SHANNON MICKELSON CAMPBELL, MPP

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Samples of past work available at http://shannoncampbell.me

ABOUT ME

Skilled researcher and statistician, passionate data geek, coding enthusiast, dynamic advocate, and innovative self-starter with expertise in healthcare analytics seeking to join and contribute to a workplace culture that is enthusiastic about actively harnessing data to inform policy and innovate equitable, effective improvements in patient and community health.

CURRENT EMPLOYMENT

Senior Research & Evaluation Analyst – *Multnomah County Health Department, Behavioral Health Division, Portland, Oregon, USA; August 2014 to present*

Core responsibilities
- As first employee in this position, further developed the scope of the position and expanded research/evaluation's role in the division
- Perform routine data management and extraction; e.g., writing complex SQL queries to gather data for statistical analysis; quality control and data mining; developing requirements for new data collection procedures; aid service providers with development of internal tracking tools
- Design analyses and develop multivariate statistical models to answer questions about the relative impact of different interventions, population health, utilization patterns, expenditures, comorbidities, risk, etc.
- Develop predictive risk algorithms to inform the targeting and delivery of services
- Utilizing project management skills to guide research/evaluation projects, from inception to final results
- Translate research results into actionable insights for decision-makers to inform policy, process improvements; create reports, presentations, etc. that are accessible to the target audience
- Develop Tableau dashboards for effective data visualization and to build capacity among end-users in utilizing data
- Supervise graduate research interns
- Participate in and/or lead regional workgroups with stakeholders
- Serve as subject matter expert on issues related to behavioral health data for policymakers, community members, and other researchers

Recent high impact project examples
- Developed the acute care risk tool—a predictive algorithm for identifying clients at increased risk of psychiatric hospitalization and emergency room services
  - o Engaged subject matter experts and end users, conducted all statistical analysis and subsequent validation, translated results into an easy-to-interpret scoring mechanism
- Led development of the tri-county quality composite scores, a value-based/pay-for-performance system for behavioral health providers, measuring a weighted combination of process and performance metrics
  - o Exhibited leadership and stakeholder engagement skills via provider collaboration, gaining network buy-in; conducted all data analysis; wrote code for automation; built opportunity scoring model responsive to provider case mixes and populations; built Tableau dashboard for easily accessible results
  - o As of 2020, has guided distribution of $5 million in quality incentive pool funding
- Conducted statistical analysis measuring the impact of unmet behavioral health needs on total healthcare expenditures
  - o Modeled relative impact of interventions
  - o Compared to other high-cost diagnoses - e.g., heart disease and diabetes

Committees
- Division diversity and equity committee representative, 2015-2016
- Member of Project Review Team, Health Department, 2017 to present
  - o Pre-Institutional Review Board team determining if projects fall into the realm of public health practice or human subjects research
- Member of IDEA, 2017 to present; media coordinator, 2019-2020
  - o Employee resource group for staff with disabilities

PRIOR WORK EXPERIENCE

Graduate Teaching Assistant – *Oregon State University Department of Sociology, Corvallis, Oregon, USA; September 2013 to June 2014*
- Held office hours for student questions, graded assignments and exams, and assisted instructors in four undergraduate courses, including teaching guest lectures on poverty

Research/Policy Intern – *Willamette Neighborhood Housing Services, Corvallis, Oregon, USA; June to December 2013*
- Aided in research and program development for community land trust, developing internal policy and processes; developed marketing and orientation materials; strategized outreach
- Local mixed-methods market analysis of manufactured housing as affordable housing option, including social, legal, financial, and safety considerations
- Conducted internal grant audit of government-funded regional revolving loan fund for community development

Positions beyond the last 7 years available upon request.

ACADEMIC QUALIFICATIONS

Masters of Public Policy (MPP); NFQ level 9
Oregon State University (Corvallis, Oregon, USA)
June 2014; 3.9 GPA
- Provost's Distinguished Graduate Fellowship, 2012-2013; full tuition, $22,000 stipend

Graduate thesis
- Title: [Rethinking Change: Measuring Quality of Life Outcomes in Housing First Residents in Portland, Oregon](#)
  - Committee: Dr. Mark Edwards (chair), Dr. Scott Akins, Dr. Michelle Inderbitzin

Conference presentations
- Pacific Sociological Association annual meeting, 2014
- Student Social Justice Conference, 2013

Volunteer service
- Secretary, Women in Policy
- Volunteer, Corvallis Sustainability Coalition Housing Action Team (subject matter expert/researcher on community land trusts)
- Co-researcher for report on intimate partner violence and awareness of services in Linn and Benton Counties for CARDV (Center Against Rape & Domestic Violence)

Bachelor of Arts in political science, minor in history; summa cum laude
Wheaton College (Wheaton, Illinois, USA); May 2009; summa cum laude
- Further details available upon request

Study abroad
National University of Ireland - Galway (Galway, Ireland); summer term, 2008
- Further details available upon request

PROFESSIONAL DEVELOPMENT AND AFFILIATIONS
- Member, Oregon Program Evaluators' Network (OPEN)
- Member, American Evaluation Association (AEA)
  - Program co-chair for the Behavioral Health track, 2020-2021; conference advisory working group, 2018
  - Abstract reviewer for the 2015, 2018, 2019, and 2020 annual conferences
  - [Presentation](#) on predictive analytics, 2018 conference, with subsequent [blog post](#) for WeAllCount.com; [presentation](#) on stakeholder engagement, 2019 conference; [blog post](#) on measuring emergency department utilization for AEA Tip-A-Day website
- Member, Community of Practice for Program Evaluators and Researchers (COPPER)
  - Presented [poster](#) on predictive analytics at fall 2018 COPPER meeting; [presentation](#) on quantitative methods and research ethics at spring 2019 COPPER meeting
- Guest speaker, graduate professional development seminar at Oregon State University; 2015-2017
- Multnomah Leadership Academy participant, 2016—one of 30 Multnomah County staff (out of over 5,500) selected to take part in six month leadership development program

VOLUNTEER SERVICE

- Shift lead, COVID-19 Emergency Operations Center - Medical Shelter Program, 2020
    - Via Multnomah County, supervised evening operations at a medical triage shelter for houseless individuals exhibiting symptoms of COVID-19
        - Responsible for guest and staff health and safety, crisis management: de-escalating conflicts, engaging in crisis intervention and psychiatric first aid, liaising with emergency and external health services as appropriate
        - Supervision of general and medical staff: managing workflows, assuring task completion
        - Guest care: engaging positively with guests, monitoring and reporting on medical symptoms, assisting with referrals to services as appropriate
- Volunteer, UniteOregon, 2019
    - Conducting research on [asylum and immigration court decisions](#)

SKILLS AND SUBJECT MATTER EXPERTISE

- Subject matter expertise in policy and data analysis related to healthcare
    - Expert in managing and analyzing healthcare claims data
        - 'Big data' navigation skills
        - Knowledge of ICD-9 and ICD-10, CPT, HCPCS, and other relevant codes
    - Knowledge of government-funded and managed care healthcare systems/payors
        - Specialized knowledge in behavioral health, acute care, American Medicaid, and coordinated care organizations/risk-accepting entities
- Subject matter expertise in policy and data analysis related to housing
    - Knowledge of evidence-based affordable housing programs, interventions for ending houselessness, role that housing plays in health and other outcomes
        - Specialized knowledge in Housing First, harm reduction, manufactured housing, and community land trusts
- Experienced in both qualitative and quantitative research methods, including research design, surveying, data management, meta-analysis, and complex statistical analysis
    - Specialty in quantitative research methods; Ph.D-level quantitative coursework during master's program
        - Examples of frequently used statistical models: ordinary least squares (linear) regression, logistic and ordinal logistic regression, Poisson, longitudinal/panel data analysis, survival analysis, latent profile and latent class analysis
        - Ability to utilize said analyses to develop predictive models
- Data management, analysis, and visualization software
    - Expert proficiency in Stata, Microsoft SQL Server Management Studio, Tableau, Adobe InDesign, Microsoft Office, Google Apps
    - Demonstrated ability to quickly learn and adapt to other programming languages and software; e.g., working knowledge in SAS and R, quickly scalable to expert level

REFERENCES

Devarshi Bajpai, CADC-III, MBA
Chief of Research, Oregon Department of Corrections (formerly Medicaid Plan Manager, Multnomah County)
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