

ARNIE JOSEPH



Arnie Joseph has over 39 years in the healthcare and pharmaceutical industries as an executive manager in new business development, client services, and strategic planning.

**U.S. FOOD & DRUG ADMINISTRATION
MEMBER, CARDIOMETABOLIC NETWORK
MAY 2015 TO PRESENT - 8 yrs 11 Mos
Washington D.C.**

EXPERIENCE

President and Founder

Chroma Health Solutions

2010 - Present · 14 yrs 3 mos

NYC, Houston, Chicago, LA, Memphis, Cleveland, Baltimore, San Antonio, Newark, Miami, Phila. NYC, Houston, Chicago, LA, Memphis, Cleveland, Baltimore, San Antonio, Newark, Miami, Phila.

Responsible for leading team of experts in patient activation, health literacy, cultural proficiency, patient-centered medical home, pharmaceutical industry messaging, and developing multi-channel patient and consumer healthcare activation campaigns for health plans, employers, and the pharmaceutical industry.

As CEO of Chroma Health, Arnie has been recognized as a national and international expert in healthcare, and has been selected to the following health-related boards and panels:

- Member, ADA NYC Community Leaders Board**
- Chairman, ADA Advocacy, NYC**
- US Department of Health and Human Services Regional Health Equity Council, Chairman, Region II Communications Committee**

- **Board of Directors, Dia de la Mujer Latina, (the nation's largest advocacy group serving Latinas with breast or colon cancer)**
- **Blue Cross Blue Shield of New Jersey Primary Care/ Behavioral Health Working group**
- **Keynote speaker, 'Diabetes, the Way Forward' symposium at SSR Medical School in Mauritius, Africa**
- **Optimus Health (Accountable Care Organization) Integrated Behavioral Health Work Group**
- **Mauritius (Africa) Research Council/Pan-African Diabetes Wellness research project**
- **Charles R Drew Medical Society, LA affiliate of the National Medical Association**
- **Manhattan Central, a NYC affiliate of the National Medical Association**
- **Planning Committee, 2012 National Leadership Summit on Comparative Effectiveness Research on Diabetes and Related Conditions, Center for Medical Technology Policy**
- **Healthy Village Wellness Collaborative, Bronx, NYC**
- **Greater Brooklyn Health Coalition**



**Advocacy Chairman, New York
American Diabetes Association
Mar 2014 - Feb 2020 · 6 yrs
Greater New York City Area**

- Partner with NYC ADA's Executive Director, and mission staff with advocacy responsibilities, and with New York State Advocacy Director to determine priorities for Greater NYC market**

Assist NYS State Advocacy Directors in writing specific local market goals

Responsible for increasing awareness and support for ADA public policy priorities around health disparities in those communities most affected by diabetes

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communities most affected by diabetes ...see more at [Linked In](#)

**Chairman, Communications sub-committee
U.S. Department of Health and Human Services;
Regional Health Equity Council
Oct 2013 - Jun 2016 · 2 yrs 9 mos
Greater New York City**

**US DEPARTMENT OF HEALTH AND HUMAN SERVICES
Regional Health Equity Council
Annual Review and Planning Session**

Meeting Objectives:

- Re-engage and reconnect RHEC II members
- Review progress from last year and set a new course for action in 2015
- Identify challenges from the previous year and develop realistic strategies to address them
- Identify priorities and project plan areas of focus for the upcoming year
- Elect officers and identify subcommittee members.

| Schedule | Topic | Presenter/Facilitator |
|---|--|---|
| Thursday, November 6, 2014 – Hudson Room | | |
| 9:30 am | Welcome and Introductions | RHEC Co-Chairs: <ul style="list-style-type: none"> • Gloria Calwood, PhD, RN Director Caribbean Exploratory Research Center, School of Nursing, University of the Virgin Islands • Saki Terada-Portis Director Japanese American Association Michelle S. Davis, PhD, MSPH, Regional Health Administrator (<i>facilitator</i>) |
| 10:15 am | Reflecting on FY 2014 RHEC Coordination <ul style="list-style-type: none"> • Discuss RHEC II coordination successes, challenges, and lessons learned • What improvements are critical for the success of the council? | RHEC Co-Chairs Facilitator: Jamie Hart, PhD, MPH, Atlas Research |
| 11:00am | Break | |
| 11:15am | Reconfirming Our Mission and Vision as a Health Equity Council <ul style="list-style-type: none"> • Define the RHEC's operational paradigm: What type of work and at what level of intervention should the RHEC engage and operate so that it contributes meaningfully to advancing health equity goals in the region? | RHEC Co-Chairs Facilitator: Jamie Hart, PhD, MPH, Atlas Research |

[**US Dept of Health and Human Services Health Equity Council Agenda Services Regional Health Equity Council 2013 Annual Meeting**](#)

Senior Vice President, Account Services

InContext Health; JL Shapiro Associates

2007 - 2010 · 3 yrs

- **Example of accomplishments and achievements: Designed and led implementation of Community Health Partnership (CHP), an integrated, multi-channel campaign that addressed healthcare fragmentation in 6 cities by enhancing collaboration between health-related stakeholders. CHP members included over 200 community based organizations, hospitals, employers, civic groups, medical institutions, advocacy groups, health insurance companies, and other healthcare stakeholders in the Baltimore, the Bronx, Memphis, Miami, Newark, and San Antonio. Program was largest fee revenue for single medical communications project in agency 34 history.**

Arnie was responsible for the development and implementation of the CHP strategic plan, which included--Quarterly healthcare stakeholder collaborative meetings in each city, where objective was the sharing of patient management best practices and patient resources, and development of collaborative strategies/ tactical plans

EDUCATION



BINGHAMTON UNIVERSITY
BIOLOGY, BIOCHEMISTRY

WILKES UNIVERSITY
BIOLOGY

VOLUNTEERING

Commissioner

Brooklyn Football League

1993 - Sep 1997 · 4 yrs 3 mos

Directed 12 team youth football league in Bed-Stuy and Red Hook, Brooklyn

Member, Board of Directors

Dia de la Mujer Latina

Apr 2020 · 1 mo: Health

- **Dia de la Mujer Latino is one of the country's largest breast cancer education and awareness organizations focused on Latina health, with CHW and promotoras in over 40 cities and Puerto Rico**

LANGUAGES: FRENCH
