

Catalyzing Integrated Care in California



Jennifer Christian-Herman, Ph.D. | Guest Speaker

Jennifer Christian-Herman, Ph.D. is the Vice President of Behavioral Health & Clinical Strategy at Blue Shield of California, a nonprofit health plan serving almost 5 million members across commercial, individual, and government markets. She leads an evolving portfolio of innovations that leverage technology and clinical interventions focused on behavioral health, lifestyle medicine, medical care programs, social drivers of health, and digital therapeutics, with the goal of improving access to care, member engagement and clinical outcomes. She is responsible for developing and leading Blue Shield's strategy to transform behavioral health for members and providers by expanding access to care, enhancing care coordination, integrating behavioral health into primary care, and offering robust upstream solutions rooted in lifestyle medicine.

She is a licensed clinical psychologist. Much of Jennifer's work focuses on the intersection of mental, physical and social health. She is passionate about housing as a driver of health and is involved with issues of mental health care in permanent supportive housing and in unhoused populations, including board roles and work with community agencies in Skidrow and Hollywood. She serves on the board of the Policy Center for Maternal Mental Health and is a Mental Health Policy Fellow at Inseparable.



Charles Raya | Guest Speaker

Charles Raya serves as an Equity and Quality Specialist within the Equity and Quality Transformation division at Covered California, playing a pivotal role in coordinating health plan contract updates and leading workgroups. As part of the Behavioral Health team and the lead for Data Exchange, Charles is deeply committed to enhancing healthcare quality and accessibility. Inspired by personal experiences of healthcare barriers during childhood, he is passionate about leveraging data exchange to empower enrollee decision-making, aiming to ensure no child has to forgo opportunities due to lack of coverage. Charles holds a Master's in Healthcare Administration and is finalizing his Doctorate in Public Health, focusing on mental health service access among Haitian refugees in the U.S., underlining his dedication to equitable healthcare solutions.



Dr. Neftali Serrano | Guest Speaker

Dr. Serrano is the Chief Executive Officer of the Collaborative Family Healthcare Association, a national not-for-profit organization dedicated to promoting integrated care as the standard of care for all. He has devoted the entirety of his 23-year career to working with healthcare entities to develop integrated care services through his consultation work, trainings and site leadership. Dr. Serrano's clinical and research interests center around leveraging integrated care to create access and equity for underserved populations. Among many of his media creations, in 2024 Dr. Serrano edited an e-book titled, "The Implementer's Guide To Primary Care Behavioral Health," a practice management handbook. One of Dr. Serrano's most outstanding contributions to the field of

psychology has been his passion to teach and train the future Primary Care Behavioral Health (PCBH) workforce. In 21 years of practice he has trained hundreds of students and professionals in the practice of behavioral health consultation in primary care. Dr. Serrano is the father of three children, Emma, Sophia & Caleb and the husband of Karen an Emergency Medicine physician. Dr. Serrano also holds an Adjunct Instructor appointment at the University of North Carolina Department of Family Medicine where he practices in the PCBH model.



Jiami Wu | Guest Speaker

Jiami Wu is an experienced healthcare leader with over 11 years of dedicated service to the immigrant Asian population in the San Francisco Bay Area. Currently serving as the Director of Clinics at Chinese Hospital, Jiami has developed a deep understanding of the unique needs of this community, effectively managing clinic operations and enhancing patient care. One of her current key initiatives includes leading the expansion of the integrated behavioral health program within the hospital's health system, a project aimed at improving access to mental health services for underserved populations. With a Master of Public Health (MPH) from Washington University in St. Louis, along with a background in health and wellness management, Jiami brings a comprehensive, evidence-based approach to healthcare delivery, focusing on both physical and mental

well-being. Passionate about optimizing healthcare and improving patient outcomes, Jiami continues to advocate for innovative solutions that meet the evolving needs of her community.



Kristina Mody | Moderator

As Director of Practice Transformation with PBGH's California Quality Collaborative (CQC), Kristina Mody leads technical assistance design and delivery, working directly with delivery system partners to transform clinical practices, including behavioral health integration into primary care and chronic condition management using virtual care. In her role, she plans and implements programs ranging from multi-year improvement collaboratives to day-long trainings, leveraging adult learning principles as a [Certified Dialogue Education Practitioner](#). She also serves as an improvement coach for participating health care delivery organizations and their improvement teams to support them as they advance toward high-value, patient-centered advanced primary care. Kristina

brings a wealth of experience creating technical assistance that meets the needs of health care quality leaders, especially those working with underserved patient communities. She previously served as Senior Manager, Care Redesign for PBGH's Care Transformation team. Prior to joining PBGH, Kristina was Senior Program Associate at the California Health Care Safety Net Institute, where she designed and implemented technical assistance for public hospital/health care systems participating in statewide quality improvement efforts under the Medi-Cal 2020 waiver. Before the Safety Net Institute, Kristina worked at Kaiser Permanente, providing program management on a national level for the Meaningful Use health IT project and on a regional level for The Permanente Medical Group's compliance department. Kristina earned her M.P.H. and B.A. in English and History from the University of California, Berkeley. In her free time, she enjoys reading, cooking, and exploring California's parks and beaches with her husband, two children and dog.