

Don Bloch Award Nomination: Bill Rosenfeld, LPC

It is my privilege to nominate Bill Rosenfeld, LPC, for the Collaborative Family Healthcare Association's Don Bloch Award. Bill exemplifies the intellectual creativity, ability to turn ideas into action, and gift for connecting people that defined Don Bloch's contributions to integrated care.

I have had the privilege of working with Bill in two different capacities. First, I reported to him when he was a director and I was a manager developing my skills as a leader. Years later, after often discussing the possibility of working together again, we became consultants helping organizations develop integrated behavioral health services. These experiences have allowed me to witness Bill's leadership from different perspectives and at different stages of our careers.

Intellectual qualities: A visionary systems thinker

Bill sees healthcare as an interconnected system rather than a collection of separate disciplines or programs. Although he has been a leader in advancing the Primary Care Behavioral Health model, his thinking extends beyond any single model. He helps organizations identify the structures, relationships, and communication pathways needed to solve complex problems.

In our consulting work, I have witnessed Bill help organizations look beyond familiar approaches to integrated care. He has guided teams seeking to reduce mental health waitlists and improve access for patients with substance use concerns using integrated care as well as other previously untapped resources that the organizations have. His strength lies in recognizing connections others may overlook and bringing teams together in creative ways to establish new pathways for communication, collaboration, and care.

At Mountain Park Health Center, Bill designed and scaled an integrated behavioral health model serving approximately 85,000 patients across a multisite Federally Qualified Health Center. He brought primary care, behavioral health, nutrition, clinical pharmacology, and preventive services together in multidisciplinary workflows and developed integrated approaches to chronic conditions including diabetes, obesity, asthma, cardiovascular disease, and cancer prevention.

Bill also demonstrated that integrated care could be both clinically meaningful and financially sustainable. Under his leadership, Integrated Health Services at Mountain Park grew from a single-provider service line operating at a loss into a nationally recognized department generating approximately \$9 million in annual net revenue. His work offered a compelling response to one of the field's most persistent challenges: expanding access to integrated care while creating the financial foundation needed to sustain it.

Behavioral qualities: A leader who gets things done

Bill pairs vision with disciplined execution. Throughout his career, he has led complex healthcare operations, developed clinical programs, integrated organizations following mergers, created performance-measurement systems, and guided large multidisciplinary workforces.

As Chief Operations Officer and Chief Clinical Operations Officer at Adelante Healthcare, Bill directed more than 700 employees across nine healthcare centers. He held responsibility for services reaching more than 220,000 unique patients annually and oversaw a healthcare delivery portfolio exceeding \$120 million in annual operating expenditures.

His accomplishments included sponsoring the development and launch of three in-house retail pharmacies and leading the implementation of contact-center technology that reduced patient hold times by approximately 90 percent. He also expanded warm-handoff capabilities among primary care, behavioral health, nutrition, pharmacy, and specialty services.

I have also seen Bill demonstrate that leadership through personal action. When I was a manager reporting to him, one of my clinics was short-staffed. Bill did not hesitate to step outside his director role and work directly as a behavioral health consultant. He understood that leadership sometimes means setting aside hierarchy and doing what patients and colleagues need. That willingness to move between strategy and frontline service reflects his humility, credibility, and commitment to getting the work done.

Relational qualities: A mentor and connector

When I began reporting to Bill, I had experience supervising interns and postdoctoral trainees but not employees. Bill recognized my potential and intentionally helped me develop the skills needed to manage a new group of professionals. His guidance strengthened my confidence and effectiveness as a manager. This is characteristic of Bill: he identifies people's capabilities, supports their growth, and creates opportunities for them to become stronger leaders.

Bill brings the same relational ability to organizations and communities. During his tenure at Mountain Park, he convened and led a regional cancer-prevention and screening consortium involving Mayo Clinic Comprehensive Cancer Center, the Maricopa County Department of Public Health, the University of Arizona Cancer Center, Susan G. Komen, the Arizona Cancer Coalition, the American Cancer Society, and private specialty physicians.

Under Bill's leadership, these partners increased breast-cancer screening rates by 45 percent and colorectal-cancer screening through fecal immunochemical testing by 53 percent. The consortium secured a donated digital mammography system and developed a partnership through which Mayo Clinic radiologists interpreted mammograms performed within the community health center.

Most importantly, the consortium created pathways enabling uninsured patients diagnosed with breast or colorectal cancer to receive diagnostic evaluation, surgery, chemotherapy, radiation therapy, and reconstructive services without out-of-pocket expense. It also helped double cervical-cancer screening capacity through expanded Well Woman Program resources.

These accomplishments were possible because Bill could connect people who did not ordinarily work side by side, earn their trust, and help them see what they could accomplish together. He transforms relationships into practical pathways to care.

Bill embodies the Don Bloch Award not simply because of the length or distinction of his career, but because of how he works. He thinks creatively across systems, turns ideas into measurable results, develops the potential of others, and builds relationships that allow people and institutions to accomplish more together. His leadership has expanded access, strengthened healthcare organizations, advanced sustainable integrated-care models, and improved the lives of underserved patients and communities.

For these reasons, I enthusiastically nominate Bill Rosenfeld, LPC, for the Don Bloch Award.