

HEIDI L. O'CONNOR
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PROFESSIONAL SUMMARY

Senior Health Services Research Analyst with 25+ years of experience working with Medicare, Medicaid, and commercial claims data. Deep expertise in rural health, telehealth, access to care, program evaluation, and large administrative datasets including CMS claims and the Medicare Current Beneficiary Survey. Proven collaborator with academic institutions, state and federal agencies, and payer organizations. Extensive publication record experience in multi-state research networks such as AcademyHealth's Medicaid Outcomes Distributed Research Network (MODRN).

CORE COMPETENCIES

- Data & Methods: Medicare/Medicaid claims, commercial claims, MCBS, APCD, survey data, longitudinal analysis, regression modeling, cohort construction
- Technical Skills: SAS, STATA, SQL, statistical programming, data management, analytic design
- Research Domains: Rural health, elderly populations, telehealth, access to care, health coaching, program evaluation
- Professional Strengths: Cross-sector collaboration, analytic planning, interpretation & reporting, publication support, stakeholder communication

PROFESSIONAL EXPERIENCE

Senior Data Analyst

University of Southern Maine, Portland, ME | 2022–Present

- Lead analysis of large health care and public health datasets, including Medicare, Medicaid, and commercial claims and eligibility files.
- Collaborate with principal investigators to design analytic plans and execute complex statistical analyses.
- Develop advanced statistical programs and provide technical guidance to research teams.
- Contribute analytic results to AcademyHealth's Medicaid Outcomes Distributed Research Network (MODRN), supporting multi-state comparative research.

Health Care Analyst Senior

Blue Cross Blue Shield of Minnesota, Eagan, MN | 2018–2022

- Supported enterprise strategy through analytics addressing care management, health management, quality, product development, and member insights.
- Partnered with internal stakeholders to clarify requirements, analyze complex datasets, and deliver actionable results.
- Identified success factors, barriers, and improvement opportunities to inform strategic decision-making.

President / Lead Analyst

Metis Analytics, Savage, MN | 2015–2018

- Founded and operated a consulting firm specializing in health services research and claims-based analytics.
- Conducted analyses for clients including SHADAC (University of Minnesota), University

- of North Dakota, and state-level health initiatives.
- Projects included evaluation of the Integrated Health Partnership demonstration using Minnesota APCD data, hypertension outcomes in the MediQ Home Program, and geographic variation in rural emergency department use.

Research Fellow

Division of Health Policy & Management, University of Minnesota, Minneapolis, MN | 1999–2015

- Conducted data analysis and contributed to publications for RESDAC, the Rural Health Research Center, and the School of Dentistry.
- Specialized in Medicare claims, MCBS, rural health, and program evaluation.
- Supported numerous peer-reviewed publications, policy briefs, and federal research projects.

Data Analyst

Fairview Health Services, Minneapolis, MN | 1995–1999

- Performed data analysis and reporting to support system-wide planning, quality evaluation, and identification of improvement opportunities.

EDUCATION

M.S., Health Services Research & Policy University of Minnesota, 1999

B.A., Mathematics Northern Michigan University, 1992

Peer Reviewed Publications

Jonk Y, **O'Connor H**, Thayer D. The Association Between Telehealth Use and Health Care Costs Among Rural Medicare Fee for Service Beneficiaries During the COVID-19 Pandemic. *J Rural Health*. 2026 Mar;42(2)

Shea CM, Thomas S, Maaita M, **O'Connor H**, Jonk Y. Use of telebehavioral health services by critical access hospitals in the United States: A qualitative study of the impacts of medicare flexibilities and future opportunities. *Digit Health*. 2025 Jul 20;11:20552076251353364

Jonk Y, **O'Connor H**, Thomas S, Shea CM. The provision of tele-behavioral health services by critical access hospitals and short-term acute care hospitals during the COVID-19 public health emergency. *J Rural Health*. 2025 Jun;41(3):e70047

Jonk Y, **O'Connor H**, DeAngelis T, Jewell C, Ziller E. Social Vulnerability of Pediatric Populations Living in Ambulance Deserts. *Pediatr Clin North Am*. 2025 Feb;72(1):85-92

Jonk Y, **O'Connor H**, Gale J, Thayer D. Medicare telehealth utilization by Rural Health Clinics and Federally Qualified Health Centers prior to and during the COVID-19 pandemic. *J Rural Health*. 2025 Jan;41(1):e12920

Talbot JA, Burgess AR, Jonk YC, **O'Connor H**. Federal telehealth policy changes during the COVID-19 public health emergency: Associations with telemental health use among rural and urban Medicare beneficiaries. *J Rural Health*. 2024 Jan;40(1):5-15

Skaar DD, **O'Connor H**. Using the Beers Criteria to Identify Potentially Inappropriate Medication Use by Older Adult Dental Patients, *JADA (Journal of American Dental Association)*, 2017

May;148(5):298-307.

Henning-Smith C, **O'Connor H**, Casey M, Moscovice I. Rural-Urban Differences in Satisfaction with Medicare Part D: Implications for Policy, *Journal of Aging & Social Policy*, Volume 28, 2016; 2:65-80.

Jonk YC, Lawson K, **O'Connor H**, Riise K, Eisenberg D, Dowd B, Kreitzer MJ. How Effective Health Coaching in Reducing Health Services Expenditures? *Medical Care*. 2015; 53:133-140.

Hebert PL, McBean AM, **O'Connor H**, Frank B, Good C, Maciejewski ML. Time until incident dementia among Medicare beneficiaries using centrally acting or non-centrally acting ACE inhibitors", *Pharmacoepidemiology Drug and Safety*, June 2013; Volume 22, 6: 641-648.

Lawson K, Jonk YC, Riise K, **O'Connor H**, Eisenberg D, Kreitzer MJ. The Impact of Telephonic Health Coaching on Health Outcomes in a High-risk Population. *Global Adv Health Med*. 2013; 2:78-85.

Skaar DD, **O'Connor H**, Lunos S, Luepker R, Michalowicz BS. Dental procedures and risk of experiencing a second vascular event in a Medicare population, *Journal of the American Dental Association*, November 2012; Volume 143, issue 11:1190-1198.

Skaar DD, **O'Connor H**. Use of the Beers criteria to identify potentially inappropriate drug use by community-dwelling older dental patients, *Oral Surgery, Oral Medicine, Oral Pathology and Oral Radiology*, June 2012; Volume 113, issue 6: 714-721.

Skaar DD, **O'Connor H**. Dental service trends for older US adults, 1998-2006, *Specialty Care in Dentistry*, March 2012; Volume 32, issue 2:42-48.

Skaar DD, **O'Connor H**, Hodges JS, Michalowicz BS. Dental procedures and subsequent prosthetic joint infections: findings from the Medicare Current Beneficiary Survey, *The Journal of American Dental Association*, December 2011; Volume 142, issue 12:1343-51.

Skaar DD, **O'Connor H**. Potentially serious drug-drug interactions among community-dwelling older adult dental patients, *Oral Surgery, Oral Medicine, Oral Pathology, Oral Radiology, and Endodontology*, August 2011; Volume 112, Issue 2: 153-60.

Dowd B, Maciejewski ML, **O'Connor H**, Riley G, Geng Y. Health plan enrollment and mortality in the Medicare program, *Health Economics*, June 2011; Volume 20, Issue 6: 645-659.

Hull HF, **O'Connor H**. Optimizing protection against influenza in children eligible for the vaccine for children program, *The Pediatric Infectious Disease Journal*, October 2010; Volume 29, Issue 10; pp 910-4.

Hull HF, McBean AM, Caldwell D, **O'Connor H**. Assessing Herd Immunity in the Elderly Following the Vaccination of School Children with Live Attenuated Trivalent Influenza Vaccine (LAIV): A County-Level Analysis, *Procedia in Vaccinology*, Volume 2, Issue 1, 2010: 92-100.

Jonk YC, **O'Connor H**, Schult T, Cutting A, Feldman R, Ripley DC, Dowd B. Using the Medicare Current Beneficiary Survey to Conduct Research on Medicare-Eligible Veterans. *J Rehabil Res and Dev*. 2010;47(8):797-813.

Dowd B, McGrail M, Lohman WH, Sheasby B, **O'Connor H**, Calasanz M, Gorman R, Parente S. The economic impact of a disability prevention program, *Journal of Occupational and Environmental Medicine*, January 2010; Volume 52, Issue 1: 15-21.

Jonk Y, Call KT, Cutting A, **O'Connor H**, Bansiya V, Harrison K. Health Care Coverage and Access to Care: The Status of Minnesota's Veterans. *Medical Care*, 2005;43(8):769-774.

Maciejewski, M.L., B Dowd and **H. O'Connor**. Multiple Prior Years of Health Expenditures and Medicare Health Plan Choice, *International Journal of Health Care Finance and Economics*, September 2004, Volume 4, Issue 3: 247-261.

Fillenbaum G, Hanlon J, Landerman L, Artz M, **O'Connor H**, Dowd B, Gross C, Boulton C, Garrard J, Schmader K. Impact of Inappropriate Drug Use on Use of Health Services Among Representative Community Dwelling Elders, *American Journal of Geriatric Pharmacotherapy*, June 2004, Volume 2, Number 2: 92-101.

Policy Briefs

Jonk YC, **O'Connor H**, Pearson K, Croll Z, Thayer D, Gale J. Opioid Use Among Rural Medicare Beneficiaries. University of Southern Maine Rural Health Research Center Policy Brief. *Under Review*.

Jonk YC, **O'Connor H**, Burgess A, Milkowski C. Patterns of Health Care Use among Rural-Urban Medicare Beneficiaries Aged 85 and Older, 2010-2017. University of Southern Maine Rural Health Research Center Policy Brief. *Under Review*.

Jonk YC, Lawson K, **O'Connor H**, Tang X. How Effective is Health Coaching in Reducing Health Services Expenditures? UMN Division of Health Policy and Management. April 2016.

O'Connor H., Henning-Smith C., Casey M., Moscovice I. Differences in Part D Plans Offered to Rural and Urban Medicare Beneficiaries, University of Minnesota Rural Health Research Center policy brief, July 2015.

Henning-Smith C., **O'Connor H.**, Casey M., Moscovice I. Rural and Urban Differences in Choice of and Satisfaction with Medicare Part D Plan, University of Minnesota Rural Health Research Center policy brief, July 2015.

Jonk YC, **O'Connor H**, Gregg W. Does Rurality Affect Observation Care Services Use in CAHs for Medicare Beneficiaries? University of Minnesota Rural Health Research Center Policy Brief. October 2014.

Jonk YC, **O'Connor H**, Casey M, Moscovice, I. Comparing Rural and Urban Medicare Part D Enrollment Patterns and Prescription Drug Coverage Rates. University of Minnesota Rural Health Research Center Policy Brief. May 2013.

Working Papers, Technical Reports, Book Chapters, Other Publications

Jonk Y, Cutting A, **O'Connor H**, Dowd B, Cowper D, Schult T, Feldman R. Trends for Veteran Medicare Beneficiaries Before and After VHA 1996 Eligibility Reforms. November 2006.

Jonk Y, Cutting A, **O'Connor H**, Dowd B, Cowper D, Klingner J, Feldman R. Health Care Trends for Medicare Beneficiaries by Veteran Status: 1992-2002. October 2006.

Jonk Y, Schult T, **O'Connor H**, Cutting A, Dowd B, Cowper D, Feldman R. Discrepancies between MCBS self-reported data and VHA administrative databases. September 2006.

Invited Paper Presentations (National)

2021 Jonk YC, **O'Connor H**, Pearson K, Croll Z, Thayer D, Gale J. Opioid Use Among Rural Medicare Beneficiaries. Paper Presentation, 2021 Gerontological Society of America, Virtual Conference. Nov 2021.

2021 Jonk YC, **O'Connor H**, Talbot J, Ziller E. Rural-Urban Differences in Availability of Telemedicine Services Among Medicare Beneficiaries during COVID-19. Paper Presentation, 2021 Gerontological Society of America, Virtual Conference. Nov 2021.

2021 Jonk YC, **O'Connor H**, Pearson K, Croll Z, Thayer D, Gale J. Opioid Use Among Rural Medicare Beneficiaries. Paper Presentation, 2021 National Rural Health Association, Virtual Conference. May 4-7, 2021.

2020 Jonk YC, **O'Connor H**. Health Care Use and Expenditures among Rural and Urban Medicare Beneficiaries Aged 85 and Over. Paper Presentation, 2020 National Rural Health Association, Virtual Conference. June 14, 2020.

2013 Jonk YC, **O'Connor H**, Casey M, Moscovice, I. Rural Medicare Part D Enrollment Patterns and Prescription Drug Coverage Rates. Paper Presentation, 2013 National Rural Health Association, Louisville, KY. May 9, 2013.

2010 Jonk YC, **O'Connor H**, Dowd B, Casey M, Moscovice, I. Access to Care, Insurance Coverage, and Dual Use of VHA and Medicare Services by Rural Veteran Medicare Beneficiaries. University of Minnesota Rural Health Research and VA Midwest Rural Health Resource Centers. VA HSRD Rural Health Meeting, Portland, ME, May 5, 2010.

2010 **Jonk YC**, O'Connor H, Dowd B, Casey M, Moscovice, I. The Effect of Community Based Outpatient Clinics on Geographic Variation in Rural Veteran Medicare Beneficiaries' Health Services Utilization. University of Minnesota Rural Health Research and VA Midwest Rural Health Resource Centers. VA HSRD Rural Health Meeting, Portland, ME, May 5, 2010.

Poster Presentations (National)

2021 Jonk YC, **O'Connor H**, Talbot J, Ziller E. Social Isolation, Preventive Behaviors, and Vaccine Hesitancy Among Rural-Urban Medicare Beneficiaries during COVID-19. Poster Presentation: Late-Breaking Abstracts. Academy Health Virtual Conference. June 2021

- 2021 Jonk YC, **O'Connor H**, Talbot J, Ziller E. Rural-Urban Differences in Availability and Use of Telemedicine Services Among Medicare Beneficiaries during the COVID-19 Pandemic. Poster Presentation: Late-Breaking Abstracts. Academy Health Virtual Conference. June 14-17, 2021.
- 2021 Jonk YC, **O'Connor H**, Pearson K, Croll Z, Thayer D, Gale J. Opioid Use Among Rural Medicare Beneficiaries. Poster Presentation. Academy Health Virtual Conference. June 14-17, 2021.
- 2013 Jonk YC, **O'Connor H**, Casey M, Moscovice, I. Medicare Part D Enrollment Patterns, Prescription Drug Coverage Rates, Out of Pocket Expenditures, and Access to Prescriptions: A Comparative Analysis of the Rural and Urban Experience. Academy Health 2013 Annual Research Meeting, Baltimore MD, June 23-25, 2013.
- 2013 Jonk YC, Lawson K, **O'Connor H**, Riise K, Eisenberg D, Kreitzer MJ. How Effective is Health Coaching in Improving Health Outcomes and Reducing Health Services Utilization and Costs? Academy Health Annual Research Meeting, Baltimore MD, Jun 23-25, 2013.
- 2012 Riise K, Kreitzer MJ, Jonk YC, Lawson K, **O'Connor H**, Eisenberg D, Anderson C. Changes in Health and Behavior following Health Coaching for Members of a Health Plan. Coaching in Leadership & Healthcare Conference 2012. Institute of Coaching McLean Hospital, Harvard Medical School. Boston, MA, Sept 28, 2012.
- 2011 Jonk YC, **O'Connor H**, Dowd B, Casey M, Moscovice, I. Community Based Outpatient Clinics, Access to Care, and Dual Use of VHA and Medicare Services. University of Minnesota Rural Health Research Center and VA Midwest Rural Health Resource Center. Academy Health, Boston, MA, June 13, 2011.
- 2011 Jonk YC, **O'Connor H**, Dowd B, Casey M, Moscovice, I. Choosing Primary Care Providers: Implications for Meeting Access to Care Standards. UMN Rural Health Research Center and VA Midwest Rural Health Resource Center. Academy Health, Boston, MA, June 13, 2011.
- 2010 Jonk YC, **O'Connor H**, Dowd B, Casey M, Moscovice, I. Spillover Effects of Improving Access to Care: Increasing Dual Use of VHA and Medicare Services, 1992-2006. University of Minnesota Rural Health Research Center and VA Midwest Rural Health Resource Center. Academy Health, Boston, MA, June 28, 2010.
- 2006 Jonk Y, Cutting A, **O'Connor H**, Dowd B, Cowper D, Klingner J, Feldman R. Health Care Trends for Medicare Beneficiaries by Veteran Status: 1992-2002. Academy Health.
- 2006 Jonk Y, Cutting A, **O'Connor H**, Dowd B, Cowper D, Schult T, Feldman R. Veteran Medicare Beneficiaries and VHA 1996 Eligibility Reforms. Academy Health, Seattle, WA.
- 2005 Jonk Y, **H O'Connor**, B Dowd, A Cutting, S Nugent, D Cowper, J Klingner, R Feldman. VHA Eligibility Reform & Demand for VHA Services by Veteran Medicare Beneficiaries. Academy Health, Boston, MA.

- 2005 Jonk Y, Cutting A, **O'Connor H**, Bansiya V, Harrison K, Call KT. Health Care Coverage and Access to Care: The Status of Minnesota's Veterans. Academy Health, Boston, MA.
- 2003 McGovern, Patricia M, Gross C, Gjerdingen D, Dowd B, Rockwood T, Kenney S, Ukestad L, **O'Connor H**, Lundberg U. Changes in women's health after childbirth upon returning to work: Results from a pilot study. Occupational Health and Safety Annual Meeting, San Francisco, CA.
- 2003 Dowd B, McGrail M, Lohman B, Sheasby B, **O'Connor H**, Evaluating the cost impact of a coordinated health care and disability prevention program. Occupational Health and Safety Annual Meeting, San Francisco, CA.

ACADEMIC HONORS, AWARDS, COMMUNITY PARTICIPATION

2013-Present Assistant Coach Prior Lake High School Nordic Ski Team

2015-2015 Volunteer Coach Prior Lake High School Mountain Bike Team

2016-2018 Prior Lake Booster Club Representative

1993-Present Member of Gamma Theta Upsilon (international honor society in geography)

I am a citizen of the United States.