

Bill Barberg

Bill Barberg is the President & Founder of InsightFormation, Inc., a consulting and technology company based in Minnesota. He has trained and coached several cutting-edge and internationally recognized efforts to lead system change, enhance Collective Impact, and improve the social determinants of health. He wrote the chapter on "Implementing Population Health Strategies" for the book, "Solving Population Health Problems through Collaboration" (Routledge, 2017). In 2018, he received the "Health System Transformation" award from Communities Joined in Action. Bill co-authored the peer-reviewed article on "Leading Social Transformations: Creating Public Value and Increasing the Common Good" in the Journal of Change Management (2021) that featured the case study of transforming the family justice system in Canada, for which Bill was the lead consultant.