

Marsha Chan and Mark Erath
Named to Malcolm Baldrige National Quality Award Board of Examiners
for 2019

The United States Commerce Department's National Institute of Standards and Technology (NIST) has named Marsha Chan, Chief Administrative Officer and Corporate Responsibility Officer at Cynosure Health and Mark Erath, Board Member of Cynosure Health, to the Board of Examiners for the 2019 Malcolm Baldrige National Quality Award. The Baldrige Award is the nation's highest honor for organizational innovation and performance excellence.

Those selected by the NIST Director meet the highest standards of qualification and peer recognition, demonstrating competencies related to customer focus, communication, ethics, action orientation, team building, and analytical skills. All members of the board must take part in a nationally ranked leadership development course based on the Baldrige Excellence Framework and the scoring/evaluation processes for the Baldrige Award. They must also complete an independent review of a Baldrige Award application or other comparable examiner task.

The examiner board is composed of more than 325 leading experts competitively selected from industry, professional, trade, education, health care, and nonprofit (including government) organizations from across the United States. Both Marsha and Mark have served on the Board of Examiners for over 11 and 8 years, respectively, and are recognized by the program as Master Examiners. Master Examiners have the added responsibility to apply their significant experience in coaching and developing team leaders and members.

Marsha Chan, Pharm.D., MBA, FACHE, CPHQ, CHC is the Chief Administrative Officer and Corporate Responsibility Officer for the Cynosure Health team. She has more than 20 years of healthcare experience, with expertise in performance improvement, licensing and accreditation, corporate compliance and operations management. In addition, Dr. Chan has eight years of experience as a part-time professor, teaching in the Health Sciences Department at California State University, Northridge. Prior to joining Cynosure Health, she served as the Senior VP-Chief Quality Officer and the Corporate Responsibility Officer for St. Francis Medical Center in Lynwood, California, where she was responsible for establishing and leading the quality and patient safety vision and strategic direction for the organization. She also served as the operational executive for professional and technical services.

Dr. Chan obtained her Doctor of Pharmacy degree from the University of California, San Francisco, School of Pharmacy and completed a post-graduate ASHP pharmacy residency at the University of California, Irvine Medical Center. She worked as an inpatient pharmacist at St. Joseph Medical Center in Burbank, California for 7 years and as the Inpatient Pharmacy Supervisor at St. Francis Medical Center before transitioning to Quality Management. She earned her Master of Business Administration from the University of California, Los Angeles, Anderson School of Management. Dr. Chan is board certified in healthcare management as an American College of Healthcare Executives Fellow (FACHE), is a Certified Professional in Healthcare Quality (CPHQ), Certified in Healthcare Compliance (CHC) and a TeamSTEPPS Certified Master Trainer.

Mark Erath, MBA, CPA, CGMA, CSMC, CPHQ, FACHE, FHFMA is the Board Treasurer and a member of the Board of Directors of Cynosure Health. He is an Independent Performance Excellence consultant and also teaches healthcare business and quality courses to Masters-level Health Administration, Business Administration and Nursing students at Murphy Deming College of Health Sciences, Mary Baldwin University.

He has over thirty years' health sector experience, with expertise in strategy, performance excellence, core finance, business functions empowering the frontline, growth, change, operations improvement, innovation, and enterprise risk management.

He served as Principal and Health Practice Strategist of SmithGroup Architects, Executive Vice President/CFO of the Parkland Health and Hospital System, CFO of Geisinger Medical Center, and Finance Vice President of Clinical Service Lines for the Geisinger System, after retiring as a PricewaterhouseCoopers Healthcare Partner. He was appointed by the Secretary of Defense to an expert independent review panel advising the military healthcare system on its implementation of world-class standards.

Mark earned his Healthcare Leadership Master's in Business Administration degree, with honors, at the Haslam College of Business of the University of Tennessee, Knoxville, and his Bachelor of Science degree in Accounting from Louisiana State University.

He is a licensed Certified Public Accountant (CPA), a Chartered Global Management Accountant (CGMA), a Certified Specialist-Managed Care (CSMC), a Certified Professional in Healthcare Quality (CPHQ), Board-certified in healthcare management as a Fellow of the American College of Healthcare Executives (FACHE), Board-certified in healthcare finance as a Fellow of the Healthcare Financial Management Association (HFMA), and is trained as a Lean Six Sigma Greenbelt.

Named after Malcolm Baldrige, the 26th Secretary of Commerce, the Baldrige Award was established by Congress in 1987. Awards may be given annually to organizations in each of six categories: manufacturing, service, small business, education, health care, and nonprofit. The Award promotes innovation and excellence in organizational performance, recognizes the achievements and results of U.S. organizations, and publicizes successful performance strategies. Since the first group was recognized in 1988, 124 awards have been presented to 115 organizations (including eight repeat recipients). The 2018 winners are Integrated Project Management Company, Inc., Burr Ridge, IL (small business); Donor Alliance, Denver, CO (nonprofit); Alamo Colleges District, San Antonio, TX (education); Tri County Tech, Bartlesville, OK (education); and Memorial Hospital and Health Care Center, Jasper, IN (health care).

NIST manages the Baldrige Award in close conjunction with the private sector.