



Edward M. Rafalski, Ph.D., M.P.H., FACHE

Chief Strategy & Marketing Officer, BayCare Health System

Edward Rafalski, Ph.D., M.P.H., FACHE, is currently the Chief Strategy and Marketing Officer for BayCare Health System in Clearwater, FL. Dr. Rafalski is responsible for all planning, business development, market research, marketing, Web services, call center operations, government relations, public relations, and communications at BayCare Health System. Prior to BayCare, he was Senior Vice President of Strategic Planning & Marketing for Methodist Le Bonheur Healthcare, Memphis TN. Dr. Rafalski has an extensive background in strategic planning, data analytics, decision support, GIS, business development, marketing, public relations, group purchasing, and managed care contracting. He has also served as an executive liaison for emergency department and children's hospital operations.

After graduating from the University of Chicago with a bachelor's degree in public policy studies, Dr. Rafalski received a master's degree in public health from Yale University School of Medicine. He received his Ph.D. in public health sciences from the Division of Health Policy and Administration at the University of Illinois, School of Public Health where he has taught as Clinical Assistant Professor. His health services research and teaching interests include: the effects of market economics on healthcare services, healthcare decision support, quantitative methods, managerial epidemiology, health disparities, marketing, and strategic management. Dr. Rafalski is a Fellow of the American College of Healthcare Executives, Six Sigma Black Belt and member of the 2014 TNCPE Board of Examiners, trained in the Baldrige Criteria for Performance Excellence. Ed is also a member of the University of South Florida College of Public Health's Master Health Administration Advisory Board.