

MICHELLE B. HANSON (FERRARI), PhD, MPH

SUMMARY

Health care research and policy professional with expertise in management, stakeholder engagement and strategic planning.

EDUCATION

Doctor of Philosophy – Economics and Management 2018-2023

UNIVERSITY OF BOLZANO, BOLZANO, ITALY

Master of Public Health – Epidemiology 1999-2001

SCHOOL OF PUBLIC HEALTH, UNIVERSITY OF MINNESOTA, USA

Bachelor of Arts – English and Psychology 1992-1996

AUGSBURG COLLEGE, MINNEAPOLIS, USA

WORK EXPERIENCE

RESEARCH FELLOW

UNIVERSITY OF BOLOGNA

FEBRUARY 2024 – PRESENT

Serving as a research manager, I support work package 5 (WP5) of the ORCHESTRA project, a E.U.-funded international research project focused on the coronavirus pandemic involving 26 partners from 15 countries. WP5 centers on the COVID experience of health care workers (HCWs) in 5 countries and develops a multicenter cohort to conduct retrospective and prospective studies on the prevalence and disease course of SARS-CoV-2 in HCWs, efficacy of vaccines and strategies to better prepare for future pandemic outbreaks.

PRINCIPAL

FERRARI CONSULTING

FEBRUARY 2023 – PRESENT

Ferrari Consulting provides professional consulting services including research, analysis, policy and strategy development to a variety of clients in support of public health and health care system initiatives.

PHD STUDENT, FACULTY OF ECONOMICS AND MANAGEMENT

UNIVERSITY OF BOLZANO

OCTOBER 2018 – JANUARY 2023

Dissertation: *Patient Expectations and their Impact on Ratings and Choice of Primary Care Doctors*

Doctoral advisory committee: Prof Steven Stillman, University of Bolzano; Prof Mirco Tonin, University of Bolzano; Prof Mark Schlesinger, Yale School of Public Health; Mr Dale Shaller, Shaller Consulting.

During my doctoral studies, I undertook independent research utilizing both experimental and real-world data to examine consumers' preferences for their primary health care provider. The context for all three papers was the U.S. health care system. Using patient narrative data, I demonstrated the broad scope in which patients describe their preferences and how these expectations may be predictive of how patients rate their provider. My research also showed that consumers' preferences for certain doctor attributes can shift following exposure to doctor-level performance data. Lastly, the concordance between consumers' preferences and their choice of doctor can be affected by patients' level of activation as well as their tendencies toward specific decision-making styles.

DIRECTOR, COORDINATED CARE

MELBOURNE PRIMARY CARE NETWORK

NOVEMBER 2015 – SEPTEMBER 2018

MPCN is a not-for-profit organization that delivers the North Western Melbourne Primary Health Network, one of 31 PHNs established by the Australian Government in 2015. While at MPCN, I:

- Oversaw clinical governance for MPCN direct and contracted clinical services delivered across the region, including a hospital diversion Diabetes Co-Management Service and Aboriginal Health.
- Managed a team of clinicians and program officers focused on person-centered care, particularly for at-risk populations, with a portfolio ranging from Aboriginal health, children and families, chronic disease management, consumer-directed care reform (disability and aged care), and refugee and asylum seeker health.
- Led the organization's health literacy and consumer engagement strategies.

MANAGER, HEALTH INTEGRATION

MELBOURNE PRIMARY CARE NETWORK

DECEMBER 2012 – NOVEMBER 2015

In this period at MPCN, I:

- Led a team of multidisciplinary health professionals, including diabetes nurse educators, dietitians, pharmacists, a general practitioner and program officers.
- Oversaw a high-performing clinical service delivering care to clients with complex diabetes to reduce hospital readmissions.
- Managed multiple program areas delivering technical assistance to general practitioners and allied health professionals in quality improvement, quality use of medicines, and chronic disease management.
- Led development of the organization's consumer engagement and health literacy strategies, and served on its communications, quality assurance, risk management, and workplace health and safety committees.
- Developed the MPCN Board's Community Advisory Council.

PRINCIPAL

FERRARI CONSULTING

JULY 2009 – NOVEMBER 2012

Ferrari Consulting provided professional consulting services to a variety of clients in support of public health and health care quality initiatives.

PROJECT DIRECTOR

MINNESOTA COMMUNITY MEASUREMENT

SEPTEMBER 2006 – JUNE 2009

Minnesota Community Measurement publicly reports clinical outcomes data in order to improve health care quality. While at MNMCM, I directed Minnesota's *Aligning Forces for Quality*, a Robert Wood Johnson Foundation funded \$1M grant initiative to increase public reporting of health care quality data, develop quality improvement efforts, and engage consumers in quality information. Due to our success, I secured a second round of \$1M in funding. Additionally, I developed and led a collaborative of medical groups to implement new comparable reporting of patient experience across Minnesota and managed our consumer engagement strategy.

EPIDEMIOLOGIST

HENNEPIN COUNTY PUBLIC HEALTH

OCTOBER 2002 – AUGUST 2006

Hennepin County Public Health is responsible for the protection and promotion of health for 1.3M residents in Minnesota, including the city of Minneapolis. While at Hennepin County, I investigated and controlled outbreaks of infectious disease as well as developed emergency response plans for epidemic events. The latter included leading the creation of a new rapid alert notification system for police, fire, hospitals and other first responders, which won a County innovation award.

PUBLICATIONS AND MANUSCRIPTS

Hanson MB. How do consumers respond when presented with novel doctor performance information? A multivariate regression analysis. *Health Expectations*. 2022 Feb;25(1):290-303.

Hanson MB. In their own words: Using narrative data to better understand patients' expectations for primary care (*under review*).

Hanson MB. Do consumers choose a doctor concordant with their preferences following exposure to doctor performance information? (*dissertation manuscript*).

Carolan M, Holman J & **Ferrari M.** Experiences of diabetes self-management: a focus group study among Australians with type 2 diabetes. *Journal of Clinical Nursing* 2015; 24(7-8): 1011-1023.

Hanson MB, Hellerstedt WL, Desvarieux M & Duval SJ. Correlates of breast-feeding in a rural population. *American Journal of Health Behavior* 2003; 27(4): 432-444.

Norton FC, Komarov YM, Ermakov SP, Savinykh AI, **Hanson MB** & Albertorio J. Vital and health statistics: Russian Federation and United States, selected years 1985-2000 with an overview of Russian mortality in the 1990s. National Center for Health Statistics. *Vital Health Stat* 2003; 5(11).

NON-REFEREED ARTICLES

Ferrari M. [Improving Patient Experience in the Inpatient Setting A Case Study of Three Hospitals](#). Robert Wood Johnson Foundation 2012.

Ferrari M. A [Tale of three practices: How medical groups are improving the patient experience](#). Robert Wood Johnson Foundation 2011.

Ferrari M. & Shaller D. Measuring patient experience: Beyond simple ratings of care. *Minnesota Physician* 2008; 22(9).

INVITED PRESENTATIONS

FEATURED SPEAKER

What do patients want in a primary care doctor? Patient preferences and decision-making in the presence of doctor-level performance data.

University of Melbourne Medical Education Department Research Roundtable

March 2022

Melbourne, Australia

CONFERENCE POSTER AND SHORT PRESENTATION

Workshop in Behavioral and Experimental Health Economics

What are you looking for in a doctor? Shifts in attribute valuations on exposure to quality information in consumers' choice of a primary care doctor.

February 2020

Innsbruck, Austria

RESEARCH VISITS

Visiting researcher, School of Public Health, Yale University (Duration: August to September 2021; Supervisor: Mark Schlesinger, PhD, Professor of Health Policy)

Visiting researcher, Department of Medical Education, University of Melbourne (Duration: January to March 2022; Supervisor: Robyn Woodward-Kron, PhD, FANZAHPE, Professor of Healthcare Communication)

PROFESSIONAL ASSOCIATIONS

Certificate in Public Participation, International Association for Public Participation, Australasia

Past-President and Member, Minnesota Public Health Association