

From Crisis to Cure: Revitalizing America's Healthcare System

Geisinger has invited some of the greatest minds in healthcare and other related disciplines to participate in an interactive conversation about the future of health in America. The invitation-only event, held Nov. 8, 9 and 10 on the Danville, Pennsylvania campus of Geisinger Medical Center, brings together a panel of the nation's leading experts on policy, patient experience, wellness and technology.

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John C. Bravman

President of Bucknell University

John C. Bravman, a highly respected academic leader and distinguished professor of engineering, became the 17th president of Bucknell University on July 1, 2010. His longtime dedication to undergraduate liberal arts education at the highest level set an innovative and dynamic tone for his presidency.



Now entering his eighth year at Bucknell, John has steadily built a foundation of support with Bucknellians around the world. In July 2017, he concluded the most ambitious fundraising campaign in University history: the \$500 million WE DO Campaign for Bucknell. The campaign, which publicly launched in October of 2012, raised more than \$170 million for financial aid endowment, more than \$100 million for academic programs and support, and more than \$60 million for facilities.

John's leadership has also helped foster an unprecedented period of expansion and improvement to University facilities. Bucknell in 2013 unveiled Academic West, its first new academic building in nearly a decade. In 2015, it opened a new residential quad, the South Campus Apartments, reaffirming the University's commitment to an immersive residential learning environment. The Graham Building, which includes a state-of-the-art health and wellness center for students as well as a new wrestling facility, opened in 2016. The University established a third college — the College of Management — in July 2017, positioning Bucknell to offer a truly distinct, interdisciplinary undergraduate experience. Two new residential affinity houses opened in summer 2017 as well. And the Humanities Center, created in 2016, will move into its permanent home in spring 2018.

In his earliest months at Bucknell, John initiated an in-depth examination of the quality of student life by creating the Campus Climate Task Force. This group of faculty and staff assessed student views and actions related to personal responsibility and recommended ways to improve the University experience for all students. Ongoing campus dialogue about expectations of students has been firmly established as a top presidential priority. In addition, he is committed to increasing diversity to create a more inclusive campus community. In 2014, the President's Diversity Council created a five-year Diversity Plan to underscore Bucknell's commitment to diversity as a core institutional and educational value. In 2016, John established the President's Sustainability Council, which is charged with guiding the University's principles and practices impacting its environmental, social and financial viability.

Prior to joining Bucknell, John spent 35 years at Stanford University, where he led its undergraduate program as the vice provost for undergraduate education for 11 years. He completed his bachelor's, master's and doctoral degree in materials science and engineering at Stanford. John has published more than 160 peer-reviewed articles and has been cited in nearly 5,000 publications by scientists and engineers around the world. He has taught primarily in the fields of materials structure and analysis, thin-film mechanical phenomena, microelectronic reliability and high-temperature superconductivity. He recently patented two coatings that may make coronary stents safer for heart-disease patients. In December 2016, John was elected chair of the Geisinger Health System Foundation Board of Directors.

John is married to Professor Wendelin Wright, who holds a joint appointment in the mechanical and chemical engineering departments at Bucknell. They have two young sons, Cole and Cooper. He has two older sons, Christopher and Matthew.