

Lygeia Ricciardi, Ed. M.

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PROFESSIONAL EXPERIENCE

Clear Voice Consulting, LLC Washington, DC
2014-Present

Founder and Principal

- Support clients ranging from startups to Fortune 500 companies in successfully engaging consumers via digital health. Services include strategic positioning, product development, and designing direct-to-consumer outreach campaigns.
- Present publicly on industry trends related to consumer engagement and digital health. Recent venues include the Institute of Medicine (IOM), the Consumer Electronics Show (CES), and
- South By Southwest (SXSW).

US Department of Health & Human Services
2011-2014

Office of the National Coordinator (ONC), Washington, DC

Director, Office of Consumer eHealth (previously Senior Policy Advisor, Consumer eHealth)

- Founded ONC's Consumer eHealth Office & Program to define and lead the federal government's strategy for engaging and empowering consumers in their health through technology.
- Led the Blue Button Initiative, a White House priority and public-private partnership with the goal of engaging consumers through access to and use of electronic personal health information. The Initiative has more than 500 member organizations including federal agencies; Fortune 500 companies and tech startups, and consumer health advocacy organizations.
- Integrated a pro-consumer perspective and policy requirements into ONC's primary initiatives, including the multi-billion dollar "Meaningful Use" EHR adoption incentive program, technical standards development, and a nationwide public outreach campaign.

Clear Voice Consulting, LLC Washington, DC
2007-2011

Founder and Principal

- Provided strategic consulting, policy analysis, project leadership, and development of public outreach materials to clients including the State of New York, the Robert Wood Johnson Foundation, the California HealthCare Foundation, the Center for Democracy and Technology, the National eHealth Collaborative, the National Partnership for Women and Families, Clinovations, and Medivo.

Markle Foundation, New York, NY and Washington, DC

2001-2006

Director, Health Program (previously Manager, Health Program)

- Founding member of the small team that launched Markle's Health Program, including its Connecting for Health collaborative of public and private sector health information technology leaders.
- Managed a multi-million dollar portfolio of Health IT initiatives including a TV/Internet pilot program in partnership with WebMD, and a telemedicine clinic in Cambodia that brings the expertise of Harvard Medical School to rural villages.

MaMaMedia, Inc., New York, NY

1999-2000

Manager, Content and Public Affairs (previously Internet Producer)

- Directed strategy and content production for adults/thought leaders for a website for 6 to 12 year-olds and their families based on learning theories developed at the MIT Media Lab.

Federal Communications Commission (FCC), Washington, DC

1995-1997

Policy Analyst, Office of Plans and Policy

- Advised FCC Chairman Reed Hundt on the development of the \$2.65 billion annual Universal Service Internet subsidy program for schools and rural hospitals, and formed and staffed the FCC Telemedicine Task Force, a federal advisory committee that helped to shape rural health Internet policy.
- Spearheaded and produced the first FCC websites on education and health.
- Wrote speeches for Chairman Hundt for Congressional, industry, and public audiences.

Harvard Business School, Boston, MA

1993-1995

Research Associate

- Authored published case studies on the high-tech industry, federal technology policy, and international business strategy based on interviews with industry leaders and international site visits.

EDUCATION

Harvard Graduate School of Education, Cambridge, MA

1999

Ed.M., Technology in Education

- Designed and carried out extensive independent study with leading learning theorist and cofounder of the MIT Media Lab, Dr. Seymour Papert, including fieldwork in Costa Rica and Peru.

Wellesley College, Wellesley, MA

1993

B.A., Double major in History and Italian Language

- Graduated Magna cum Laude, Phi Beta Kappa, with First Year Distinction and Departmental Honors

- During Junior year in Italy, received a perfect score on the final public oral exam (in Italian) at the Università di Firenze.

AWARDS & OTHER EXPERIENCE

- Voted among the “Top 10 Most Influential Women in Health IT” by Fierce Health IT, and nominated repeatedly to the Twitter #HIT100 list of the most influential individuals in the health IT.
- Interviewed frequently by trade and popular press including C-SPAN, National Public Radio (NPR), and The Wall Street Journal.
- Received the Honorary Change Agent Award from ONC for “putting consumer eHealth on the map” for the US Department of Health and Human Services.
- Received the Gold Aurora Award for excellence in video and the Pixie Award for outstanding work in animation for public outreach animation developed at the ONC.
- Lead author of “A National Action Plan to Support Consumer Engagement Via E-Health” published in Health Affairs in 2013. Also published in the Journal of AHIMA (the American Health Information Management Association), The Health Care Blog, the American Cancer Society’s blog, and other media outlets.
- Provided expert policy input to the Obama Administration’s Presidential Transition Team.
- Served on advisory committees for the President’s Cancer Panel, the Patient Centered Outcomes Research Institute (PCORI) and the Institute of Medicine (IOM).
- Painter and former Board Member of the Capitol Hill Arts Workshop in Washington, DC.
- Girl Scout Troop co-leader.
- Lived in Italy (fluent in Italian), England, and Eritrea (on the Horn of Africa).