

Speaker Biographies

Jeff Beeson, DO, FACEP, RN, EMT-P

Medical Director, Emergency Physician's Advisory Board, MedStar, Fort Worth, Texas

Dr. Jeff Beeson is the Medical Director for the Emergency Physician's Advisory Board, the Medical Control authority for the MedStar system in Fort Worth. Dr. Beeson provides medical and program oversight for over 1,800 first responders and 280 EMTs and Paramedics with MedStar Mobile Healthcare. In this role, Dr. Beeson has led the development, implementation and clinical oversight for numerous mobile healthcare programs. He is an internationally featured speaker on topics of critical decision making and mobile healthcare strategies.

Zackary Berger, MD, PhD

Assistant Professor, Johns Hopkins General Internal Medicine

Zackary Berger, MD, PhD is an internist, clinical epidemiologist, and researcher in doctor-patient communication at Johns Hopkins School of Medicine. He is particularly interested in communication between PCP and patient in conditions of uncertainty, and actively researching this issue in the areas of treatment for localized prostate cancer, and of chronic opiate use for pain. His book *Talking To Your Doctor* (<http://talkingtoyourdoctor.org>), published in 2013 by Rowman and Littlefield, is a guide for the lay public and health care providers to help improve communication and health in the exam room and beyond.

Cheryl Bettigole, MD, MPH

NPA Immediate Past-President

Dr. Cheryl Bettigole is a family physician and the Chief Medical Officer of Complete Care Health Network, a group of community health centers serving southern New Jersey. Prior to her current position, she worked for the Philadelphia Department of Public Health where she served as clinical director of a city clinic from 2006-2011. While with the health department in Philadelphia, she worked to improve services for patients of limited English proficiency and to implement chronic disease management programs. She is a magna cum laude graduate of Jefferson Medical College, completed her residency in Family Medicine at Thomas Jefferson University Hospital, and completed her Masters in Public Health at Johns Hopkins Bloomberg School of Public Health, where she received a Capstone award for her work on interpretation services in a public health clinic setting.

Katherine Bishop, MS MPH

Nutrition Policy Associate, Center for Science in the Public Interest

Katherine Bishop is a Nutrition Policy Associate at the Center for Science in the Public Interest (CSPI), one of the country's leading health advocacy organizations that specializes in food, nutrition, and obesity prevention. Ms. Bishop received her B.A. in political science from the University of Rhode Island, and her M.S. in nutrition and M.P.H. in public health from Tufts University. Prior to working at CSPI, Ms. Bishop spent four years in the Massachusetts Legislature, as Legislative Aide then Legislative Director to a State Representative. In addition, during graduate school Ms. Bishop worked with the Massachusetts Public Health Association and the Nutrition Policy Department at the World Health Organization. At CSPI, Ms. Bishop previously focused on school food issues, but currently works on healthier food choices for public places.

Otis Webb Brawley, MD, FACP

Chief Medical and Scientific Officer American Cancer Society

As the chief medical and scientific officer of the American Cancer Society, Otis Webb Brawley, MD, is responsible for promoting the goals of cancer prevention, early detection, and quality treatment through cancer research and education. He champions efforts to decrease smoking, improve diet, detect cancer at the earliest stage, and provide the critical support cancer patients need. He also guides efforts to enhance and focus the research program, upgrade the Society's advocacy capacity, and concentrate community cancer control efforts in areas where they will be most effective. Further, as an acknowledged global leader in the field of health disparities research, Dr. Brawley is a key leader in the Society's work to eliminate disparities in access to quality cancer care. Dr. Brawley currently serves as professor of hematology, oncology, medicine and epidemiology at Emory University. He is also a medical consultant to the Cable News Network (CNN). From April of 2001 to November of 2007, he was medical director of the Georgia Cancer Center for Excellence at Grady Memorial Hospital in Atlanta, and deputy director for cancer control at the Winship Cancer Institute at Emory University. He has also previously served as a member of the Society's Prostate Cancer Committee, co-chaired the U.S. Surgeon General's Task Force

on Cancer Health Disparities, and filled a variety of positions at the National Cancer Institute (NCI), most recently serving as Assistant Director. Currently, Dr. Brawley is a member of the Centers for Disease Control and Prevention Advisory Committee on Breast Cancer in Young Women. He was a member of the Centers for Disease Control and Prevention Breast and Cervical Cancer Early Detection and Control Advisory Committee. He served as a member of the Food and Drug Administration Oncologic Drug Advisory Committee and Chaired the NIH Consensus Panel on the Treatment of Sickle Cell Disease. He is listed by Castle Connelly as one of America's Top Doctors for Cancer. Among numerous other awards, he was a Georgia Cancer Coalition Scholar and received the Key to St. Bernard Parish for his work in the U.S. Public Health Service in the aftermath of Hurricane Katrina. Dr. Brawley is a graduate of University of Chicago, Pritzker School of Medicine. He completed a residency in internal medicine at University Hospitals of Cleveland, Case-Western Reserve University, and a fellowship in medical oncology at the National Cancer Institute.

Christine K. Cassel, MD

President and CEO, National Quality Forum

Christine K. Cassel, MD is President and CEO of the National Quality Forum. Previously she served as President and CEO of the American Board of Internal Medicine. Dr. Cassel is a member of the President's Council of Advisors on Science and Technology (PCAST). She is the co-chair and physician leader of PCAST working groups that have made recommendations to the President on issues relating to health information technology, scientific innovation in drug development and systems engineering in health care delivery. She was a member of the Commonwealth Fund's Commission on a High Performance Health System and has served on IOM committees that wrote the influential reports *To Err is Human* and *Crossing the Quality Chasm*. She is an Adjunct Professor of Medicine and Senior Fellow in the Department of Medical Ethics and Health Policy at the University of Pennsylvania School Of Medicine, former Dean of Medicine at Oregon Health and Science University, Chair of Geriatrics at Mount Sinai School of Medicine in New York, and Chief of General Internal Medicine at the University of Chicago. Dr. Cassel is a prolific scholar, having authored and edited 14 books and over 200 published articles.

Peter A. DeGolia, MD, Medical Director, McGregor PACE, Professor of Family Medicine, Case School of Medicine; Director, Center for Geriatrics and Palliative Care, University Hospitals

Peter DeGolia is a family physician and fellowship-trained geriatrician. He is Board Certified in Family Medicine, Geriatric Medicine, and Hospice and Palliative Medicine. Dr. DeGolia is currently the Medical Director at McGregor PACE, and a professor in the Department of Family Medicine, Case Western Reserve University School of Medicine in Cleveland, Ohio. Dr. DeGolia is also the Director of the Center for Geriatrics and Palliative Care at University Hospitals Case Medical Center.

Vinnie DeMarco, MA, JD

President, Maryland Health Care For All! Coalition

Vincent DeMarco is a longtime advocate for public health causes including reducing teen smoking and gun violence and expanding health care access and the subject of a new book by former FTC Chair and Advocacy Institute co-founder Michael Pertschuk entitled "The DeMarco Factor: Transforming Public Will Into Political Power." As President of the Maryland Citizens' Health Initiative, he is working to guarantee quality, affordable health care for all Marylanders. His work has resulted in legislation which has substantially reduced smoking in Maryland, giving Maryland the fourth lowest smoking rate in the nation, and has expanded health care insurance to over 300,000 people, bringing Maryland from 34th in the nation in health care coverage for lower income adults to 14th. He is also National Coordinator of Faiths United to Prevent Gun Violence, a coalition of 50 national faith groups working to reduce gun violence across the country, Faith United Against Tobacco, a national coalition of leaders from across the country working to reduce smoking, which played a key role in the enactment in June of 2009 of landmark national legislation to authorize the FDA to regulate tobacco products, and Faith United To End Childhood Obesity. And, as an Adjunct Assistant Professor at the Johns Hopkins Bloomberg School of Public Health, he is working to educate public health students from around the world on effective methods of advocating for public health policies. He has been recognized for his work by the organizations such as the Baltimore Sun which declared him "Marylander of the Year" in 1988, the Central Maryland Ecumenical Council which awarded him its 2002 "Ecumenical Leadership Award" and the Daily Record which named him one of Maryland's 60 most influential people in 2010.

R. Bruce Donoff, DMD, MD

Dean, Walter C. Guralnick Distinguished Professor of Oral and Maxillofacial Surgery

Dr. R. Bruce Donoff was born in New York City. He attended Brooklyn College as an undergraduate, received his D.M.D. from the Harvard School of Dental Medicine in 1967 and his M.D. from the Harvard Medical School in 1973. Dr. Donoff's professional career has centered on Harvard's Faculty of Medicine and the Massachusetts General Hospital's Department of Oral and Maxillofacial Surgery. He began as an intern in 1967, and has served in the Department since that time, becoming Chairman and Chief of Service in 1983. In 1991 Dr. Donoff was named Dean of the Harvard School of Dental Medicine, a post which he continues to hold. In addition to these responsibilities, Dr. Donoff has made major contributions in research to the specialty of oral and maxillofacial surgery with interests in wound healing, bone graft survival, sensory nerve repair and oral cancer. He has published over one hundred papers, authored textbooks, and lectured worldwide. Dr. Donoff served twelve years on the Board of the Oral and Maxillofacial Surgery Foundation and former President of the Friends of the National Institute of Dental and Craniofacial Research. He is the editor of the MGH Manual of Oral and Maxillofacial Surgery and a member of the Editorial Board of the Journal of Oral and Maxillofacial Surgery and the Massachusetts Dental Society Journal. Dr. Donoff has received numerous honors during his academic career, including the American Association of Oral and Maxillofacial Surgeons Research Recognition Award, the William J. Gies Foundation Award for Oral and Maxillofacial Surgery, Fellow of the American Association for the Advancement of Science and the Distinguished Alumni and Faculty Awards from the Harvard School of Dental Medicine. In December, 2011 he was awarded the Alpha Omega Achievement Award.

Michael Fine, MD

Director, Rhode Island Department of Health

Michael Fine, M.D. has served as Director of the Rhode Island Department of Health (HEALTH) since July 2011. In this role, Fine oversees the single state agency, with over 400 employees and an operating budget of \$110 million, responsible for coordinating a broad range of public health programs and services. Dr. Fine's career as a family physician, community organizer, and advocate has been devoted to healthcare reform and the care of underserved populations. Before his confirmation as Director of Health, Dr. Fine was Medical Program Director at the Rhode Island Department of Corrections; founder and Managing Director of HealthAccessRI, the nation's first statewide organization making prepaid, reduced fee-for-service primary care available to people without employer-provided health insurance; Physician Operating Officer of Hillside Avenue Family and Community Medicine, the largest family practice in Rhode Island; and Physician-in-Chief of the Rhode Island and Miriam Hospitals' Departments of Family and Community Medicine. Dr. Fine also founded the non-profit Scituate Health Alliance, making rural Scituate, Rhode Island the first community in the United States to provide primary medical and dental care to all its residents. He has served on a number of boards and legislative committees throughout the state and is a past President of the Rhode Island Academy of Family Physicians and past Open Society Institute/George Soros Fellow in Medicine as a Profession. Fine is the coauthor, with James W. Peters, of *The Nature of Health* (Radcliffe, 2007), a study of healthcare services, human rights, society, technology, and industry. He also wrote *The Zero Calorie Diet* (Red House Press, 2010), a look at the culture of excess through the lens of fasting. Dr. Fine lives in Scituate, Rhode Island with his wife Carol Levitt, also a family physician. They have two children—Gabriel, 23 and Raisa, 21.

Jeff Huebner, MD

NPA Vice-President of Policy

Dr. Huebner is a practicing family physician and the Medical Director for Quality and Care Improvement at Group Health Cooperative-SCW, the top ranked health plan in Wisconsin. He takes care of a large panel of patients ranging from birth to geriatrics, and his areas of interest include pediatrics, chronic disease management, sports medicine, and quality improvement. He is responsible for or assists with various projects within the organization including physician engagement in quality, patient-centered medical home, care coordination, and advanced directives. Dr. Huebner attended the Medical College of Wisconsin and completed his family medicine residency at the University of Washington. Next, he worked at a community health center in the Seattle area as a National Health Service Corps member before moving back to his home state of Wisconsin in 2009. Throughout his medical training and years in practice, he has worked with various organizations and spent three separate periods of time in Washington, DC to learn about and advocate for improvements in our health care system related to access, racial disparities, pharmaceuticals, primary care/patient-centered medical home, and quality improvement. He values health policy and the health care quality movement for their potential to improve the lives and health of our communities and nation.

Matthew Kohut**KNP Communications**

Matthew Kohut is the co-author of *Compelling People: The Hidden Qualities That Make Us Influential* (Hudson Street Press, 2013). In addition to conducting communications trainings for clients in the government, private, and nonprofit sectors, he has served as a communications consultant to organizations including NASA, the Department of Energy, the Environmental Protection Agency, and Harvard University. He is also a Fellow at the Center for the Advancement of Public Action at Bennington College. Matt holds a Masters in Public Administration from Harvard University's Kennedy School of Government and a B.A. from the Writing Seminars at Johns Hopkins University.

Robert Lawrence, MD**Center for a Livable Future Professor, Johns Hopkins Bloomberg School of Public Health**

Bob Lawrence trained as a general internist and has been a member of the medical faculty at UNC, Harvard, and Johns Hopkins. In 1995 he was appointed Associate Dean for Professional Education and Programs at the Johns Hopkins Bloomberg School of Public Health, a position he held until 2006. In 1996 Bob established the Center for a Livable Future (CLF) to focus on the public health effects of our current food system. The CLF supports research, education, policy development, and advocacy on the interrelationships among food production, the environment, diet, and the health of the public.

Seth Pendleton**KNP Communications**

Seth Pendleton has been a speaker and media trainer for more than 15 years, working with such clients as the Democratic Congressional Campaign Committee, Harvard University, HBO, Pfizer, Bayer, and Hewitt and Associates. Seth has also served as a communications consultant, media/speaker trainer and debate prep expert for more than 50 members of the United States Congress. He previously served as a senior speechwriter for the Director of the National Science Foundation. Seth holds a Masters degree from Harvard's Kennedy School of Government as well as an M.A. in Theatre Arts from Villanova University.

Vikas Saini, MD**President of the Lown Institute**

Vikas Saini, MD is President of the Lown Institute. He was born in India and raised in Canada. After attending Upper Canada College in Toronto, he majored in philosophy at Princeton, with an interest in economics, politics, and history. He completed his MD with distinction from Dalhousie University in Halifax (1980), residency at Baltimore City Hospitals/Johns Hopkins Bayview, and a Lown Fellowship at Brigham and Women's Hospital. Dr. Saini joined the Lown Group in 1987 before leaving to co-found Aspect Medical Systems, the pioneer in consciousness monitoring technologies in the operating room and critical care setting. There he served on the Board of Directors and was the first Vice-President for Research. He organized the company's initial clinical research trials and helped secure early rounds of angel and venture capital investments before returning to the practice of cardiology. Aspect Medical made its initial public offering in 2000 and was acquired by Covidien in 2009. He was a founding partner of The Cardiovascular Specialists, which became for a time the dominant cardiovascular practice on Cape Cod. He also founded and was Chairman of Cape Physicians, LLC, a primary care physician network participating in insurance risk contracts which has remained financially successful since its founding. He continued to lead the organization after its merger with Primary Care, LLC (now New England Quality Care Alliance), where he served as Vice-President. Dr. Saini returned to the Lown Institute and Lown Cardiovascular Group in 2007. Dr. Saini is Board-certified in Cardiovascular Disease, Internal Medicine, and Nuclear Cardiology and is a lecturer in the Department of Medicine at Harvard Medical School and a Visiting Scientist in the Department of Nutrition at the Harvard School of Public Health. His interests include nutritional and preventive cardiology, technology applications for medicine, the biology of aging, and global health. Dr. Saini writes a monthly column for *Prevention India* magazine. At the Harvard School of Public Health he initiated the first course on global cardiovascular disease focused on translation, policy, and prevention. In April 2012, Dr Saini convened the Avoiding Avoidable Care Conference with Shannon Brownlee of the New America Foundation. Under the auspices of the Lown Institute, they have helped lead the formation of the Right Care Alliance, a partnership of clinicians and the public seeking a medical system that puts patients first while being affordable, effective, rational, personal, and just.

Jim Scott, MD
NPA President

Jim Scott has always had a singular passion for development of a health care system that strives for care that is optimal for each individual patient, and provides the supports for the care team essential to make that happen. A graduate of Harvard Medical School, he was an early proponent of primary care, and eagerly embraced what was then a new specialty – Family Practice. He practiced in a small town on the Oregon coast for 20 years, where he was a leader in a variety of innovations in primary care practice and integrated, community based approaches to care. Since the early 1990s, Dr. Scott has held numerous positions within PeaceHealth, an integrated health system with facilities in Oregon, Washington, and Alaska. He was a member of the senior executive team for over 10 years. Areas of focus have included clinical quality, patient safety, information systems, outcomes measurement, innovation, and implementation of evidence based medicine and operations. Currently Dr. Scott is serving as Dean of the PeaceHealth Advanced Training Program (ATP) in clinical improvement, an intensive 4-week program for clinicians and other leaders focused on quality, safety, value, and change leadership in health care. He also serves on the faculty at Oregon Health Sciences University.

Daisy Smith, MD, FACP

Senior Medical Associate for Content Development, Medical Education Division, American College of Physicians

Dr. Daisy Smith currently serves as the Senior Medical Associate for Content Development, American College of Physician and has been involved with their *High Value Cost Conscious Care Initiative*. She is also an adjunct associate professor at the Perelman School of Medicine at the University of Pennsylvania. Dr. Smith previously served as the internal medicine residency program director and director of the hospitalist program at Lankenau Medical Center.

Stephen Smith, MD, MPH

Professor Emeritus of Family Medicine, Warren Alpert Medical School of Brown University

Dr. Smith is professor emeritus of family medicine at the Warren Alpert Medical School of Brown University in Providence, Rhode Island. He retired in 2007 as associate dean, a post he had held for 25 years. During his tenure as associate dean, 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, organizing physicians in Connecticut for the National Physicians Alliance (NPA), and consulting for the Partnership to Advance Conflict-Free Medical Education. He also serves as the principal investigator of an NPA project funded by the ABIM Foundation to promote good stewardship in primary care. 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.

Somava Stout, MD, MS

Vice President for Patient Centered Medical Home Development at Cambridge Health Alliance

Dr. Somava Stout is the Vice President for Patient Centered Medical Home Development at Cambridge Health Alliance (CHA), where she is part of a team leading a patient-centered medical neighborhood transformation of the entire integrated health system. Dr. Stout recently served as the President of the Medical Staff and formerly was Medical Director at the Revere Family Health Center at CHA. In addition, she is Principal Faculty for Leadership, Management and Innovation at the Harvard Medical School Center for Primary Care and the Co-Director of the Leadership Institute. She was recently honored with the Young Leader Award by the Robert Wood Johnson Foundation, awarded to 10 leaders 40 and under for exceptional contributions to improving the health of the nation.

We Gratefully Acknowledge the ABIM for supporting the NPA 8th Annual Conference



Leonore Tiefer, PhD

Scholar-Activist, NewViewCampaign; Selling Sickness; NYU School of Medicine

Leonore Tiefer has an international reputation for scholarly and activist work in sexuality over the past 40 years. She earned a Ph.D. in Comparative and Physiological Psychology from UC Berkeley and later respecialized as a Clinical Psychologist. She has a private practice in Manhattan as well as academic appointments in Psychiatry at both New York University Medical Center and Albert Einstein College of Medicine. Dr. Tiefer's collected essays, *Sex is Not a Natural Act* (Boulder: Westview Press, 2nd edition, 2004), includes articles written for the popular press as well as professional publications. Her c.v. includes over 150 scientific and professional publications. She has keynoted professional conferences around the globe. In 1999 Dr. Tiefer convened an educational and activist campaign to challenge the medicalization of sexuality (www.newviewcampaign.org). The New View Campaign has produced books, videos, special journal issues, CME courses, four conferences in the US and Canada, and has an active listserv. It has worked in coalition with many groups on street protests, petitions, and spoof infomercials. Dr. Tiefer's work with the Campaign has been featured on public and commercial television and radio, The New York Times and scores of other publications, and in an award-winning 2011 documentary, "Orgasm, Inc." She has served on FDA and NIMH committees and given public testimony at FDA hearings. Recently Dr. Tiefer co-organized "Selling Sickness, 2013: Patients before Profits," an international conference in Washington, DC, with Kim Witczak.

Kate Tulenko, MD, MPH, MPhil

NPA Board of Directors

Dr. Kate Tulenko is a globally recognized expert in health systems and health workforce policy and education and serves as the Director of CapacityPlus, the US government's flagship global health workforce program. She also serves as Senior Director for Health Systems Innovation at IntraHealth International, a global non-profit organization which has worked to support the needs of health workers in under-served communities for over thirty years. IntraHealth's eHealth innovations include iHRIS (the most widely used open source workforce database), the Dean's Dashboard management software for health professional schools, a mobile phone support application for community health workers, and mobile phone interactive voice response training for health workers.

Dr. Tulenko previously coordinated the World Bank's Africa Health Workforce Program and has served on expert panels for the World Health Organization, the Rockefeller Foundation, and the Aspen Institute. Her most recent book is *"Insourced: How Importing Jobs Impacts the Healthcare Crisis Here and Abroad"* which identifies the links between the US and global health worker shortage and offers affordable solutions. Dr. Tulenko has had articles or reviews in the New York Times, Salon.com, Foreign Policy, and the Huffington Post. She serves on the board of the National Physicians Alliance, Sesame Street's Global Health Advisory Board, and on the Advisory Board of the Global Business School Network and has received a Rainer Arnhold Fellowship for innovation in global development. Dr. Tulenko is an adjunct professor at the Johns Hopkins School of Public Health and the George Mason School of Health and Human Services and has taught on a wide variety of subjects including health system management and health economics. Dr. Tulenko has a bachelor's degree in biochemistry from Harvard University; a master's degree in the history and philosophy of science from the University of Cambridge; an MD from the Johns Hopkins School of Medicine; and a master's of public health degree from the Johns Hopkins School of Public Health. Follow her on Twitter at @ktulenko.

David Wheeler, MD, PhD

President, Wyoming Neurologic Associates

Dr. David Wheeler is a neurologist keenly interested in stroke care systems in rural communities. He moved from Boston where he did his neurology residency in the Harvard system to Casper, Wyoming to take advantage of the opportunity to help develop much needed neurology programs from the ground up. He has established a comprehensive and growing general neurology practice using physician assistants, advanced practice nurses, occupational therapists, social workers, medical assistants, and other practitioners. He also founded the Wyoming Epilepsy Center which provides comprehensive care to the thousands of Wyomingites affected by seizures. Dr. Wheeler has also been a leader in the development of a nationally recognized Wyoming Medical Center Stroke Program. He is an active participant in several local, state and national programs devoted to system improvement and delivery of excellent care. He has also been very active in hospital leadership positions, most recently as part of a small group exploring the potential benefits of a Physician Hospital Organization as a mechanism for responding to the rapidly changing economics of health care delivery. Dr. Wheeler loves living in Casper, being outdoors and going camping or hiking whenever possible. He also enjoys golf, riding motorcycles, driving sports cars, eating and preparing good food and drinking fine wine.

Jon S. Vernick, JD, MPH**Associate Professor and Associate Chair, Department of Health Policy and Management****The Johns Hopkins Bloomberg School of Public Health**

Professor Jon Vernick is an Associate Professor and Associate Chair in the Department of Health Policy and Management at The Johns Hopkins Bloomberg School of Public Health. Prof. Vernick is also Co-Director of both the Johns Hopkins Center for Gun Policy and Research, and of the Center for Law and the Public's Health. He is Deputy Director of the Johns Hopkins Center for Injury Research and Policy. Prof. Vernick is principal instructor for courses on Issues in Injury and Violence Prevention, and Public Health and the Law. He is Co-Director of the School's MPH/JD joint degree program and an Associate Chair of the school-wide MPH program.

Jon Vernick's work has concentrated on ways in which the law and legal interventions can improve the public's health. He is particularly interested in epidemiology, policy, legal, and ethical issues associated with preventing injuries and violence, having published more than 100 scholarly articles, chapters, and reports on these and other topics. He has also examined issues regarding public health preparedness and tobacco policy. His public health practice includes working with the media, advocates and practitioners to provide information about effective interventions to policy makers and the courts. For example, he led the submission of an amicus curiae brief, on behalf of public health groups, cited by the U.S. Supreme Court in *District of Columbia v. Heller*, and has advised a number of state legislatures on gun violence prevention laws. Prof. Vernick's editorial activities include founding the Policy Forum section of the journal *Injury Prevention* where he serves as a Deputy Editor.

Jon Vernick received a B.A. from Johns Hopkins University, his law degree cum laude from George Washington University, and an MPH from the Johns Hopkins Bloomberg School of Public Health.

Kim Witczak, BA**Consumer Activist, WoodyMatters/Selling Sickness**

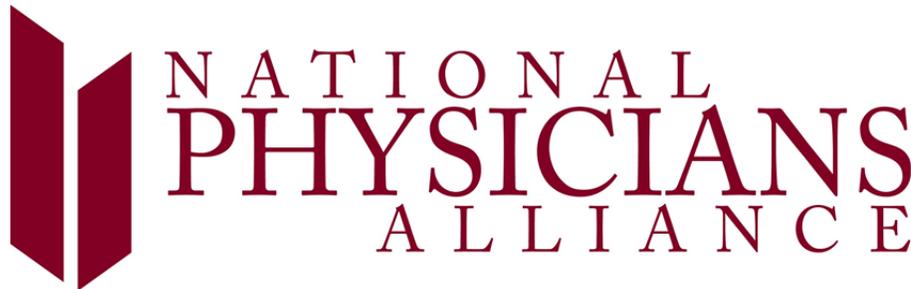
Kim Witczak became involved in pharmaceutical drug safety issues after the death of her husband, Tim "Woody" Witczak in 2003 as a result of an undisclosed drug side effect. She has taken her personal experience and turned it into advocacy/public awareness campaign on drug safety which included the SSRI/suicide risk (which resulted in black box warnings being added to antidepressants), DTC advertising, undue Pharma influence, COI, PDUFA, and FDA reform. Kim has testified before US Senate on PDUFA/FDA reform as well as numerous FDA Advisory Committees. In 2008 she was appointed to the FDA's Psychopharmacologic Drugs Advisory Committee as a Patient Representative. In 2004, Kim launched www.woodymatters.com in memory of Woody's life and death as a resource for others that live every day with the consequences of a flawed drug safety system. In 2013, Kim co-organized the Selling Sickness 2013: People Before Profits international conference held in Washington DC. Professionally, Kim is a Minneapolis-based advertising/marketing freelance consultant with more the 22+ years of experience, including advertising agency account management, media, and production for a variety of industries. 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 abused and neglected children in Minnesota. Kim currently serves on the Board of Directors.

Leana Wen, MD**Emergency Physician and Director of Patient-Centered Care Research, George Washington University**

Dr. Leana Wen is an emergency physician and Director of Patient-Centered Care Research at George Washington University. She earned her medical degree at Washington University School of Medicine and studied economics and health policy at the University of Oxford, where she was a Rhodes Scholar. Dr. Wen has served as a consultant to the World Health Organization, Brookings Institution, and China Medical Board, and as National President of the American Medical Student Association (AMSA). She is the author of a critically-acclaimed book on a new approach to patient-centered care, *When Doctors Don't Listen: How to Avoid Misdiagnoses and Unnecessary Tests*, and has been featured in TIME, Newsweek, ABC News, NPR, CNN, MSNBC, Fox News, The New York Times, and Washington Post. She speaks regularly across the U.S. and internationally on healthcare reform and medical education. Follow @DrLeanaWen.

Diana Zuckerman, PhD**President, National Research Center for Women & Families**

Diana Zuckerman, PhD is President of the National Research Center for Women & Families, a nonprofit think tank that uses research evidence to improve policies and programs that affect the health of adults and children. She founded the Center's Cancer Prevention and Treatment Fund in 2007. She is a frequently quoted and nationally respected expert on health and health policy, especially regarding the safety of medical and consumer products and the lower approval standards for medical devices. She has testified before Congress, FDA, EPA, state legislators, and the Canadian Parliament. After receiving her Ph.D. from Ohio State, Dr. Zuckerman was a post-doctoral fellow in epidemiology at Yale Medical School. She served on the faculty at Vassar and Yale, and directed a research project at Harvard before moving to Washington, DC to work in the U.S. Congress as a AAAS Congressional Science Fellow. After her fellowship, she continued to work in the House and Senate, where she was responsible for a dozen high visibility Congressional investigations and hearings on health issues, before serving as a senior policy advisor in the Clinton White House. While serving in her current position, she was also a fellow at the University of Pennsylvania Center for Bioethics for several years, and was inducted into the Women in Medicine International Hall of Fame in 2010. She serves on the Board of Directors of the Congressionally mandated Reagan-Udall Foundation and the Alliance for a Stronger FDA. Her work has resulted in news coverage on all the national network news programs and national newspapers and magazines, 60 Minutes, 20/20, NPR, and BBC. Her ground-breaking study of high-risk recalls of medical devices that had not been proven safe in clinical trials resulted in several Congressional hearings on the topic. She is the author of five books, several book chapters, and dozens of articles in academic journals and newspapers.

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