

Bruce E. Bradley, MBA

Former Director Health Care Strategy and Public Health Policy
General Motors

Bruce E. Bradley is the former Director, Health Care Strategy and Public Policy for General Motors Health Care Initiatives from 1996 to 2008. He was responsible for health care related strategy and public policy with a focus on quality measurement and improvement, consumer engagement and cost effectiveness. General Motors provided health care coverage for over 1 million employees, retirees and their dependents with an annual expense in 2007 of \$4.6 billion.

Bradley joined GM in June 1996 after five years as corporate manager of Managed Care for GTE Corporation. In addition to his health care management experience at GTE, he spent nearly 20 years in health plan and health maintenance organization (HMO) management. From 1980 to 1990 he was President and Chief Executive Officer of the Rhode Island Group Health Association in Providence, RI, a staff model HMO. From 1972 to 1980 he was Executive Director of the Matthew Thornton Health Plan, Nashua, N.H. He was co-founder of the HMO Group (now Alliance of Community Health Plans), a national corporation of 15 non-profit, independent group practice HMOs, and the HMO Group Insurance Co., Ltd.

He is a member of the Quality Committee of the Board of Trustees of the Henry Ford Health System and is on the Board of Trustees of Services for Older Citizens. He was on the Faculty of The Institute for Health Care Improvement "Triple Aim" and served on the panel for the Mid-Course Assessment of The Robert Wood Johnson Foundation "Aligning Forces for Quality". He is a mentor for the "Bruce Bradley Fellowship" of the Leapfrog Group.

Bradley has gained recognition for his work in promoting health care quality improvement including his efforts in developing the Health Employer Data and Information Set (HEDIS), performance measurement and accountability processes. He was a founding board member of the National Quality Forum, past member of the board of The Foundation for Accountability (FACCT), past board member of The Academy for Health Services Research and Policy, and a founding member and past chair of the Leapfrog Group board. He is a past member of the Quality Alliance Steering Committee (QASC) and co-chair of its Price Transparency Work Group. He also is a past member of health care policy committees of The Institute of Medicine. He is a former member of the Board of Trustees and treasurer of The American Board of Internal Medicine Foundation. He was Chair of "Save Lives, Save Dollars" the Southeastern Michigan designated Charter Value Exchange, health care performance measurement and improvement initiative.

A native of Pelham, N.Y., Bradley holds a bachelor's degree in psychology from Yale University (1967) and an MBA in Business and Health Care Administration from the Wharton School at the University of Pennsylvania (1972). He served as an officer in the United States Navy with two combat tours in Vietnam.