

- (1) Why do you want to be a member of the Board?

Thank you for this opportunity to serve. I originally served on HONSAC at the neighborhood level and eventually got involved with SHCC which is statewide. I am a current member of SHCC seeking to continue. I can have impact by contributing at a high level because of my experience and skills.

- (2) What do you perceive are the roles and responsibilities of a member of the Board?

Advancing the administrations health agenda. Reviewing CON's. Create and implement the Health Services and Facilities Plan. All with the consumer in mind.

- (3) In what ways do you feel that you can help protect the consumer?

Though I have a background in business including the healthcare and technology industries I am in fact a consumer first. I use empathy to put myself in the consumers shoes when making decisions. For me it has always been about patients first and delivering quality health care in a cost-effective manner.

- (4) Given your understanding of the roles and responsibilities of a Board member, why do you believe that you are qualified for the position? Please include a brief statement of your skills, expertise and knowledge that would aid you as a member of the Board.

I previously served 8 years on the Health Planning Council, Honolulu Subarea, four as the chair, where we were able to craft solutions with both the consumer and business in mind. My background in the pharmaceutical business plus an MBA make me uniquely qualified to bridge the goals of quality care in a cost-effective manner. Additionally, my employment history has provided knowledge of health care facilities statewide. Insight's include where there may be duplication of efforts and identification of the most vulnerable areas. My career has also provided experience working with Hawaii's health insurance industry including the area of quality metrics and the University of Hawaii's Medical School.

- (5) What do you hope to accomplish during your term of service?

Advance the administration's health agenda specifically around delivering quality care in a cost-effective manner. This aligns with my thoughts as to what is the most important priority in the community. I have always had a soft spot for the

elderly. I am interested in empowering aging at home and in communities especially using evolving technology. My goal is to move this area forward.

- (6) Name three qualities that best describe you and how these qualities will benefit the Board.

Prioritize: There are many competing interests. I can help decide which opportunities have the biggest potential impact combined with the best chance of succeeding.

Assess: I have a knack for absorbing tons of information and boiling it down to the essence. This executive summary if you will helps simplify board decision making.

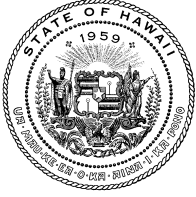
Execute: I am a doer. Once a decision is made to move forward on an initiative there is no looking back. All energy goes into moving forward successfully by constant communication of the plan, measurement of progress, adjusting as warranted and holding responsible parties accountable.

- (7) Name a previous experience you've had that will be beneficial as a Board member.

As a HONSAC member and chair I was involved in several consumer initiatives focused on the elderly. They involved raising awareness on issues affecting the senior population in Hawaii. Examples are early detection of Alzheimer's disease, types of elder abuse and proper medication management. In each of these we were able to create PSA's from scratch then raise funds for airtime.

- (8) Can you foresee any possible conflicts of interest that could arise during your service on the Board? How would you overcome conflicts of interest?

No



# STATE HEALTH PLANNING AND DEVELOPMENT AGENCY

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## Senate Committee on Commerce, Consumer Protection, and Health

### GM 832, Gubernatorial Nominee to the Statewide Health Coordinating Council

#### Testimony of Serafin Colmenares, Jr. SHPDA Administrator

Wednesday, July 1, 2020  
9:30 a.m.

1 **Agency's Position:** The State Health Planning and Development Agency (SHPDA) supports  
2 the nomination and confirmation of Mr. Joseph P. Burke to the Statewide Health Coordinating  
3 Council (SHCC).

4 **Fiscal Implications:** None

5 **Purpose and Justification:** The purpose is for the consideration and confirmation to the  
6 SHCC, Gubernatorial Nominee, Mr. Joseph P. Burke.

7 Mr. Burke is currently a Vaccine Pharmacy and Account Specialist with Pfizer Honolulu  
8 (2012 to present) and Area Account Manager for Wyeth, Honolulu (1992 to present). He was  
9 District Business Manager for Pfizer/Wyeth Honolulu from 1992 to 2011. He is the recipient of  
10 several awards for his leadership and sales performance. He is currently a member of the  
11 Statewide Health Coordinating Council.

12 Mr. Joseph Burke obtained his bachelor's degree in business administration, as well as  
13 his MBA degree (with concentration on marketing) from Chaminade University of Honolulu.

14 Given his background and experience, Mr. Burke will continue to be an important  
15 resource and asset to the Statewide Health Coordinating Council.

- 1 We ask for your support on the confirmation of Mr. Joseph P. Burke to the Statewide
- 2 Health Coordinating Council.

**GM-832**

Submitted on: 6/26/2020 7:47:33 PM

Testimony for CPH on 7/1/2020 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Romala Radcliffe	Individual	Support	No

Comments:

## Mary Kate Murray

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**From:** Roberta Lovely <rlmret229@gmail.com>  
**Sent:** Saturday, June 27, 2020 12:17 PM  
**To:** CPH Testimony  
**Subject:** Testimony for Joseph P. Burke, SHCC

I am presenting testimony to support the appointment of Joseph P. Burke to another term to the SHCC in Hawaii. I have worked with Joe previously as a member of the Honolulu Subarea Council (HONSAC) and he has served as a member and chair. He has a strong personal committent, brought sound ideas to the council and actively supported our programs for our kupuna.

These (commitment, ideas, active player) and his positive communication skills will serve Hawaii well in another term on the SHCC.

Thank you.

Roberta M. Lovely, former HONSAC member

**GM-832**

Submitted on: 6/28/2020 2:51:57 PM

Testimony for CPH on 7/1/2020 9:30:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Gerard Silva	Individual	Oppose	No

Comments: