

**Gonzalo Bacigalupe** received his Doctorate in Education from the University of Massachusetts Amherst, and then an MPH from Harvard University. He is currently a Professor in Counseling Psychology and Director of the Family Therapy Master's Program at the University of Massachusetts Boston. He is also the Ikerbasque Research Professor and senior researcher at the Stress and Resilience Research Team at the University of Deusto, President of the American Family Therapy Academy, Fellow of the American Psychological Association, and member of several editorial boards including Family Process, The Counseling Psychologist, Couple and Family Psychology: Research and Practice, Qualitative Research in Psychology, and BioMed Central Public Health. His research has been in understanding consumer choices in preventive care, evaluating the role of healthcare virtual communities of practice and the role of social networks in supporting patients with multiple chronic illness, and in outcome based research to instill a population health model in primary care. More information at <http://gonzalobacigalupe.com>.

**Esteban Gershanik** is an Internist and Pediatrician currently serving as Medical Director of the General Medicine Floor at Brigham and Women's Hospital where he is leading initiatives surrounding care redesign focusing on patient progression, patient engagement, and electronic health record and clinical decision support implementation and optimization. Esteban received his Medical and Master of Public Health degrees from Tulane University and he received a subsequent degree in informatics from Harvard Medical School. He has worked internationally in Central and South America, led and coordinated relief efforts during Hurricane Katrina, and participates in various projects combining his education and experience in public health and informatics.

**Jess Kadar** brings over 13 years of online product design and management experience to Iora Health. Most recently, at Pearson Education, she led the redesign of the most widely used online science learning platform in higher education. Prior to Pearson, Jess served as Creative Director at Veritas Medicine where she crafted clinical trial patient recruitment and retention outreach campaigns, and led the user experience design for enterprise clinical data disclosure systems. Jess holds a BA from Cornell University and an MFA from Penn State.

The Public **eHealth Innovation and Equity in Latin America and the Caribbean (eSAC)** project aims to contribute to the improvement of the health and well-being of marginalized population groups in the region, and to advance health equity, through the development and application of information and communication technology (ICT)-based solutions in public health.

**Andrea Cortinois** has worked as a journalist, researcher, teacher, and manager of health-related interventions on four continents, mainly in low-income countries. Over the past several years, Andrea has participated in research projects focusing on the application of new information and communication technologies to reach marginalized population groups and improve health equity. He is an Assistant Professor at the Dalla Lana School of Public Health, University of Toronto, and teaches courses in international health and in migration and health.

**Soroya Julian** holds a Bachelor of Arts degree in Media and Communications and a Master of Science degree in Public Health, with emphasis on Health Promotion. Some of her skills include strategic communication planning, social marketing, material development, campaign planning and implementation, event planning, media relations and advocacy. She has worked in health communication with various target audiences across Jamaica and the wider Caribbean, including those most vulnerable and marginalized.

**Felipe Mejia** holds a degree in Chemical Engineering from the Universidad Nacional de Colombia and a MSc in International Health from Heidelberg University, Germany, through a KAAD scholarship. He has professional experience in health technology assessment and surveillance as well as in the impact of tourism on public health, through research in Colombia and Costa Rica.

