed practice, adoption of patient-centered social needs screening and intervention, behavioral health integration, and community health worker deployment.
- Responsible for supervising and mentoring four staff; developing and managing program funding and budget; developing, executing and overseeing all aspects of technical assistance strategy and programs across care transformation topics, including building and maintaining community partnerships, aligning technical assistance and training plans with critical policy factors, and creating effective and engaging member-centered programs. Member of OPCA's Diversity, Equity and Inclusion workgroup.

Partnership and Innovation Director (2015 to 2018)

- Primary focus was leading strategy development and implementation for dissemination of care and payment transformation models to primary care association partners around the country, including developing and testing learning content and business models for effective dissemination.
- Major efforts also included contributing to organizational communication improvement, leading the development, implementation and evaluation of a model for patient-centered social determinants of health screening, facilitating OPCA efforts to adopt and promote human-centered design (also known as

design-thinking) for safety net health care innovation, and advancing community health center-community mental health program partnership.

Oregon Health and Science University/Northwest Addiction Technology Transfer Center (2014 to 2015)

Program and Training Director

- Led all aspects of a Substance Abuse and Mental Health Services Administration technical assistance and training grant to promote evidence-based practice in substance use disorder treatment for a four-state region in the Pacific Northwest.
- Responsibilities included leadership of strategic direction and day-to-day operations, including oversight of budget, federal grant, service contracts and regional work plans; development of website and marketing materials; collaboration with national network partners; direct provision of technical assistance and training services; and supervision and mentorship of staff and contract trainers.
- Major focus on initiating and sustaining collaboration with key stakeholders, including government agencies, educational institutions, health systems and other service delivery organizations to design, develop, and deliver training plans to support health system transformation. Specific areas of expertise contributed were motivational interviewing, the integration of substance use disorder treatment in primary care and the design and delivery of creative and engaging curriculum for workforce development.

Oregon Primary Care Association (2010 to 2014)

Technical Assistance Curriculum Manager

- Contributed leadership in the strategic development and day-to-day delivery of OPCA's technical assistance on primary care clinical transformation and community health delivery system reform.
- Provided expertise in adult education, skill-based training and brain-friendly learning, with a particular emphasis on patient-centered communication, motivational interviewing, team work, behavioral health integration and SBIRT (Screening, Brief Intervention and Referral to Treatment for Substance Use Disorders).
- Led implementation, grant reporting and funder relations for a variety of grants and contracts, including the Safety Net Medical Home Initiative, Primary Care Substance Use Disorder Screening, and the Patient-Centered Primary Care Institute Learning Collaborative on Patient-Centered Communication.

Oregon Health and Science University (2008 to 2010)

Research Project Manager

- Coordinated and implemented mixed methods research protocol evaluating factors relating to recruitment and retention in employee wellness programming, including focus groups, online survey, and semi-structured interviews under the mentorship and guidance of Principal Investigator, Susan Butterworth, PhD.
- Conducted this job concurrently with health coaching position described below.

Health Management Services, Health Future LLC (2007 to 2010)

Health Coach and Lead Tobacco Coach

- Conducted one-on-one motivational interviewing-based health coaching with clients experiencing a wide variety of risk factors, demographic categories, and stages of readiness to change. Coaching clients included employees of Oregon Health and Science University, lumber companies, hospitals, and city and county governments around Oregon.
- Designed and conducted one-off health presentations and multi-week weight and chronic disease management classes for employees of OHSU and member organizations of City County Insurance Services, a statewide benefits administration trust.

Volunteer

Jaya Kula Press, Book Marketing Committee, 2016-2018

Co-Chair, Finance and Audit Committee, Motivational Interviewing Network of Trainers 2016-2017

Motivational Interviewing Network of Trainers, Practitioner Certification Taskforce 2014

Opal Creek Ancient Forest Center, Organizer and Instructor for Yoga in the Ancient Forest Retreat 2007-2013

Recurring Workshops

Collaborative Screening: Guidance for Person-Centered Inquiry

Introduction to Motivational Interviewing

Empathic Inquiry: Guidance for Patient-Centered Social Needs Screening

SBIRT in Primary Care: Screening, Brief Intervention and Referral to Treatment

Selected Conference and Webinar Presentations

Singer, A. *The Health Care Accompanist: Skills and Spirit for Person-Centered Screening and Referral*

Webinar for the Community Healthcare Association of the Dakotas People First Social Determinants of Health Learning Collaborative, 2022.

Singer, A. *The Health Care Accompanist: Skills and Spirit for Person-Centered Screening and Referral*

Webinar for the North Washington Whole Person Care Collaborative, 2021.

Singer, A. *The Health Care Accompanist: Skills and Spirit for Person-Centered Screening and Referral*

Webinar for Atrium Health Treating Health Inequities with New Knowledge (THINK Academy), 2021.

Singer, A. and Francis, L. *Leading with Empathy: Organizational Strategies for Effective Leadership and Patient Care.*

Webinar for the Community Health Care Association of New York State, 2021.

Singer, A. and Francis, L. *Leading with Empathy: Organizational Strategies for Effective Leadership and Patient Care.*

Webinar for the California Improvement Network, 2020.

Singer, A. and Castano, S. *Listening to Connect: Patient-Centered Social Needs Screening Using Empathic Inquiry*

Webinar for the California Improvement Network, 2020

Singer, A. *Empathic Inquiry: A Patient-Centered Approach to Social Needs Screening*

Webinar for the Pennsylvania Health Federation PCMH Learning Network, 2020

Singer, A. *Empathic Inquiry: A Patient-Centered Approach to Social Needs Screening*

Webinar for the Ohio Association of Community Health Centers, 2019

Singer, A. *Empathic Inquiry: A Patient-Centered Approach to Social Needs Screening*

Montana Primary Care Association, Population Health and Enabling Services Summit, 2019

Singer, A., Flacks, J. and Floyd, B. *Strengths-based Social Needs Screening: Engaging our Way to Empowerment*

National Center for Medical Legal Partnership Summit, 2019

Castano, S. and Singer, A. *Using Human-Centered Design to Engage Patients in Sharing their Diabetes Experience*

Oregon Community Health Workers Association Annual Conference, 2019

Singer, A. *Empathic Inquiry: A Patient-Centered Approach to Social Needs Screening*

Indiana Primary Health Care Association Annual Conference, 2019

Singer, A. *Changing the Wings on our Plane...into a Rocket Ship: APCM Care Transformation Vision and Journey*

Community Health Center Association of New York State Payment Reform and Clinical Summit, 2019

Singer, A. and Castano, S. *Lessons Learned: Patient-Centered Social Determinants of Health Screening*

Implementation, Association for Community Health Improvement Annual Conference, 2019

Singer, A. and Castano, S. *Empathic Inquiry: A Patient-Centered Approach to Addressing the Social Determinants of Health*

Northwest Regional Primary Care Association Western Forum for Migrant and Farmworker Health, 2019

Singer, A. and Hood-Ronick, C. *Empathic Inquiry: Implementation Guidance for a Patient-Centered Approach to Social Needs Screening*

National Center for Complex Care Conference, 2018

Singer, A. *Listening for Health: Motivational Interviewing and the Power of Partnership*

Oregon Oral Health Coalition Annual Conference, 2018

Hostetler, C. and Singer, A. *Advancing Value-Based Care and Reimbursement for Vulnerable Populations to Promote Health Equity*

Northwest Regional Primary Care Association Spring Conference, 2018

Hostetler, C. and Singer, A. *Advancing Value-Based Care and Reimbursement for Vulnerable Populations to Promote Health Equity*

Institute for Healthcare Improvement Summit on Improving Patient Care, 2018

Sisulak, L., Ashou, C. and Singer, A. *Alternative Payment and Advanced Care Model: Health Equity through High Value Care and Services*

Cambia Health Solutions, 2017

Singer, A. *Partnering for Health: Motivational Interviewing in Dental Settings*

Guest Lecturer for the Oregon Health and Science University School of Dentistry, 2016-2018

Singer, A. *Listening to Connect: A Patient-Centered Approach to Social Determinants of Health Screening*

Hennepin County Medical Center, 2017

Singer, A. *Motivational Interviewing, Behavior Change and Health System Transformation*

University of Massachusetts Medical School Center for Integrated Primary Care, Certificate of Intensive Training in Motivational Interviewing 2015

Ford, D. and Singer, A. *The Hook, the Cage and the Empty Glass: Understanding Substance Use Disorders in Primary Care*

Northwest Regional Primary Care Association Spring Conference, 2015

Ford, D. and Singer, A. *Addiction 101 for Primary Care Providers*

Oregon Academy of Family Physicians Spring CME Conference, 2015

Anderson, B. and Singer, A. *Brief Intervention Skills for Primary Care Providers*

Substance Use Disorder CME Conference for Primary Care Providers, 2015

Singer, A. and Rieckmann, T. *Coming Out of the Shadows: Addressing Substance Use in Primary Care*

Webinar for the Patient-Centered Primary Care Institute, 2015

Singer, A. *Come Together: Using Motivational Interviewing to Strengthen Partnerships with Patients*

Oregon Academy of Family Physicians Spring CME Conference, 2014

Singer, A. *Collaborating for Health: Motivational Interviewing in Primary Care*

Webinar for the Patient-Centered Primary Care Institute, 2015

Singer, A. *Creating Patient Activation: Motivational Interviewing for Diabetes Management*

Northwest Regional Primary Care Association Spring Conference, 2013

Singer, A. *Approaches to Patient-Centered Interactions: Creating a Truly Patient-Centered Medical Home*

Webinar for the Patient-Centered Primary Care Institute, 2013

Butterworth, S. and Singer, A. *Project META: Motivating Employees Toward Action*

American Journal of Health Promotion Conference, 2010