

## The Senate Ka 'Aha Kenekoa

STATE CAPITOL  
HONOLULU, HAWAII 96813

February 18<sup>th</sup>, 2025

Aloha Creighton Liu:

Congratulations on your nomination to the Health Planning Council, Honolulu Subarea. To assist the Hawaii State Senate with its confirmation process, we request that you submit the following information to our office no later than February 21st, 2025, to ensure that we proceed in a timely manner:

1. Why do you wish to be a member of the Health Planning Council, Honolulu Subarea.

Health care is a crucial service for our community and the Honolulu Subarea Council plays an important role with its planning and Certificate of Need functions. I believe volunteerism is essential to support our community, in ways we are able to. I have volunteered for nonprofit boards for the past 20 years, especially in health care and am honored to serve on the Health Planning Council, Honolulu Subarea.

2. What do you perceive are the roles and responsibilities of a member of the Health Planning Council, Honolulu Subarea.

The members of the Health Planning Council are a diverse group made-up of both consumers and health care providers, each bringing distinct experience and perspectives to the Council's discussions and decisions. The members actively participate and use this strength as a diverse voice for planning, the Certificate of Need, and other initiatives to achieve the Health Planning Council, Honolulu Subarea's objectives.

3. Given your understanding of the roles and responsibilities as a member of the Health Planning Council, Honolulu Subarea, 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.

First, I have participated on SHPDA councils in the past, serving as chair for subarea councils, chaired the Planned Development Committee, and as a member of the

Statewide Coordinating Council. And have participated on SHPDA councils as both a provider and as consumer.

Second, I have fairly extensive healthcare experience in both health insurance and healthcare delivery. And have experience in different industries in Hawaii, providing a broader consumer perspective for the council.

Third, from a functional perspective, I have spent most of my business career as strategist encompassing strategic planning, strategic execution and analytics. Hopefully, these are skill sets that add value for the subarea council.

4. What do you hope to accomplish during your term of service?

To be an active member that provides positive contributions to advance the Health Planning Council, Honolulu Subarea's agenda and initiatives. And help advance positive impact to the community we serve.

5. Name three qualities that best describe you and how these qualities will the Health Planning Council, Honolulu Subarea.

- a. Experienced. I have previously served on SHPDA councils for over 20 years and can support the council by providing contextual insights based on past experiences.
- b. Integrity. Integrity is very important to me personally and carries through in all work I'm involved with, such as the council.
- c. Balanced view. As a strategist, I look at issues and discussions from different perspectives which can be useful especially in discussions that require thoughtful considerations of all perspectives.

6. Name a previous experience you've had that will be beneficial as a member.

Established a mobile healthcare clinic in the southern region of the Island of Hawaii, in partnership with hospital. This experience provided invaluable insights into the somewhat complex needs of a community, and finding innovative solutions to fill healthcare access gaps. In addition, the importance of building relationships in the community. The importance of including community participation in the solution being proposed and to build authentic support. And more importantly, to create a deeper understanding of the needs and challenges the community constituents face.

7. Can you foresee any possible conflicts of interest that could arise during your service on the Health Planning Council, Honolulu Subarea. How would you overcome conflicts of interest?

I do not foresee conflicts of interest at this point, however, if at any time I have concerns, I will contact the SHPDA administration and the Ethics Commission for guidance.

Please be aware that testimony submitted to committees – including your responses to the above questions - is posted on the Legislature's website; you may wish to remind individuals who intend to submit testimony on your behalf of the public nature of the testimony.

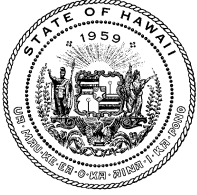
Please do not hesitate to contact me with any questions.

Here is the link to your nomination on the State Capitol website:

[Measure Status Details for GM 527](#)

Mahalo,

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**STATE HEALTH PLANNING  
AND DEVELOPMENT AGENCY**  
DEPARTMENT OF HEALTH - KA 'OIHANA OLAKINO

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KE KIA'ĀINA O KA MOKU'ĀINA 'O HAWAII

**KENNETH S. FINK, MD, MGA, MPH**  
DIRECTOR OF HEALTH  
KA LUNA HO'ŌKELE

**JOHN C. (JACK) LEWIN, M.D.**  
ADMINISTRATOR

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February 21, 2025

**To:** THE SENATE COMMITTEE ON HEALTH AND HUMAN SERVICES  
Senator Joy A. San Buenaventura, Chair  
Senator Henry J.C. Aquino, Vice Chair  
And Honorable Members

**From:** John C (Jack) Lewin MD, Administrator, SHPDA;  
and Senior Advisor to Governor Green On Healthcare Innovation

**Re:** **GM527 - Submitting for consideration and confirmation to the Health Planning Council, Honolulu Subarea, Gubernatorial Nominee, CREIGHTON LIU, for a term to expire 06-30-2028.**

**Hearing:** February 24, 2025 @ 1:05 pm

**Position:** The State Health Planning and Development Agency supports the nomination and confirmation of Creighton Liu to the Honolulu Subarea Health Planning Council.

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Testimony:

The purpose is for consideration and confirmation of Gubernatorial Candidate, Creighton Liu to the Honolulu Subarea Health Planning Council.

Mr. Liu has previously served as a subarea Health planning council member.

Mr. Liu has over 30 years of experience in corporate-level strategy, business planning, and strategic implementation. Throughout his career, he has navigated several market transformations and challenging economic conditions. His expertise spans across the healthcare, energy, and nonprofit sectors, including strategic planning and analysis for large corporations in Hawaii.

Mr. Liu is actively involved in the community, serving as the board chair for an organ procurement organization and a recent past chair for a hospice organization. He also serves as the board chair for the Entrepreneurs Foundation of Hawaii and is a member of the Hawaii Chamber of Northern California.

Mr. Liu holds a Bachelor of Business Administration and an Executive MBA from the University of Hawaii at Manoa.

Mr. Liu brings valuable experience in executive leadership, community development, and the financial sector. We respectfully request your support for her confirmation to Mr. Liu is well-equipped to serve on the Honolulu Subarea Health Planning Council.

Hearing Scheduled for  
Monday, February 24, 2025 at 1:05 pm  
Before the Senate Committee on Health and Human Services  
Conference Room 225 & Videoconference  
Hawaii State Capitol

TO: Chair San Buenaventura, Vice Chair Aquino, and Members of the  
Senate Committee on Health and Human Services

FROM: Marilyn A. Matsunaga  
Former Administrator, State Health Planning & Development Agency

SUBJECT: **GM 527 Creighton Liu** to the  
Honolulu Subarea Health Planning Council

I'm writing to share my **enthusiastic support** for Creighton Liu's appointment to the Honolulu Subarea Health Planning Council.

I first met Creighton years ago when he was involved with strategy and development planning for Kaiser Permanente Hawaii and I was SHPDA Administrator. When Creighton would visit the SHPDA office to discuss Kaiser Permanente Hawaii's certificate of need applications, our conversations often extended beyond the paperwork. We'd discuss broader healthcare trends and initiatives impacting Hawaii, and I was always impressed by his forward-thinking approach, insightful observations, and his focus on improving healthcare throughout Hawaii.

Back in the late 1990s, Creighton was a member on the SHPDA planning committee that transformed the Agency's Health Services and Facilities Plan (HSFP). What historically was a formula-heavy document evolved into an innovative, outcome-driven healthcare blueprint. When staff from Vice President Gore's Office visited, they praised this plan as one of the first of its kind in the nation. Truly, it was the incredible dedication of the planning committee with members like Creighton as well as fellow volunteers from Hawaii's healthcare systems, clinics, insurers, physician and dental associations, subarea councils, and more that made this achievement possible; everyone rolled up their sleeves and worked shoulder-to-shoulder! After eighteen months of teamwork, SHPDA published an updated Health Services and Facilities Plan! This is just one example of Creighton's collaborative planning skills.

Creighton's career is all about making a positive difference in Hawaii. Whether it was during his time at Kaiser Permanente or through his community service chairing the boards of nonprofits, Creighton cares and leads with wisdom, integrity, and compassion.

Thank you for considering my testimony. Creighton Liu will be outstanding on the Honolulu Subarea Health Planning Council!