

UCLA

Fielding School of Public Health

**Health Policy & Management
Alumni Association**

YOU ARE CORDIALLY INVITED TO THE

Leaders of Today, Leaders of Tomorrow

ANNUAL AWARDS DINNER

Tuesday, May 20, 2025

VIP Reception: 5:00 PM PT

General Reception: 6:00 PM PT

Awards Dinner: 7:00 PM PT

UCLA Meyer and Renee

Luskin Conference Center

For more information, please visit
www.uclahpmaa.com.

This Year's Awardees:



Leader of Today Awardee

Dustin Corcoran MBA;
Chief Executive Officer
California Medical Association



Ira Alpert Service Awardee

Leah J. Vriesman PhD, MHA, MBA;
Associate Dean, Academic &
Faculty Affairs
UCLA Continuing Education &
Extension
Professor, Fielding School of
Public Health

Dear UCLA Supporter,

On behalf of the UCLA Health Policy and Management Alumni Association (HPMAA) Board of Directors, we are honored to invite you to celebrate with us at our Leaders of Today, Leaders of Tomorrow Annual Awards Dinner on May 20, 2025. Our annual event honors alumni and friends of the UCLA Fielding School of Public Health and the Health Policy and Management Department for outstanding leadership and service in healthcare.

The mission of the HPMAA is to establish and maintain a strong bond between the UCLA Fielding School of Public Health, Department of Health Policy and Management and its graduates, through service and program offerings, and to support, financially and otherwise, the students, faculty, and alumni.

This year, our awardees include:

- **Leader of Today Awardee:** Dustin Corcoran, MBA, Chief Executive Officer, California Medical Association
- **Ira Alpert Service Awardee:** Leah J. Vriesman, PhD, MHA, MBA, Associate Dean, Academic & Faculty Affairs
UCLA Continuing Education & Extension, Professor, Fielding School of Public Health

Enclosed is more information about the event, including details about sponsorship opportunities and table packages, and how your contributions support our program, including our student scholarships. Tickets can be purchased online at www.giving.ucla.edu/HPMAA2025Awards.

As a recognized leader in our community and supporter of the UCLA Fielding School of Public Health, we hope you will be able to join us as we celebrate our Leaders of Today, Leaders of Tomorrow. We look forward to seeing you at our annual awards dinner and thank you in advance for your support!

Sincerely,



Becky Levan MPH '94
President
UCLA HPMAA Board of Directors



Melinda Martinez MPH '22
Annual Dinner Co-Chair



Amanda Assaf MPH '23, MS, CLSSMBB, CCMP, RD
Annual Dinner Co-Chair

About the Health Policy and Management Department

MISSION

The Department of Health Policy and Management (HPM) at the UCLA Fielding School of Public Health aims to advance the effectiveness, efficiency, and equity of health services for both personal and population health. The department has a decades-long tradition of:

- Developing the next generation of leaders in the health sector;
- Conducting the highest quality research;
- Innovating to solve the complex challenges of healthcare policy and delivery;
- Educating health policy, management, and public health practice professionals; and
- Partnering with the community to disseminate and apply new knowledge.

VISION

To build healthy futures for all populations by preparing research, management, and policy leaders focused on increasing the equity, effectiveness, and efficiency of health services for both personal as well as population health.

About the Health Policy and Management Alumni Association

MISSION

The mission of the UCLA Health Policy and Management Alumni Association (HPMAA) is to establish and maintain a strong bond between the UCLA Fielding School of Public Health (FSPH), Department of Health Policy and Management (HPM) and its graduates, through service and program offerings, and to support, financially and otherwise, the school, program, students and alumni.

PURPOSE

The purpose of the Health Policy and Management Alumni Association (HPMAA) is:

- To support the alumni, students, faculty, and Department of Health Policy and Management, UCLA Fielding School of Public Health through financial support, mentoring relationships, events, and other means both individually and collectively;
- To support and advance the alumni network, including fostering communication and relationships among alumni, and providing opportunities for alumni to engage and network with the Association, HPM students, HPM faculty, HPM leadership, Fielding School leadership, and each other; and
- To conduct fundraising activities to provide financial support for the Association to benefit alumni, HPM students, faculty, and HPM.

Through our annual awards, HPMAA has been able to fund scholarships, internships, HPMSA activities, and other professional development opportunities for deserving students in our program.

To learn more about how you can support HPMAA or to get involved, please visit www.uclahpmaa.com.

LEADERS OF TODAY, LEADERS OF TOMORROW ANNUAL AWARDS DINNER
 TUESDAY, MAY 20, 2025

Sponsorship Opportunities						
	PREMIER \$25,000	PLATINUM \$20,000	BRUIN GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	COPPER \$3,000
Tax Deductibility	\$21,100 tax deduction	\$17,075 tax deduction	\$13,050 tax deduction	\$8,450 tax deduction	\$3,760 tax deduction	\$2,380 tax deduction
# of Attendees	Table Seating for 20 VIP Attendees	Table Seating for 15 VIP Attendees	Table Seating for 10 VIP Attendees	Table Seating for 10 Attendees	Table Seating for 8 Attendees	Table Seating for 4 Attendees
Sponsorship Impacts	Can support 3 student scholarships for 1 year	Can support 2 student scholarships for 1 year	Can support 1 student scholarship for 1 year	Can support all tickets for the HPM Class of 2024	Can support 1 student scholarship for 1 quarter or case competition team for 1 yr	General student support
General Reception	20 VIP Attendees	15 VIP Attendees	10 VIP Attendees	10 Attendees	8 Attendees	4 Attendees
HPMAA Social Media Acknowledgment	Yes	Yes	Yes	Yes	Yes	
Event Collateral Recognition	Event invitation & collateral	Event invitation & collateral	Event invitation & collateral	Event invitation & collateral	Event invitation & collateral	
Tribute in Program Book	Full Page Tribute	Full Page Tribute	Half Page Tribute	Half Page Tribute		
On-Stage Acknowledgment from Emcee/President	Yes	Yes	Yes			
VIP Reception	20 VIP Attendees	15 VIP Attendees	10 VIP Attendees			

General Ticket	\$200* 1 Ticket
Sponsor a Graduating Student Ticket	\$140** 1 Ticket
Full Page Tribute	\$800** 8.5"W x 11"H
Half Page Tribute	\$500** 8.5"W x 5.5"H

Tribute content must be submitted to UCLAHPMAADinner@gmail.com no later than Friday, May 2, 2025.

Accepted file types are jpg, png, tif. Image files should be 300dpi at final size.

*\$45 tax-deductible / **fully tax-deductible

All Sponsorship Opportunities and ticket purchases include hosted self-parking. Parking details will be sent via email.

Register Online: www.giving.ucla.edu/HPMAA2025Awards



LEADERS OF TODAY, LEADERS OF TOMORROW ANNUAL AWARDS DINNER
TUESDAY, MAY 20, 2025

Donation & Payment

Organization: _____

Contact Name: _____

Phone: _____ Office Home

Email: _____ Office Home

I would like to purchase the following (tax deduction amount included in parentheses):

- \$25,000 Premier Sponsorship (\$21,100) \$5,000 Bronze Sponsorship (\$3,760) \$800 Full Page Tribute (\$800)
- \$20,000 Platinum Sponsorship (\$17,075) \$3,000 Copper Sponsorship (\$2,380) \$500 Half Page Tribute (\$500)
- \$15,000 Bruin Gold Sponsorship (\$13,050) \$200/ea General Ticket (\$45/ea) _____
- \$10,000 Silver Sponsorship (\$8,450) \$140/ea Graduating Student Sponsor Ticket (\$140/ea) _____

Enclosed is my check payable to the UCLA Foundation. **Total:** _____ or

Please charge the below amount to my credit card. **Total:** _____

Name on Card: _____ Visa MasterCard American Express Discover

Credit Card Number: _____ Exp. Date: _____

Billing Address: _____

Signature: _____

For your protection, please do not email this form with your credit card information. Please provide us a number to reach you, or contact Eric Wilks at the number below.

Please mail payments with this form to:

UCLA Fielding School of Public Health
 650 Charles E. Young Drive South
 Box 951772, Room 43-385 CHS
 Los Angeles, CA 90095-1772

If you have questions about this donation, please contact:
Eric Wilks at ewilks@support.ucla.edu or (310) 825-6464

If you have questions about event logistics, program book or additional tickets, please contact:
UCLAHPMAADinner@gmail.com

Thank you for your generosity and support. We look forward to sharing a wonderful evening with you!

Donor advised funds (e.g., Fidelity gift fund) and corporate matching platforms (e.g., Benevity, OneCause, etc.) do not permit donors to receive benefits in exchange for gifts they've made. If you wish to receive the benefits from this event, please pay with a source of funds other than a donor advised fund or corporate matching platform.

I/we decline all benefits from this event and will receive no good or services for this gift. My/our donation is 100% tax deductible.

To reduce UCLA's impact on the environment and printing costs, and provide prospective donors with the most up-to-date disclosure statements, UCLA has posted this information online at www.uclafoundation.org/Resources/Disclosures. These statements will inform you of how your contact and donor information may be used, the governance of The UCLA Foundation, the application of administrative fees, and how The UCLA Foundation invests and manages its endowed funds.

Should this fund reach the campus minimum required for the establishment of an endowment or quasi-endowment, The UCLA Foundation reserves the right to convert this fund to an endowment or quasi-endowment. Please visit www.uclafoundation.org/disclosures to learn more about how The UCLA Foundation invests and manages its endowments.

Leader of Today Awardee

Dustin Corcoran MBA;
Chief Executive Officer
California Medical Association



Dustin Corcoran is the CEO of the California Medical Association (CMA), representing 50,000+ physicians committed to protecting public health and advancing the practice of medicine. Since 1898, Mr. Corcoran has been a passionate advocate for California's physicians and their patients.

He began his career at CMA as the membership coordinator for the political action committee and then became a legislative advocate under renowned lobbyist Steve Thompson. Mr. Corcoran succeeded Thompson as VP of Government Relations, managing CMA's legislative program. In 2009, he became Senior VP, overseeing daily operations of CMA, and ultimately became CEO in February 2010.

Mr. Corcoran's career has been marked by years of leadership, service and entrepreneurship. Most recently, he co-chaired the Proposition 35 campaign to increase equitable access to health care in California. Prop 35 was overwhelmingly approved by more than two thirds of Californians in the 2024 election.

In 2022, Mr. Corcoran played a crucial role in modernizing the Medical Injury Compensation Reform Act (MICRA), resolving long-standing tensions between physicians and trial lawyers. This came after his successful defeat of Proposition 46 in 2014, an attack by the trial lawyers that sought to undermine MICRA.

Mr. Corcoran's efforts during the COVID-19 pandemic ensured physicians had timely information and access to essential resources, and were well represented. He streamlined communication between health care providers and state agencies, facilitating better access to critical supplies and vaccines.

Additionally, he co-chaired the campaign for Proposition 56 in 2016, which raised California's tobacco tax to fund Medi-Cal, reduce smoking rates, stop kids from smoking and fund anti-smoking programs. That same year, Mr. Corcoran spearheaded the launch of a startup company dedicated to providing physicians the population health tools and services necessary to embrace value-based contracts.

Mr. Corcoran serves on several boards including: Physicians Advocacy Institute (President), Californians Allied for Patient Protection (Chair of the Board), The Physicians Foundation, Neuropathy Action Foundation, Physicians for a Healthy California, CMA Physician Services, California Foundation on the Environment and the Economy, and Street Soccer USA: Sacramento.

He earned an MBA from the University of Southern California's Marshall School of Business and resides in Sacramento with his wife, Glenda, and their two children.

Ira Alpert Service Awardee

Leah J. Vriesman PhD, MHA, MBA;
Associate Dean, Academic & Faculty Affairs
UCLA Continuing Education & Extension
Professor, Fielding School of Public Health



Dr. Leah Vriesman is Associate Dean, Academic & Faculty Affairs for UCLA Extension, the nation's largest and oldest Division of Continuing and Professional Education. She is also a 20-year Professor in Health Policy & Management, in UCLA's Fielding School of Public Health. She previously led the Executive Master of Public Health for 11 years and created a new online Master of Healthcare Administration, the first MHA in the UC system of 10 campuses.

Dr. Vriesman teaches Healthcare Strategy, International Health Policy, and speaks often on health technology and innovation. Dr. Vriesman consults and specializes in innovative leadership development for provider organizations and the pharmaceutical and biotechnology industry. She created and was the Co-Director of the UCLA Center for Healthcare Management. Dr. Vriesman received her PhD in Medical Sociology from UCLA (2001) and her MHA and MBA in Strategy and Finance from the University of Minnesota-Minneapolis (1991).

In addition to her various commitments of leadership and committee service to the School and Department, as well as mentorship to graduate students, new faculty, and staff, Leah actively

works in her community where the gift of time and creativity is crucial. She served for 7 years on the Board of Directors for Angel Flight West, a volunteer pilot organization and medical transportation service based at the Santa Monica airport. While serving on the board and as a proud member of the Westwood Rotary, she started an adjacent ground transportation service of volunteers that would pick up patients and family and drive them to and from their appointments after their flight. She is also a Regent for her alma mater, Luther College, in Decorah, Iowa.

Dr. Vriesman was chosen as the inaugural 2018 National Faculty of the Year from the Association of University Programs in Health Administration (AUPHA.org). As a 2010-2011 U.S. Senior Fulbright grant recipient and German Scholar Exchange award winner, Dr. Vriesman spent a year in Neu Ulm, Bavaria, Germany. She was at the University of Applied Sciences teaching International Healthcare Management and Strategic Marketing to German physicians studying for their Healthcare MBA. She travels frequently to give keynotes for international audiences (East Africa, Asia, Europe) on healthcare innovation and transforming healthcare delivery systems.