



STATE OF HAWAII
DEPARTMENT OF HEALTH
P.O. Box 3378
HONOLULU, HAWAII 96801-3378

In reply, please refer to:
File:

Senate Committee on Health

GM 688, Gubernatorial Nominee to the Statewide Health Coordinating Council

Testimony of Romala Sue Radcliffe SHPDA Administrator

Friday, April 17, 2015
1:15 p.m.

1 **Department's Position:** The Department of Health supports the nomination and confirmation
2 of Ms. Veronica Rocha to the Statewide Health Coordinating Council (SHCC).

3 **Fiscal Implications:** None

4 **Purpose and Justification:** The purpose is for the consideration and confirmation of SHCC
5 Gubernatorial Nominee, Ms. Veronica Rocha.

6 Ms. Veronica Rocha is the Manager of the Hawaii State Energy Office's Renewable
7 Energy Branch. She joined the office in 2012 and has led multiple policy measures, regulatory
8 interventions, stakeholder collaborations and initiatives towards the greater adoption of
9 renewable energy in Hawaii.

10 Prior to her work in clean energy, Ms. Rocha worked in the medical device industry from
11 2002-2010, exercising her passion for enabling affordable healthcare by developing and
12 manufacturing beneficial and cost-effective medical technologies with the capability of
13 improving patient lives and outcomes. For example, as a Product Manager for Corventis, Ms.
14 Rocha assisted with the launch of a global cardiac monitoring product (inclusive of remote

1 patient monitoring center services) that was recognized in 2010 by the World Economic Forum
2 for being a pioneering technology.

3 As a graduate of Stanford's Mechanical Engineering and Graduate School of Business
4 programs and with her experience in developing new medical technologies and services, she
5 will bring value to the SHCC.

6 We ask for your support on the confirmation of Ms. Veronica Rocha to serve on the
7 Statewide Health Coordinating Council.



SENATE COMMITTEE ON HEALTH

Friday, April 17, 2015
1:15 PM
State Capitol, Conference Room 414

GM 688: Submitting for consideration and confirmation to the Statewide Health Coordinating Council, Gubernatorial Nominee, VERONICA ROCHA, for a term to expire 6-30-2019.

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

I am writing in support of Veronica Rocha's nomination to serve as a consumer on behalf of the City and County of Honolulu for the Statewide Health Coordinating Council (SHCC).

Veronica's aspiration for making a positive contribution to healthcare is evidenced through her prior work in the medical device industry, working for both Fortune 500 and entrepreneurial ventures in engineering and business. This experience gave her exposure to the healthcare industry and a deeper understanding of advanced medical technologies and service models that would allow for healthcare delivery at a greater scale and lesser cost, a perspective that could be of value to the Council.

Her understanding of Hawaii's legislative and regulatory process, and her dedication to being involved with the Junior League of Honolulu, could also prove to be valuable assets to SHCC.

Veronica's passion for ensuring high quality and affordable healthcare, coupled with her professional and educational background will allow her to effectively serve the Statewide Health Coordinating Council.

Sincerely,

A handwritten signature in black ink, appearing to read 'George W. Greene', is written over a white background.

GEORGE W. GREENE, Esq.
President and CEO



April 13, 2015

SENATE COMMITTEE ON HEALTHCARE

TESTIMONY OF DAWN N.S. CHANG, PRINCIPAL OF KU'IWALU CONSULTING

GOVERNOR'S MESSAGE NO. 688

GUBERNATORIAL NOMINEE, **VERONICA ROCHA**
Statewide Health Coordinating Council

The Honorable Chair Green, Vice Chair Wakai and Members of the Committee:

I am writing in SUPPORT of Veronica Rocha's gubernatorial nomination to serve as a Member for the State Health Planning and Development Agency's Statewide Health Coordinating Council (SHCC). I have known Veronica over the last several years in her capacity as the Department of Business, Economic Development, and Tourism's (DBEDT) Renewable Energy Branch Manager.

Veronica's passion for enabling high quality and affordable healthcare, coupled with her professional and educational background will allow her to effectively serve in the SHCC. Her passion for making a positive contribution to healthcare is evidenced through her prior work in the medical device industry, working for both Fortune 500 and entrepreneurial ventures in engineering and business. This experience gave her exposure to the healthcare industry and a deeper understanding of advanced medical technologies and service models that would allow for healthcare delivery at a greater scale and lesser cost, a perspective that will be of great value to SHCC.

Veronica's understanding of Hawai'i's legislative and regulatory process in her current capacity at DBEDT's Renewable Energy Branch will prove to be a valuable asset to SHCC. She has an appreciation and understanding of the needs of the people of Hawai'i to live a healthy and sustainable life.

In closing, I reiterate my support for Veronica to serve as a Member of SHCC as I believe that her desire to serve the people of Hawai'i through the healthcare sector, along with her professional experience and educational background (Bachelor of Science in Engineering and Masters of Business Administration from Stanford University) will enable her to greatly contribute to SHCC.

Respectfully submitted,

DAWN N.S. CHANG
Principal

To Whom It May Concern:

April 10, 2015

While I have only known Veronica for a short period of time, her work ethic and passion for healthcare are very evident to me. Based on my discussions with her, Veronica has extensive training and experience with business development, marketing and operations in both healthcare and non-healthcare related settings. She has expressed to me more than once her passion for being involved in healthcare and has stated that she misses working in this capacity.

Veronica received both her undergraduate degree and masters from Stanford University and has continued to push herself professionally to make the most meaningful impacts in her line of work.

Personally, Veronica is a very kind and gentle person and someone who carries herself in a professional and self-driven manner.

I believe she would succeed as a member of the State Health Coordinating Council as I know she genuinely supports the mission of this council and also has the experience to allow her contribute maximally.

Please accept my recommendation of support for Veronica Rocha to serve on the State Health Coordinating Council.

Sincerely,

A handwritten signature in black ink that reads "Elizabeth D. Ackerman". The signature is written in a cursive style with a large, prominent "E" and "A".

Elizabeth D. Ackerman, PharmD, BCPS
Assistant Professor
Department of Pharmacy Practice
The Daniel K. Inouye College of Pharmacy
Hilo, HI

From: mailinglist@capitol.hawaii.gov
To: [HTHTestimony](#)
Cc: lori.hamano@ubs.com
Subject: *Submitted testimony for GM688 on Apr 17, 2015 13:15PM*
Date: Thursday, April 09, 2015 5:01:35 PM

GM688

Submitted on: 4/9/2015

Testimony for HTH on Apr 17, 2015 13:15PM in Conference Room 414

Submitted By	Organization	Testifier Position	Present at Hearing
Lori Hamano	Individual	Support	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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April 15, 2015

The Honorable Josh Green, Chair
The Honorable Glenn Wakai, Vice Chair
Senate Committee on Healthcare
State Capitol, Room 414
Honolulu, Hawaii 96813

Dear Chair Green, Vice Chair Wakai, and Members of the Committee:

My name is Luis P. Salaveria and I am the Director of the Department of Business, Economic Development & Tourism. I am writing to express my support of GM #688 for Veronica Rocha's gubernatorial nomination to serve as a consumer on behalf of the City and County of Honolulu for the Statewide Health Coordinating Council (SHCC).

I know Veronica through her current role as Renewable Energy Branch Manager for the Hawaii State Energy Office, a Division of the Department of Business, Economic Development and Tourism. Veronica's passion for enabling high quality and affordable healthcare, coupled with her professional and educational background, will allow her to effectively serve in the SHCC.

Her passion for making a positive contribution to healthcare is evidenced through her prior work in the medical device industry, working for both Fortune 500 and entrepreneurial ventures in engineering and business. This experience gave her exposure to the healthcare industry and a deeper understanding of advanced medical technologies and service models that would allow for healthcare delivery at a greater scale and lesser cost, a perspective that could be of value to SHCC.

In addition, Veronica's understanding of Hawaii's legislative and regulatory processes and local context, which she obtained working at the Hawaii State Energy Office, could also prove to be valuable assets to SHCC.

In closing, I reiterate my support for Veronica to serve in the SHCC as I believe that her desire to serve the people of Hawaii through the healthcare sector, along with her professional experience and educational background (Bachelor of Science in Engineering and Masters of Business Administration), will allow her to greatly contribute to SHCC.

Sincerely,


Luis P. Salaveria

Statement of
Ryan Y. Marn (S) CCIM
Before the
SENATE COMMITTEE ON HEALTHCARE
Friday, April 17, 2015
1:15 PM
State Capitol, Conference Room 414

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GM 688: Submitting for consideration and confirmation to the Statewide Health Coordinating Council, Gubernatorial Nominee, VERONICA ROCHA, for a term to expire 6-30-2019.

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

I am writing in support of Veronica Rocha's gubernatorial nomination to serve as a consumer on behalf of the City and County of Honolulu for the Statewide Health Coordinating Council (SHCC).

Veronica's passion for enabling high quality and affordable healthcare, coupled with her professional and educational background will allow her to effectively serve in the SHCC.

Her passion for making a positive contribution to healthcare is evidenced through her prior work in the medical device industry, working for both Fortune 500 and entrepreneurial ventures in engineering and business. This experience gave her exposure to the healthcare industry and a deeper understanding of advanced medical technologies and service models that would allow for healthcare delivery at a greater scale and lesser cost, a perspective that could be of value to SHCC.

Veronica's understanding of Hawaii's legislative and regulatory process and local context, which she obtained as part of her most recent professional role as the Renewable Energy Manager at the Hawaii State Energy Office, could also prove to be valuable assets to SHCC.

In closing, I reiterate my support for Veronica to serve in the SHCC as I believe that her desire to serve the people of Hawaii through the healthcare sector, along with her professional experience and educational background (Bachelor of Science in Engineering and Masters of Business Administration) will allow her to greatly contribute to SHCC.

Veronica's education, professional experience, drive, and ambition will be assets to the State Health Coordinating Council that no other candidate can match. She is a leader that identifies problems and formulates practical solutions and has the ability to communicate clearly to others. Our State will be in a better position with Veronica on board.

Statement of
Veronica Rocha
Before the
SENATE COMMITTEE ON HEALTHCARE
Friday, April 17, 2015
1:15 PM
State Capitol, Conference Room 414

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GM 688: Submitting for consideration and confirmation to the Statewide Health Coordinating Council, Gubernatorial Nominee, VERONICA ROCHA, for a term to expire 6-30-2019.

Dear Chair Green, Vice Chair Wakai, and Members of the Committee,

Thank you for allowing me the opportunity to speak in front of you today for consideration of my nomination to serve as a consumer on behalf of the City and County of Honolulu for the Statewide Health Coordinating Council (SHCC). It is a role I hold in high regard and am truly humbled by the nomination.

I believe that my passion for enabling high quality affordable healthcare, coupled with my professional and educational background will allow me to effectively serve in this council.

My passion for enabling affordable healthcare led me to work in California Silicon Valley developing and manufacturing beneficial and cost-effective medical technologies with the capability to improve patient lives and outcomes. During this time, I received exposure to the healthcare industry as well as a deeper understanding of advanced medical technologies and service models that allow for healthcare delivery at greater scale and lesser cost. I believe that this perspective could be of value to SHCC.

Since moving to Hawaii from California four years ago, I have been working in the clean energy industry, most recently as the State of Hawaii Renewable Energy Branch Manager. Similar to the healthcare industry, the clean energy industry can provide broad positive impacts including environmental (and consequently healthcare) and economic benefits, which I find exciting. Further, in my most current job, I have been able to gain great exposure to Hawaii's legislative process and local context. I would be flattered to have the opportunity to bring this knowledge to best serve SHCC and the people of Hawaii.

In closing, I am excited to bring my healthcare knowledge, local public service understanding, and my education (Masters of Business Administration and Bachelor of Science in Mechanical Engineering) to carry-out the mission of SHPDA and thereby, promote accessibility for all the people of Hawaii to high quality and cost-effective healthcare.

Statement of
William Froelich, SVP Colliers International HI
Before the
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Veronica's understanding of Hawaii's legislative and regulatory process and local context, which she obtained as part of her most recent professional role as the Renewable Energy Manager at the Hawaii State Energy Office, could also prove to be valuable assets to SHCC.

In closing, I reiterate my support for Veronica to serve in the SHCC as I believe that her desire to serve the people of Hawaii through the healthcare sector, along with her professional experience and educational background (Bachelor of Science in Engineering and Masters of Business Administration) will allow her to greatly contribute to SHCC.

Having known Veronica for several years and having the opportunity to observe her work ethic, commitment to others, and passion to make a difference in the health care field, I am extremely confident Veronica would add value to this position and to the State of Hawaii.