



10th Annual Conference

Truth to Power: Alliance for the Public Good

October 17 - 18, 2015

Washington, DC

20 F Street NW Conference Center

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NPA Gun Violence Prevention Taskforce Co-Chair
- **Nick Unger** - Veteran Trade Union & Health Care
Organizer & Educator
- **Jill Zorn, MBA** - Senior Policy Officer
Universal Health Care Foundation of Connecticut

Welcome to Washington DC!

And welcome to the National Physicians Alliance 10thth Anniversary Conference, *Truth to Power: Alliance for the Public Good*. It's been quite a decade! We are thrilled to have you here as we look to the future and join in a toast to NPA's first ten years.

In your conference materials, you will find an overview booklet describing NPA's current program work as well as a short, celebratory history of the organization, "*New Kid on the Block Turns Ten! The Brief, Remarkable History of the National Physicians Alliance*." We hope you will take the time to read these pieces with real pride in what we are building together. And we hope you will be inspired to share them with colleagues when you get back home.

When the NPA was launched in 2005, our founders aimed to put health back at the heart of medicine—to restore trust and integrity in a profession increasingly dominated by industry interests. Ten years later, without a penny of industry funding, the NPA has grown to represent thousands of physicians across specialties. Together, we have leveraged the influence of our profession to fight for patient-centered health care. We have provided a strong physician voice in support of the Affordable Care Act and in defense of clinical free speech. We have fought to eliminate professional conflicts of interest; to reduce gun violence; to promote the civic engagement of physicians; and to champion good stewardship of clinical resources. It is exciting to see our A. Gene Copello Health Advocacy Fellowship welcome its sixth incoming class this fall.

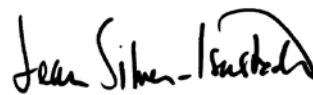
We are making a difference in a time of enormous change in our country's health care system. From the institutional to the national level, leaders are rethinking old models and identifying what is broken. Entrenched professional habits, political challenges, and outright conflicts of interest all stand in the way of value-based reforms. Real innovation will require both courage and long term commitment. It will require genuine partnership between patients and health providers. It will demand cultural change within the medical profession. It will need groups like NPA.

We have worked hard to offer an inspiring program and community-building opportunities. We hope you will discover new ideas and make new friends. Our special thanks are owed to Rosemary Gibson, Lisa Plymate, Jim Scott, Tobie Smith, Nick Unger, and Jill Zorn for their tremendous contributions to our conference planning committee. We also want to express our deep gratitude to NPA's National Director of Project Management, Becky Martin, whose tireless efforts on behalf of this organization are at the heart of all our work, and to Simone Flynn, for valuable research and administrative support.

Last, let us emphasize that the NPA's strength derives from members like you—many of whom generously provided conference scholarship support on top of your own registrations so that price would not be a barrier to participation for others. This is an amazing community. Together, we can lead the way to a just, caring, and equitable health care system—one that honors our professional values by delivering value to all.



William Jordan, MD, MPH
NPA President



Jean Silver-Isenstadt, MD, PhD
NPA Executive Director

Saturday, October 17, 2015

8:00-8:30a **Registration:** Coffee & light breakfast

8:30-9:00a **Welcome:**
Bill Jordan, MD, MPH, NPA President

Room A/B

9:00-10:00a **Keynote Address: Healing Baltimore: the Power of Civic Engagement & Physician Activism**
Leana Wen, MD, MS - Baltimore City Health Commissioner

10:00-11:00a **Plenary:**
A 10-Year Look-Back with NPA Founders: Why Doctors and Patients Needed the NPA
Steve Cha, MD, MHS, David Evans, MD, David Grande, MD, MPA, Kavita Patel, MD, Jean Silver-Isenstadt, MD PhD, Stephen Smith, MD, MPH, Lydia Vaias, MD MPH*
Moderator: Bill Jordan MD, MPH, NPA President

11:00-11:20a **Break**

11:20a-12:45p **Plenary: What NPA is Doing Now**
A special session with NPA Task Force & Project Leaders: *Jeff Huebner, MD, Sarah Kimball, MD, Stephen Martin, MD, EdM, Lisa Plymate, MD*, Stephen Smith, MD, MPH,*
Moderator: Nick Unger, Veteran Trade Union and Health Care Organizer and Educator

12:45-1:45p **Lunch**

2:00-3:15p **Breakout Sessions:**

Room A

- **Mastering Your Media Strategy**
 - **John Santa, MD, MPH, NPA Board of Directors, Treasurer**
 - **Kim Wiczak, BA, Advertising/Marketing Professional; Pharmaceutical Drug Safety Consumer Advocate; Founder of WoodyMatters.com; NPA Board of Directors**

Moderator: Rosemary Gibson, MA, Author; Senior Advisor at The Hastings Center; Founding Editor for "Less is More" narratives in JAMA Internal Medicine; NPA Board of Directors

Room B

- **FDA: Antibiotics, Canaries in the Coalmine**
 - **Scott Podolsky, MD, Associate Professor of Global Health and Social Medicine, Harvard Medical School**
 - **Peter Doshi, PhD, Associate Editor at The BMJ, Assistant Professor, University of Maryland School of Pharmacy**

Moderator: John Powers, MD, FACP, FIDSA, Associate Clinical Professor of Medicine, George Washington University School of Medicine, University of Maryland School of Medicine; NPA FDA Task Force Member

Board Room

- **Pictures Worth a Thousand Words: Improving the Visual Expression of Risk, Benefit & Effectiveness**
 - **Andrew Lazris, MD, CMD, Personal Physician Care; Co-author "Interpreting Health Benefits and Risks"**
 - **Heather Corcoran, MFA, Professor of Design; Director of the College and Graduate School of Art, Washington University in St. Louis**

Moderator: Steve Martin, MD, EdM, Assistant Professor, University of Massachusetts Medical School; NPA TandemHealth Project Director

Saturday, October 17, 2015

3:15-3:45p

Break

3:45-5:00p

Breakout Sessions:

Room A

- **Incentivizing Innovation: How Do We Ensure Safe, Effective Drugs and Devices?**
 - **Anthony So, MD, MPP**, Professor of the Practice, Public Policy and Global Health Director, Program in Global Health and Technology Access Sanford School of Public Policy, Duke University Global Health Institute
 - **Gregg Gonsalves, BS**, Research Scholar in Law, Lecturer in Law, and Co-Director, Global Health Justice Partnership, Yale Law School
 - **Joe Ross, MD, MHS**, Associate Professor of Medicine and of Public Health at the Yale University School of Medicine*

Moderator: Reshma Ramachandran, MD, MPP, Duke Global Health and Technology Access Program, ReAct Strategic Policy Program; NPA FDA Task Force Co-Chair; NPA FDA Task Force Co-Chair

Room B

- **Organizational Integrity:
Examining Corporate Relationships to Avoid Conflict-of-Interest**
 - **Kevin Burns, MD**, Family Medicine Physician and Preventive Medicine Resident, General Preventive Medicine Residency, Johns Hopkins Bloomberg School of Public Health
 - **James Rickert, MD**, Assistant Clinical Professor of Orthopedic Surgery, Indiana University School of Medicine, President of The Society for Patient Centered Orthopedics
 - **Diana Zuckerman, PhD**, President, National Center for Health Research

Moderator: Richard Bruno, MD, MPH, Resident physician in the Family Medicine and Preventive Medicine program at Franklin Square and Johns Hopkins in Baltimore, Maryland; NPA Board of Directors Member

Board Room

- **Building a Culture of Responsible Ordering: Organizing for Change**
 - **Anthony Accurso, MD**, Instructor of Medicine at Johns Hopkins Bayview Medical Center, Faculty Director of Providers for Responsible Ordering; NPA Board of Directors Member
 - **Leonore Tiefer, PhD**, Founder of New View Campaign; Clinical Associate Professor of Psychiatry, New York University School of Medicine

Moderator: Stephen Smith, MD, MPH, Professor Emeritus of Family Medicine, Warren Alpert Medical School of Brown University; NPA Founding Board Member, Promoting Good Stewardship in Medicine Project Director, NPA 2015 Copello Fellowship Co-Director

5:00-7:00p

Awards Reception

**Like us on Facebook: National Physicians Alliance
Follow us on Twitter @NPALive**

Sunday, October 18, 2015

8:00-9:00a

**Registration; Networking Breakfasts; & Social Media Bootcamp:
How to Broaden Your Reach & Impact with Bich-May Nguyen, MD**

9:00-10:30a

Room A/B

Plenary: Building Health Justice: the Role of Physicians

- **L. Toni Lewis, MD, Chair, SEIU-Healthcare**
- **Dorothy Charles, WhiteCoats4BlackLives, Organizer**
- **Matthew Loftus, MD, Family Physician, Healthcare for the Homeless Baltimore City**

Moderator: Bill Jordon MD, MPH, NPA President

10:30-10:45a

Break

10:45-11:45a

Breakout Sessions:

Room A

- **Marketing Power, Regulatory Weakness & Drugs Looking for Diseases:**

A Recipe for Overprescribing - This session will explore case studies including Vyvance and opioids

- **Susan Molchan, MD**, Practicing physician; former National Institute of Mental Health scientist and medical officer at the Food and Drug Administration; *Member of the NPA Board of Directors and FDA Task Force*
- **Andrew Kolodny, MD**, Phoenix House Chief Medical Officer, Executive Director of Physicians for Responsible Opioid Prescribing (PROP)

Moderator: Adriane Fugh-Berman, MD, Associate Professor of Pharmacology, Georgetown University, Director of PharmedOut

Room B

- **Choosing Wisely at the End of Life**

- **Rosemary Gibson, MA**, Author; Senior Advisor at The Hastings Center; Founding Editor for "Less is More" narratives in JAMA Internal Medicine; NPA Board of Directors
- **Jonas Green, MD, MPH, MSHS**, Associate Medical Director, Clinical Effectiveness

Moderator: Jeff Huebner, MD, Medical Director for Quality and Care Improvement at Group Health Cooperative-SCW; NPA Board of Directors, Vice-President of Policy

Board Room

- **Expert Tips & Tools**

Guns & Medial Gag Laws: Best Practices for Getting Others Involved in Your Work

- A special hands-on training session with **Nick Unger**, Veteran Trade Union and Health Care Organizer and Educator

11:45a-1:00p

Lunch with presentation by Nick Unger: Being the Doctor You Want to Be

*Denotes disclosure by speaker, see declaration with bios

Sunday, October 18, 2015

1:00-2:00p

Breakout Sessions:

Room A

- **Protecting Free Speech in the Patient-Provider Relationship**
 - **Ann Alexander, JD**, Senior Attorney, Midwest Program, Natural Resources Defense Council
 - **Sarah Lipton-Lubet, JD**, Director of Reproductive Health Programs, National Partnership for Women and Families
 - **Ruth Abaya, MD, MPH**, Assistant Professor of Pediatrics, Children's Hospital of Philadelphia

Moderator: Sarah Kimball, MD, Instructor of Medicine at Boston University School of Medicine; NPA Gun Violence Prevention Taskforce Co-Chair

Room B

- **Expert Tips & Tools**
Controlling Your Message: From Sound Bites to Public Hearings
*A special hands-on training session with **Ronit Avni**, KNP Communications*

Board Room

- **Expert Tips & Tools**
Engaging Physicians: Best Practices for Getting Others Involved in Your Work
 - *A special hands-on training session with **Nick Unger**, Veteran Trade Union and Health Care Organizer and Educator*

2:05-3:00p

Breakout Sessions:

Room A

- **Sticker Shock: Aligning Price and Value for Cash-Strapped Patients**
 - **Alex Blum, MD, MPH**, Chief Medical Officer, Evergreen Health
 - **Lynn Quincy, MA**, Associate Director, Health Reform Policy, Consumers Union

Room B

- **Expert Tips & Tools**
Media Skills for Physicians: Pushing Back Against Medical Gag Laws
 - *A special hands-on training session with **Ronit Avni**, KNP Communications*

Board Room

- **Expert Tips & Tools**
Minding the Store: Best Practices for Getting Others Involved in FDA Issues
 - *A special hands-on training session with **Nick Unger**, Veteran Trade Union and Health Care Organizer and Educator*

Video Room

- **Tandem Health Working Group**
 - **Steve Martin, MD, EdM**, Assistant Professor, University of Massachusetts Medical School; NPA TandemHealth Project Director

3:00-3:30p

Break

3:30-4:30p

Closing Reflections

Led by Bill Jordan MD, MPH, NPA President

Room A/B

NPA 2015 Annual Conference Scholarship Fund Donors

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The National Physicians Alliance is a non-partisan, non-profit organization that offers a professional home to physicians across medical specialties. We create research, advocacy, and education programs that promote health and foster active engagement of physicians with their communities. The NPA accepts no funding from pharmaceutical or medical device companies.

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The ABIM Foundation wishes to
congratulate
Dr. Stephen R. Smith
for receiving the inaugural
President's Award
from the
National Physicians Alliance



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**Thank you to the
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10th Annual NPA Conference!**



Care and Choice at the End of Life



"I want my patients to have the freedom to make their own end-of-life decisions in accordance with their own values and wishes."

Dr. Sudha Royappa, MD
Internal Medicine

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Speakers

Ruth Abaya, MD, MPH, Assistant Professor of Pediatrics, Children's Hospital of Philadelphia

Ruth Abaya is a pediatric emergency medicine physician practicing in Philadelphia. Her area of focus is on firearm access and emergency room based prevention approaches. She is committed to the role of the pediatrician as an advocate and has spent time training in advocacy with the American Academy of Pediatrics.

Anthony Accurso, MD, Faculty Director, Providers for Responsible Ordering (PRO) Instructor of Medicine, Johns Hopkins Bayview Medical Center; NPA Board of Directors Member and NPA 2015 Copello Fellowship Co-Director

Anthony Accurso was born in NYC, attended Hunter College High School, followed by Dartmouth College for his undergraduate from which he graduated with honors in Biology. He served as a public high school science teacher for 6 years before transitioning to medicine. He completed medical school at SUNY Downstate in Brooklyn, NY in 2010. He completed his residency in internal medicine at Johns Hopkins Bayview Medical Center in 2013, after which he took a job as an instructor of medicine on faculty there. During that time he has served as the faculty director of Providers for Responsible Ordering, a group dedicated to promoting high-value care locally and nationally. He has co-chaired the High-Value Care interest group at the Society of General Internal Medicine conference in 2015.

Ann Alexander, JD, Natural Resources Defense Council, Senior Attorney, Midwest Program

Ann Alexander is a Senior Attorney with the Midwest Program of the Natural Resources Defense Council, where she has worked since 2007. She was the lead negotiator for a broad coalition of environmental groups working to develop legislation and regulations governing hydraulic fracturing in Illinois, and she continues to work on hydraulic fracturing-related issues throughout the Midwest. Her other work at NRDC covers a wide range of regionally significant issues, including clean energy and Clean Water Act implementation. Among other things, she continues to lead efforts to curb air and water pollution from coal-fired power plants, and to address nutrient pollution in the Mississippi River basin. Previously, she served as Environmental Counsel to Illinois Attorney General Lisa Madigan, and as a Clinical Professor of Law at the Rutgers Environmental Law Clinic in Newark, New Jersey.

Ronit Avni, KNP Communications, Social Entrepreneur, Media Producer and Strategist

Ronit is an entrepreneur and Peabody Award-winning media producer with 15 years of leadership, communications and public speaking experience. Avni was the founding Executive Director of the organization, Just Vision, whose work has been covered by every major English-language news outlet. Ms. Avni has spoken before members of the White House, State Department and Congress, Israeli, Palestinian and Jordanian government officials, World Economic Forum attendees and UN officials. A media strategist with years of vocal training, competitive public speaking and recording experience, Ronit serves on the Board of Directors of the media and human rights organization, WITNESS. She was named a Young Global Leader through the World Economic Forum and a Term Member of the Council on Foreign Relations. Avni is currently leading an education technology startup, LocalizED, and consulting for KNP Communications.

Adriane Fugh-Berman, MD, Associate Professor of Pharmacology, Georgetown University, Director of PharmedOut

Dr. Fugh-Berman's primary areas of research are pharmaceutical marketing practices and the culture of medicine. She directs *PharmedOut*, a Georgetown-based project that advances evidence-based prescribing and educates healthcare professionals about pharmaceutical marketing practices. Dr. Fugh Berman also studies the benefits and risks of complementary and alternative medicine (CAM), especially herbs and dietary supplements. She has a particular interest in herb-drug interactions. Dr. Fugh-Berman maintains medicinal herb gardens on the Georgetown campus, and directs the *Urban Herbs project*.

Alex Blum, MD, MPH, Chief Medical Officer, Evergreen Health

Dr. Alex Blum is Evergreen's Chief Medical Officer, responsible for all of Evergreen's clinical oversight, medical management, and quality initiatives. Alex came to Evergreen from The Centers for Medicare and Medicaid Services (CMS), where he was a Science & Technology Policy Fellow in the Quality Improvement Group and Innovation Center. Alex split his time between CMS and the National Institutes of Health (NIH), where he was a Scientist in the Office of Behavioral and Social Sciences Research. At NIH, he focused his research on the advancement of preventive care for children. Prior to his work at CMS and NIH, Alex was NRSA Fellow at Mt Sinai in New York City; his research focused on access to care and state laws to mandate insurance coverage. Alex completed his medical residency at the University of California – Los Angeles in the Community Health and Advocacy track. Dr. Blum holds a Bachelor's degree from Tufts University and received his Medical Doctorate from the Howard University School of Medicine. He also holds a Masters in Public Health from the Johns Hopkins University Bloomberg School of Public Health. He is a former Board member of the National Physicians Alliance and Doctors for America.

Richard Bruno, MD, MPH, Family Medicine and Preventive Medicine Resident at Franklin Square and Johns Hopkins; NPA Board of Directors Member

Richard Bruno is a resident physician in the Family Medicine and Preventive Medicine program at Franklin Square and Johns Hopkins in Baltimore, Maryland. He has been active in both local and national medical societies, serving on the board of directors of the Medical Society of Metropolitan Portland and Physicians for a National Health Program, and on the Commission on Health of the Public and Science and the Commission on Continuing Professional Development under the American Academy of Family Physicians. He has led workshops, conferences, rallies, and actions for social justice, enabling health care professionals to engage in patient-centered advocacy. His clinical focus is on nutrition and prevention of chronic disease, with involvement in community public health interventions and policies. He graduated medical school at Oregon Health and Science University and will attain a Masters in Public Health from the Johns Hopkins Bloomberg School of Public Health next year.

Speakers

Kevin Burns, MD, MPH, Family Medicine Physician, Preventive Medicine Resident, Johns Hopkins Bloomberg School of Public Health

Kevin Burns MD, MPH is a family medicine physician and currently a preventive medicine resident at the Johns Hopkins Bloomberg School of Public Health. He is co-founder of Physicians Against Unhealthy Corporate Influence and campaigned against the American Academy of Family Physicians corporate partnership with the Coca Cola Company. During medical school he held national leadership positions with the American Medical Student Association where he organized and lead campaigns against pharmaceutical companies to expand access to medicines. He received his medical degree from East Tennessee State University that included completing a rural primary care tract. Family Medicine residency was at the University of Arizona in South Tucson and completed a faculty development fellowship. Before joining the preventive medicine residency he was working full time in the Tuba City Hospital Emergency Department, a rural hospital serving Native American communities in Northern Arizona. Prior to his medical training he was a Peace Corps Volunteer in Nepal and worked as a firefighter-EMT.

Steve Cha, MD, MHS, Chief Medical Officer, Center for Medicaid and CHIP Services

Stephen Cha, MD, MHS is the current Chief Medical Officer for the Center on Medicaid and CHIP Services and provides clinical input and guidance for the health coverage for nearly 60 million people who are served by these programs. Dr. Cha also promotes health transformation and modernization of the Medicaid and CHIP programs through delivery and payment reforms, and quality initiatives. Dr. Cha earned his medical degree from Brown University and completed his internal medicine residency at the Montefiore Medical Center in New York City. He is board certified in internal medicine and is a practicing primary care clinician.

Dorothy Charles, BA, White Coats4BlackLives, Organizer; University of Pennsylvania Medical Student

Dorothy Charles is a second year medical student at the Perelman School of Medicine at the University of Pennsylvania. She is interested in the ways that medicine can serve as a vehicle for social justice and often finds her social justice interests aligning along issues of race, class, and immigration. This has led her to work toward racial justice in medicine by organizing with the medical student activist group, White Coats for Black Lives, both locally with the Penn Med chapter and nationally as a member of the National Working Group. Her belief that health care is a human right is manifested in her advocacy for a single-payer health care system through Students for a National Health Program, where she serves on the Political Advocacy Committee. Additionally, she writes about issues of social justice in medicine on her blog, Intersections in Medicine.

Heather Corcoran, MFA, Professor of Design, Director of the College and Graduate School of Art, Washington University in St. Louis

Heather Corcoran is an information designer and professor of design. She is director of the College and Graduate School of Art at Washington University in St. Louis. Her research identifies an interdisciplinary role for design, balancing function and expression. She works on questions of informational density, clarity, and audience understanding, while addressing how elements such as image, text and graphic form create voice, and how data can provoke an emotional response. She leads collaborative projects that position design as a critical driver for the future of public health and urban education. She also makes independent pieces about literary history. She writes about design and learning on her blog, corcoranfordesign.com. Corcoran was lead author on the article "Making cancer surveillance data more accessible for the public through Dataspark," published in Visible Language, 2013. The article grew out of her role as co-principal investigator on National Cancer Institute grant. She was lead designer on a disease risk app, a collaboration with researchers in the School of Medicine. Corcoran's work has been recognized by the International Institute for Information Design, Communication Arts, and AIGA St. Louis. Her solo exhibition, Reading Time: Visual Timelines, Texts, and Canons, appeared at Gallery 360, Northeastern University, 2014. Corcoran holds a BA in English from Wesleyan University and an MFA in graphic design from Yale University.

Peter Doshi, PhD, Associate Editor, The BMJ; Assistant Professor, University of Maryland School of Pharmacy

Peter Doshi is an associate editor at The BMJ and an assistant professor at the University of Maryland School of Pharmacy. His research focuses on policies related to drug safety and effectiveness evaluation in the context of regulation and evidence synthesis. He is an advocate for greater public access to clinical trial data. Doshi also has strong interests in journalism as a vehicle for encouraging better practice and improving the research enterprise. Since 2009, Doshi has worked with a team that sifted through around 150,000 pages of internal company documents to evaluate the safety and effectiveness of anti-influenza drugs like Tamiflu.

David Evans, MD, Rosenblatt Family Endowed Professor of Rural Health, Department of Family Medicine, University of Washington School of Medicine; NPA Founding Board Member, NPA 2015 Copello Fellowship Co-Director

David Evans, MD is a board-certified family physician offering a broad scope of services. He earned his M.D. from the University of Pittsburgh where he graduated with honors. After a year spent in Washington, DC as the National President of the AMSA he completed residency at Tacoma Family Medicine. For 15 years Dr. Evans practiced at Madras Medical Group where he was active in his community and with organized medicine. He served as President of the NPA from 2009-2010. In 2012 Dr. Evans joined the faculty of the University of Washington School of Medicine where he is the Rosenblatt Family Endowed Professor in Rural Health. Dr. Evans is the recipient of several community service and teaching awards and enjoys living in Seattle, Washington with his wife and two children.

Speakers

Rosemary Gibson, MA, Author; Senior Advisor at The Hastings Center; Founding Editor for “Less is More” narratives in JAMA Internal Medicine; NPA Board of Directors Member

Rosemary Gibson is Senior Advisor at the Hastings Centers and founding editor of *JAMA Internal Medicine's Less is More Narratives*. She is author of *The Treatment Trap* which puts a human face on overtreatment, *Wall of Silence* on medical errors, *The Battle Over Health Care: What Obama's Health Care Reform Means for America's Future*, and *Medicare Meltdown*. She is the 2014 recipient of the highest honor from the American Medical Writers Association. At the Robert Wood Johnson Foundation, she was chief architect of its \$250 million program to bring palliative care into the nation's hospitals. Rosemary serves on the board of the Accreditation Council for Graduate Medical Education and its Clinical Learning Environment Committee (CLER) that seeks to advance patient safety. She is on the board of the Altarum Institute, a not-for-profit health care research organization.

Gregg Gonsalves, BS, Research Scholar in Law, Lecturer in Law; Co-Director, Global Health Justice Partnership, Yale Law School

Gregg Gonsalves is currently the co-director of the Global Health Justice Partnership, an initiative of the Yale Law School and Yale School of Public Health. He is also a lecturer and a research scholar at Yale Law School. Gregg has worked on public policy on AIDS, tuberculosis and other health issues since 1991 with a series of non-governmental organizations in the USA and abroad, including the Treatment Action Group (TAG), Gay Men's Health Crisis (GMHC) and the AIDS and Rights Alliance for Southern Africa (ARASA). In 2008, he was the inaugural recipient of the John M. Lloyd Foundation's AIDS Leadership Award and was an Open Society Foundation Fellow from 2011-2012. He received his B.S. in Biology from Yale University. He is currently a candidate for a doctoral degree in the Division of the Epidemiology of Microbial Diseases at the Yale School of Public Health where his research involves quantitative modeling to improve efficiency and outcomes of health programs.

Dave Grande, MD, MPA, Assistant Professor of Medicine, University of Pennsylvania School of Medicine

Dr. Grande is an Assistant Professor of Medicine at the University of Pennsylvania School of Medicine and a Senior Fellow at the Leonard Davis Institute of Health Economics. He received his MD at the Ohio State University and trained in internal medicine at the Hospital of the University of Pennsylvania. He completed a Masters in Public Affairs (MPA) at the Woodrow Wilson School at Princeton University and was a Robert Wood Johnson Health & Society Scholar at the University of Pennsylvania. Dr. Grande's work seeks to understand the role of medical professionalism in advancing societal public health goals. He also studies health care for vulnerable populations with an emphasis on identifying and overcoming barriers.

Jonas Green, Associate Medical Director, Clinical Effectiveness, Cedars-Sinai Medical Care Foundation

Jonas Green, MD, MPH, MSHS is Associate Medical Director for Clinical Effectiveness at Cedars-Sinai Medical Care Foundation. A founder of the Los Angeles Advance Care Planning Group, Jonas was a lead organizer for "Better Planning, Better Care: Promoting Dignity, Reducing Suffering at End of Life," a 2014 conference uniting 10 prominent Southern California health systems which together provide care for a great majority of Angelenos. Together, the participating systems issued a joint statement advocating increased attention to advance care planning and sensible approaches to end of life care. In addition to end of life care, Jonas's professional interests include: variation in physician practices and factors influencing clinical decision-making, access to care, and patient self-efficacy and empowerment. Jonas believes that the misapprehension that 'more is better' is shared by many patients' and doctors', and leads to harm and in unnecessary and often unintentional ways.

Jeff Huebner, MD, Medical Director for Population Health, University of Wisconsin Health; NPA Vice-President of Policy

Dr. Huebner was a founding member of the NPA in 2005, and currently serves on the Board as Vice President of Policy for the organization. He is an actively practicing family physician in Madison, WI and recently started a new position with the University of Wisconsin Health system as Medical Director for Population Health. In his prior role as Medical Director for Quality at Group Health Cooperative - SCW, he championed their Triple Aim efforts and the organization's ground-breaking work with Wisconsin's end-of-life care initiative called Honoring Choices. He attended the Medical College of Wisconsin, completed his family medicine residency at the University of Washington, and practiced at a federally qualified community health center for several years prior to moving back to Wisconsin in 2009.

William B. Jordan, MD, MPH, NPA President; Co-Director of Medical Student Education and Director of the Preventive Medicine Residency in the Department of Family and Social Medicine at Montefiore-Einstein

Dr. William B. Jordan is Co-Director of Medical Student Education and Director of the Preventive Medicine Residency in the Department of Family and Social Medicine at Montefiore-Einstein in the Bronx. He trained in family medicine at Montefiore and preventive medicine at Mount Sinai. He focuses on direct care, community health, medical education, and policy advocacy in underserved communities. He currently serves as president of the National Physicians Alliance, and previously served as co-chair of the Policy and Legislative Committee of the Public Health Association of New York City.

Sarah Kimball, MD, Instructor of Medicine at Boston University School of Medicine; NPA Gun Violence Prevention Taskforce Co-Chair

Sarah Kimball, MD is a board-certified internist and is an Instructor of Medicine at Boston University School of Medicine. She works and teaches in the Immigrant & Refugee Health Program at Boston Medical Center, focusing on human rights advocacy and primary care for refugee and asylum seeking patients. She was a 2013-2014 Copello Health Advocacy Fellow through the National Physician Alliance, and co-leads the NPA's Gun Violence Prevention Task Force.

Speakers

Andrew Kolodny, MD, Phoenix House Chief Medical Officer, Executive Director of Physicians for Responsible Opioid

Prescribing (PROP) Andrew Kolodny, MD Dr. Andrew Kolodny is the Chief Medical Officer of Phoenix House, a nonprofit addiction treatment organization and he is the Executive Director of Physicians for Responsible Opioid Prescribing (PROP). Dr. Kolodny was previously the Chair of Psychiatry at Maimonides Medical Center in New York City. Dr. Kolodny has a long standing interest in Public Health. Prior to his position at Maimonides, he was the Medical Director for Special Projects in the Office of the Executive Deputy Commissioner for the New York City Department of Health and Mental Hygiene. For New York City, he helped develop and implement multiple programs to improve the health of New Yorkers and save lives, including city-wide buprenorphine programs, naloxone overdose prevention programs and emergency room-based screening, brief intervention and referral to treatment (SBIRT) programs for drug and alcohol misuse.

Andy Lazris, MD, CMD, Personal Care Physician

Andy Lazris is a graduate of Brown University, Albert Einstein Medical School, and received his Internal Medicine residency at University of Virginia. He is board certified in Internal Medicine, and is a certified medical director (CMD) through AMDA. He has been in practice for almost 25 years. Currently he runs a geriatrics practice in Columbia, Maryland with four other practitioners, and is the medical director of several long term care facilities. He has written two recent books on medical care. *Curing Medicare* (Amazon Press) and *Interpreting Health Risks and Benefits: A Practical Guide to Facilitate Doctor-Patient Communication* (with Erik Rifkin, Springer) were both published in 2014. He has written several editorials in the Baltimore Sun about over-treatment.

Toni Lewis, MD, Chair, SEIU Healthcare

Dr. Luella Toni Lewis has spent her life committed to social justice. From a very early age, she was taught by her family that service was the highest form of leadership and that all humans deserve justice, dignity, and respect. With their support, she pursued a career in social justice through medicine and earned her Bachelor's Degree in sociology and a Medical Doctorate from Georgetown University. In 2004, Dr. Lewis became a family medicine resident and a member of the Committee of Interns and Residents (CIR/SEIU)--the largest physician's union in the Service Employees International Union. While she trained in Queens, NY, at the St. Vincent's Catholic Medical Center (Brooklyn/Queens division), the hospital experienced financial crisis and imminent closure. Dr. Lewis became very active with CIR/SEIU – working with unions and allies to advocate for the community served by the failing system. This began a journey where Dr. Lewis would spend her graduate medical training both treating her patients and advocating for community needs. She was honored to serve CIR/SEIU in many roles, including delegate and National President from 2007 – 2010. In this national role, she saw an opportunity to affect the lives of millions by serving the 1.1 million healthcare workers of SEIU Healthcare and 2.2 million service workers of SEIU. As the healthcare reform movement intensified in 2008, Dr. Lewis continued to work to raise the voices of healthcare providers and the communities they serve. Because of this work, in 2010, with support of her family, friends, patients, and colleagues, she was appointed Chair of SEIU Healthcare, the largest division in SEIU. She currently serves SEIU in this capacity and on the board of SEIU as an International Vice President. She is devoted to health justice for all communities. Dr. Lewis is board certified in Family and Geriatric Medicine and currently resides in Brooklyn, NY.

Sarah Lipton-Lubet, JD, Director of Reproductive Health Programs, National Partnership for Women and Families

Sarah Lipton-Lubet is the Director of Reproductive Health Programs at the National Partnership for Women & Families, where she oversees the organization's reproductive health policy and advocacy work. Before coming to the National Partnership, Lipton-Lubet worked on reproductive rights issues at the American Civil Liberties Union, the Center for Reproductive Rights, and the Religious Action Center of Reform Judaism. She is the author of numerous op-eds, blogs, reports, and academic articles on women's health and rights. Lipton-Lubet graduated summa cum laude from Northwestern University with a Bachelor of Arts in American studies. She earned her Juris Doctor from Yale Law School, where she was symposium and online editor for the Yale Law Journal, and submissions editor of the *Yale Journal of Law and Feminism*. After law school, Lipton-Lubet clerked for the Honorable Richard Paez of the U.S. Court of Appeals for the Ninth Circuit and the Honorable Nancy Gertner of the U.S. District Court for the District of Massachusetts.

Matthew Loftus, MD, Family Physician

Matthew Loftus is a family physician who completed his residency at Medstar Franklin Square Family Medicine Residency in 2014. He worked at Healthcare for the Homeless, Baltimore City until recently and is preparing to move to South Sudan to practice and teach in a maternity and pediatrics hospital there. He and his family have lived for the past 6 years in the Sandtown-Winchester neighborhood of Baltimore, where they work with their church (New Song Community Church) on a variety of health and community development initiatives.

Stephen Martin, MD, EdM, Assistant Professor, University of Massachusetts Medical School

Stephen Martin is family physician with clinical experience in community health centers and the Federal Bureau of Prisons. He practices in rural Massachusetts and is a local consultant in wound care and buprenorphine treatment for opiate dependence; he is also faculty coordinator for Hepatitis C evaluation and treatment via Project ECHO. He has published and presented on historical antecedents of overdiagnosis, the overdiagnosis of hypertension, and the health of young African American men. Since 2013, he has served as project director for TandemHealth, a partnership between the National Physicians Alliance and Consumer Reports to provide industry-free clinical information to patients and clinicians alike (www.tandemhealth.org). Steve is on faculty at the University of Massachusetts Medical School, Boston University, and the Center for Primary Care at Harvard Medical School; he also works with Commonwealth Care Alliance to develop system-wide clinical education.

Speakers

Susan Molchan, MD, Practicing physician; former National Institute of Mental Health scientist and medical officer at the Food and Drug Administration; NPA Board of Directors Member

Susan Molchan is a psychiatrist and nuclear medicine physician, a combination that arose from her years in research at the NIMH, where she came from the University of Florida to complete residency and focus on aging, dementia, and neuroimaging. Susan spent 5 years as a medical officer at the FDA, then returned to the NIH (National Institute on Aging) to help launch the Alzheimer's Disease Neuroimaging Initiative (ADNI), a public-private partnership to develop biomarkers, which generated an open-access database. As program director for clinical research for Alzheimer's disease, she served on a number of steering committees and data and safety monitoring boards.

Dr. Molchan has testified before Congress on conflicts of interest and research integrity. She currently practices psychiatry and authors pieces for HealthNewsReview.org, which offers the public a view of news on health and medical issues unbiased by industry influence.

Dr. Molchan is an active member of the NPA's FDA Task Force.

Bich-May Nguyen, MD, MPH, Primary Care Physician, Assistant Professor, Baylor College of Medicine

Bich-May Nguyen cares for patients as a board-certified family physician at a community health center and supervises Family Medicine residents at a safety-net hospital. She also teaches and mentors medical students. By night, May works as an activist. She completed the Copello Health Advocacy Fellow with the National Physicians Alliance from 2013-2014 and has published critiques in Texas newspapers. She contributes evidence-based research reviews and tweets for Policy Prescriptions. She is a member of the American Academy of Family Physicians, the Society of Teachers of Family Medicine, and the National Physicians Alliance. She serves as the Communications Co-Chair on the Executive Board of the New Leaders Council Houston. May graduated magna cum laude with a B.S. in biology and minored in history at the University of Houston. She received a M.D. in the Underserved Track from Baylor College of Medicine and a M.P.H. with a concentration in health policy from Harvard School of Public Health. She completed her residency training in Family Medicine at Boston University. In her free time, May enjoys reading, swing dancing, and finding good shows on Netflix. She swears she will learn how to play her ukulele.

Kavita Patel, MD, Nonresident Senior Fellow, Brookings Institution Center for Health Policy; Primary Care Physician, Johns Hopkins Medicine; NPA Founding Board Member

Dr. Patel is a practicing primary care physician at Johns Hopkins Medicine and a clinical instructor at UCLA's Geffen School of Medicine. Previously, Dr. Patel was managing director of clinical transformation at the Center for Health Policy and lead research on delivery system reform, healthcare financing, physician payment reform, and healthcare workforce development. Dr. Patel was also the Director of Policy for The White House under President Obama and a senior advisor to the late Senator Edward Kennedy. Her prior research in healthcare quality and community approaches to mental illness have earned national recognition and she has published numerous papers and book chapters on healthcare reform and health policy. She has testified before Congress several times and she is a frequent guest expert on CBS, NBC and MSNBC as well as serving on the editorial board of *Health Affairs*.

Lisa Plymate, MD, Geriatrics and Internal Medicine Physician; NPA FDA Task Force Co-Chair; NPA Board of Directors Member

Lisa Plymate has practiced primary care internal medicine and geriatrics primarily in Washington State for the past 35 years. She now works part-time clinically and spends more of her time enjoying advocacy work aimed at improving our health care delivery system. She believes passionately that everyone deserves access to high quality, affordable health care as a basic right. She joined NPA 5 years ago, completed a Copello fellowship and serves on the Policy Committee. She co-founded the NPA FDA Task Force and works as their Co-Chair. She represents NPA on the Healthy Washington Coalition in her home state; is state director of Doctors for America and is an ACP advocate as well.

Scott Podolsky, MD, Associate Professor of Global Health and Social Medicine, Harvard Medical School

Scott Harris Podolsky, MD is an Associate Professor of Global Health and Social Medicine at Harvard Medical School, and a primary care physician at Massachusetts General Hospital. Since 2006, he has served as the Director of the Center for the History of Medicine at the Francis A. Countway Library of Medicine. He has co-authored *Generation of Diversity: Clonal Selection Theory and the Rise of Molecular Immunology* (Harvard University Press, 1997), and authored *Pneumonia before Antibiotics: Therapeutic Evolution and Evaluation in Twentieth-Century America* (Johns Hopkins University Press, 2006), and *The Antibiotic Era: Reform, Resistance, and the Pursuit of a Rational Therapeutics* (Johns Hopkins University Press, 2015).

John Powers, MD, Associate Clinical Professor of Medicine, George Washington University School of Medicine, University of Maryland School of Medicine

Dr. Powers is a physician/investigator on faculty as an Associate Clinical Professor of Medicine at the George Washington University School of Medicine. Prior to his current position Dr. Powers was the Lead Medical Officer for Antimicrobial Drug Development and Resistance Initiatives at the US Food and Drug Administration. Dr. Powers was co-chair for the US Federal Inter-Agency Task Force on Antimicrobial Resistance. Prior to joining the FDA, Dr. Powers was Assistant Professor in the Division of Infectious Diseases at the University of Maryland School of Medicine and he still is on the faculty there. Dr. Powers also actively cares for patients weekly in clinic and attends on the infectious diseases inpatient service. Dr. Powers has been an investigator on over 50 clinical trials. He has particular expertise in the design, conduct and analysis of clinical trials and has published on various aspects of clinical trial design. He has won several teaching awards and was nominated for the 2008 Distinguished Clinical Teacher Award by the National Institutes of Health Fellows Committee. He is a recipient of the 2010 NIH Director's Award. Dr. Powers received his bachelor's degree and graduated magna cum laude from the University of Pennsylvania. He received his medical degree and residency training from Temple University School of Medicine, where he also served as Chief Resident. He completed his infectious diseases training at the University of Virginia School of Medicine.

Speakers

Lynn Quincy, MA, Director, Health Care Value Hub, Consumers Union

Lynn Quincy is Director of the Health Care Value Hub at Consumers Union, the policy and advocacy division of Consumer Reports. The Health Care Value Hub is a new center that monitors and synthesizes evidence to help advocates work on health care cost and value issues. More generally, Ms. Quincy works at the federal and state levels on a wide variety of policy issues, with a particular focus on health care costs, transparency, consumer protections, and consumers' health insurance literacy. Recent work includes: convening a conference for advocates on rising health care costs; a mixed methods study to better understand how to better engage consumers around health care cost and value issues; consumer-testing explanations of the new health premium tax credit; studying consumer reactions to new health insurance disclosure forms; launching an initiative to measure consumers' health insurance literacy; and a study that examines the use of "choice architecture" in health plan chooser tools. Ms. Quincy serves as a consumer expert in several venues, including as a consumer representative with the National Association of Insurance Commissioners, on a technical expert panel advising the development of new enrollee satisfaction surveys, and on an advisory group that focuses on consumer price transparency.

Reshma Ramachandran, MD, MPP, ReAct Strategic Policy Program; NPA FDA Task Force Co-Chair

Reshma Ramachandran serves as a co-Chair of the National Physicians Alliance FDA Task Force. Currently, she works as a research scholar for the Strategic Policy Program of ReAct - Action on Antibiotic Resistance, a global network across 5 continents that develops evidence-based recommendations to spur antibiotic innovation, ensure access to affordable antibiotics, and limit the excessive use of antibiotics. The program is currently housed at the Duke Global Health and Technology Access Program, through which she also works on projects in pharmaceutical policy and migrant children and health. In January, she will transition with this work to Johns Hopkins Bloomberg School of Public Health. Prior to this, she served as the first American Medical Student Association PharmFree Fellow under a grant held jointly with NPA, Pew Charitable Trusts, and Community Catalyst. Reshma received her medical degree at the Alpert Medical School at Brown University and a Master in Public Policy degree at the Harvard Kennedy School.

James Rickert, MD, President, Society for Patient Centered Orthopedics; Clinical Faculty, Indiana University School of Medicine

James Rickert is a practicing orthopedic surgeon. He founded and is president of The Society for Patient Centered Orthopedics, a group of orthopedic surgeons who advocate for, among other things, patient interests in our health care reform debate. He also serves on the clinical faculty of Indiana University School of Medicine. He graduated with honors from Georgetown University School of Medicine and then pursued his orthopedic training at Columbia University. His particular interests include issues of physician professionalism and advancing the practice of patient centered medicine. He's published in medical and non-medical periodicals on health care reform.

Joseph Ross, MD, MHS, Associate Professor, Yale University

Joseph S. Ross, MD, MHS, is an Associate Professor of Medicine (General Medicine) and of Public Health (Health Policy and Management) at the Yale University School of Medicine, a member of the Center for Outcomes Research and Evaluation at the Yale-New Haven Hospital, and an Assistant Director of the Robert Wood Johnson Foundation's Clinical Scholars program at Yale. He is a recognized expert in performance measure development and on the translation of clinical research into practice, using health policy research methods to examine the use and delivery of higher quality care and to better understand issues related to pharmaceutical and medical device evidence development, postmarket surveillance, and practice adoption/de-adoption. Dr. Ross has published more than 200 articles in peer-reviewed journals and is currently an Associate Editor at *JAMA Internal Medicine*.

John Santa, MD, MPH, NPA Treasurer; General Internist and Medical Administrator; former Director of the Consumer Reports Health Ratings Center

John Santa MD MPH is a general internist from Portland, Oregon. John has been fortunate to do clinical and administrative work in multiple settings over the last 40 years, most recently at Consumer Reports. During his 7 years there he was CR's media spokesperson for *Health Ratings*. With the help of the best team you can imagine he finally figured out how to do a reasonable job of it. John is back in Portland enjoying part time work and activism around price transparency, firearms safety and overuse of antibiotics in agriculture. He is a member of the NPA Board and Treasurer.

Jean Silver-Isenstadt, MD, PhD, NPA Executive Director

Jean Silver-Isenstadt is the founding Executive Director of the National Physicians Alliance. She holds a doctorate in the history and sociology of medicine from the University of Pennsylvania, a medical degree from the University of Maryland, and a master's degree in nonfiction and science writing from the Johns Hopkins University. Her doctoral work focused on 19th-century American health reform. She is the author of *Shameless: The Visionary Life of Mary Gove Nichols* (Baltimore: Johns Hopkins University Press, 2002), a biography of the infamous, influential health advocate and social reformer best known for her leadership of the water-cure movement and for her scandalous public lectures to women on anatomy and physiology.

Stephen Smith, MD, MPH, Professor Emeritus of Family Medicine, Warren Alpert Medical School of Brown University; NPA Founding Board Member, Promoting Good Stewardship in Medicine Project Director, NPA 2015 Copello Fellowship Co-Director

Dr. Smith is professor emeritus of family medicine and former associate dean for medical education at the Warren Alpert Medical School of Brown University. Dr. Smith earned an international reputation for innovation in medical education. He was the architect of the competency-based curriculum at Brown that has been replicated at many medical schools around the world. Since his retirement, he has been working part-time in the community health center in his hometown of New London, Connecticut. He also served as the principal investigator of a project to promote good stewardship in primary care that has since grown into the Choosing Wisely® campaign. He earned his medical degree from Boston University School of Medicine in 1972 and his master of public health degree from the University of Rochester in 1977.

Speakers

Anthony So, MD, MPA, Professor of the Practice of Public Policy and Global Health, Director of the Program in Global Health and Technology Access, Sanford School of Public Policy, Duke University Global Health Institute

Anthony D. So, MD, MPA, is Professor of the Practice of Public Policy and Global Health and Director of the Program on Global Health and Technology Access at Duke University's Sanford School of Public Policy and the Duke Global Health Institute. He also oversees the Strategic Policy program of ReAct—Action on Antibiotic Resistance, served on the Lancet Infectious Diseases Commission on Antibiotic Resistance and the Institute of Medicine's Committee on Accelerating Rare Disease Research and Orphan Product Development, chaired a WHO expert working group on fostering innovation to combat antimicrobial resistance, was part of the Antibiotic Resistance Working Group of the U.S. President's Council of Advisors in Science and Technology, and studies antibiotic innovation as a recipient of the Robert Wood Johnson Investigator Award in Health Policy Research. In 2016, Dr. So will join Johns Hopkins' Bloomberg School of Public Health as Director of its Center for a Livable Future and as the inaugural Robert S. Lawrence Professor in the Department of Environmental Health Sciences. Previously, Dr. So was associate director of the Rockefeller Foundation's Health Equity program and, Senior Advisor to the Administrator at the Agency for Health Care Policy and Research (AHCPR) - U.S. Department of Health and Human Services (DHHS). From 1995 to 1996, he served as White House Fellow to the Department of Health and Human Services. Dr. So studied biomedical sciences and philosophy in a combined, six-year B.A.-M.D. program at the University of Michigan and his earned M.P.A. from Princeton University as a Woodrow Wilson Scholar. He completed his residency in internal medicine at the Hospital of the University of Pennsylvania and his fellowship in the Robert Wood Johnson Clinical Scholars Program at the University of California, San Francisco/Stanford. Dr. So serves on the boards of Public Citizen and Community Catalyst.

Leonore Tiefer, PhD, Founder of New View Campaign; Clinical Associate Professor of Psychiatry, New York University School of Medicine

Leonore Tiefer, PhD is an author, educator, researcher, therapist and activist in sexology. In 2000 she initiated the Campaign for a New View of Women's Sexual Problems [<http://newviewcampaign.org>] to challenge medicalization and Big Pharma. She has testified numerous times before the FDA and been featured in media around the world. She wrote *Sex Is Not a Natural Act* and many other works.

Nick Unger, Veteran Trade Union and Health Care Organizer and Educator

Nick Unger is a veteran trade unionist, educator and health care justice activist. His recent focus has been on how to have effective communication. Nick thinks Nigerian novelist Chinua Achebe was right: *"The story is our escort; without it, we are blind."*

Lydia Vaias, MD, MPH, FACS, General Surgeon; NPA Founder and Past President

Dr. Vaias is a general surgeon practicing with Kaiser Permanente and a founding member of the National Physician's Alliance. She lives in Southern California with her spouse Dr. Susan Melvin.

Leana Wen, MD, MSc, Baltimore City Health Commissioner

Dr. Leana Wen is the Baltimore City Health Commissioner. An emergency physician and patient and community advocate, she leads the oldest health department in the United States, formed in 1793, with an annual budget of \$130 million and over 1,000 employees. Since her appointment in January 2015, Dr. Wen has declared heroin overdose a public health emergency, starting interventions such "hotspotting" and street outreach teams to target individuals most at risk, training family/friends on using the life-saving antidote naloxone, and launching a new public education campaign (www.dontdie.org). In the wake of the civil unrest following Freddie Gray's death in April 2015, she directed the city's public health recovery efforts, including ensuring prescription medication access to seniors after the closure of over a dozen pharmacies and developing the Mental Health/Trauma Recovery Plan, with 24/7 crisis counseling and healing circles in schools, community groups, and churches. Dr. Wen has been a Rhodes Scholar at the University of Oxford, a Clinical Fellow at Harvard, and a consultant with the World Health Organization and the Brookings Institution. She has been published dozens of articles including in *The Lancet*, *The Journal of the American Medical Association*, *Health Affairs*, and *British Medical Journal*. Most recently, she was an attending physician, Director of Patient-Centered Care, and professor of emergency medicine and public health at George Washington University. The author of the critically-acclaimed book *When Doctors Don't Listen: How to Avoid Misdiagnoses and Unnecessary Tests*, Dr. Wen has given four popular TED talks, including one on transparency in medicine that has been viewed over 1.3 million times.

***Denotes Disclosure Declaration by Speaker**

David Grande: Spouse delivered expert testimony on behalf of Pfizer.

Matthew Loftus: Attended a lunch provided by a pharmaceutical company and discussed prior authorization approvals of Suboxone for patients.

Lisa Plymate: Spouse gave a presentation in London, UK in 1/15 regarding clinical trial design for a new diagnostic test for prostate cancer. This visit and presentation were paid for by Astellas.

Joseph Ross: Currently receives research funding through Yale University from Medtronic, Inc. and Johnson and Johnson to develop methods for and support clinical trial data sharing.

Speakers

Kim Witczak, BA, Patient Safety Advocate

Kim Witczak became involved in pharmaceutical drug safety issues after the death of her husband, Tim “Woody” Witczak in 2003 as a result of an undisclosed drug side effect. She has taken her personal experience and launched a national drug safety campaign through www.woodymatters.com. Her work has been featured in major news media such as Fortune, Readers Digest, Consumer Reports, Wall Street Journal, New York Times, and Star Tribune. Kim has testified before US Senate on PDUFA/FDA reform issues as well as numerous FDA Advisory Committees. In 2008, she was appointed to the FDA’s Psychopharmacologic Drug Advisory Committee as a Patient Representative. In 2013, Kim co-organized the Selling Sickness: People Before Profits international conference held in Washington, DC bringing academic scholars, healthcare reformers, consumer organizations/advocates and progressive health journalists to develop strategies and solutions challenging the “selling of sickness”. She is an active member of the Consumer Union Safe Patient Project as well as a part of the DC-based Patient, Consumer, and Public Health coalition making sure the voice of patients and consumers is represented in healthcare/FDA related legislative issues. Professionally, Kim is an advertising/marketing professional with 25 years of experience in a variety of industries (e.g. airlines, automotive, fashion, and retail). She is one of the founders of Free Arts Minnesota in 1996, a non-profit dedicated to bringing the healing powers of the arts to over 4,000 abused and neglected children in Minnesota. Kim earned her BA in Business and Economics at Lake Forest College in Lake Forest, Illinois.

Jill Zorn, MBA, Senior Policy Officer, Universal Health Care Foundation of Connecticut

Jill Zorn joined the Universal Health Care Foundation of Connecticut in 2006 where she works to develop policy solutions that promote quality, affordable health care and improve health for all Connecticut residents. Her responsibilities include monitoring state and federal health policy; analyzing the rapidly changing environment of health care delivery, payment and finance; and forging strategic partnerships with both state-based and national organizations concerned with health policy and advocacy. Jill is a frequent blogger and public presenter on health reform issues. She currently serves on the board and executive committee of the Universal Health Care Action Network (UHCAN). Before joining the foundation, Jill’s career was focused on health care and non-profit management. Past positions include Assistant Vice President for Planning at Mount Sinai Hospital in Hartford, Support Services Administrator at Kaiser Permanente in the Hartford area and Chapter Programs Director for the National Multiple Sclerosis Society’s Connecticut Chapter. She is a graduate of Brown University and received her MBA in Health Care Management from Boston University.



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