



## **Jeffrey A. Kraut**

*Senior Vice President, Strategy  
North Shore-LIJ Health System*

*Associate Dean, Strategy  
Hofstra North Shore -LIJ School of Medicine*

Jeffrey Kraut serves as the senior vice president for strategy of the North Shore-LIJ Health System and as associate dean for strategy for the Hofstra North Shore-LIJ School of Medicine, one of the nation's newest medical schools. North Shore-LIJ is the second largest secular health system in the country and largest provider of health services in the New York metropolitan area. North Shore-LIJ is the recipient of the 2010 National Quality Healthcare Award, the first in the New York metropolitan area to receive this prestigious award. In addition to coordinating the strategic planning activities of North Shore- LIJ, as well as the development of its network of providers through merger, acquisition or affiliated relationships, he also has been responsible for its community health planning activities, marketing and web-based activities.

Often recognized for his skills in health planning and policy, Mr. Kraut serves as chair of the New York State Hospital Review and Planning Council (SHRPC) and is chair of the Long Island Patient Information eXchange (LIPIX), a regional health information organization. He is a fellow of the New York Academy of Medicine and a board member of the Long Island Regional Planning Council, Sustainable Long Island, The Brookville Center for Children Services, and the Long Island Committee of the Regional Plan Association. Mr. Kraut advises the Long Island Index, ERASE Racism, and The Center for Social Innovation/Vital Signs at Adelphi University.

Previously, Mr. Kraut has served as a member of the Long Island Regional Advisory Committee of the New York State Commission on Health Care Facilities in the 21st Century (the "Berger Commission") He was the recipient of its 25<sup>th</sup> Anniversary Leadership Award of The New York State Society for Health Planning, an organization of which he served as past president.

Prior to joining North Shore-LIJ, Mr. Kraut served as the Vice President for Policy and Planning at the SUNY Downstate Medical School, where he was recruited from the health care consulting group of KPMG Peat Marwick. Mr. Kraut received an MBA in Healthcare Management from Baruch College/Mt. Sinai School of Medicine of the City University of New York and is a graduate of Stony Brook University.





## **Jerrold E. Hirsch, Ph.D.**

*Vice President, Strategic Planning and  
Program Development  
North Shore-LIJ Health System*

Jerrold Hirsch is the Vice President for Strategic Planning and Program Development of the North Shore-LIJ Health System. Dr. Hirsch is responsible for coordinating strategic and program planning activities for the hospitals, long term care facilities and other strategic business units of the health system, which serves a population of over seven million persons in the New York metropolitan area.

Dr. Hirsch has over 25 years of healthcare experience providing comprehensive strategic planning analyses for hospital programs and services as well as overseeing the development of community health assessment and studies. Previous positions held by Dr. Hirsch include Deputy Director for regional health planning for the Health Systems Agency (HSA) of the City of New York and a similar position for the Long Island HSA. He has also served as a market research manager for a consumer goods company.

Dr. Hirsch received his Ph.D. and Masters Degree from the graduate program in applied research and program evaluation in psychology of Hofstra University. He has served as President of the New York Society for Health Planning and has served on the board of a local health systems agency. He speaks nationally on best practices in strategic planning and the use of healthcare data for strategic decision making and responding to identified community health needs.



HOFSTRA UNIVERSITY  
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North Shore-Long Island Jewish Health System



## **Julie P. Liu**

*Project Manager  
Strategic Planning and Program Development*

Julie Liu joined North Shore-LIJ Health System in 2001 as the Senior Planning Analyst for the Office of Strategic Planning and Program Development. The Office is responsible for policy development and decision support to trustees, senior management and clinical leadership. These functions are supported by highly developed research and analytic techniques and processes, which provide strategic, patient, competitor, market research and community health status information to all the business units of the health system. North Shore-LIJ is the second-largest non-profit, secular healthcare system in the country with annual operating budget of approaching \$6 billion and 42,000 employees.

Julie has also contributed with analytical and research assistance in the development and production of several community based studies and surveys, such as Adelphi University's Vital Signs, The Horace Hagedorn Foundation Report on The Economic Impact of the Hispanic Population on Long Island, Rauch Foundation's Long Island Index, Sustainable Long Island on Food Equity Policy and The Thomas and Jeanne Elmezzi Foundation on Project 1-2-6 in Astoria.

She is a member of the New York Society of Health Planning, Society for Healthcare Strategy and Market Development and an Advisory Board member for the Hospice Care Network.

Prior to joining the Health System, Julie served as a Health Services Strategy Consultant at Accenture, Ltd. and as a Senior Clinical Analyst at Maimonides Medical Center.

Julie lives in Whitestone, NY with her husband Barry and their daughter Nina. She is fluent in English, Portuguese and Chinese (Mandarin), and enjoys history and traveling.

