



Cancer Care: New Frontiers in Payment and Delivery
September 8, 2017

SPEAKER BIOGRAPHIES

(In order of appearance on the program)

KATHRYN SANTORO, MA is Director of Policy and Development at the National Institute for Health Care Management (NIHCM) Foundation, a nonprofit and nonpartisan organization whose mission is to promote improvements in health care access, management and quality. Ms. Santoro currently leads NIHCM's *Driving Value* webinar series and directs the organization's maternal and child health programs. Under these projects, she conducts research and analysis on health policy issues in support of improving practices used by health care decision makers and industry leaders.

Ms. Santoro joined NIHCM Foundation in September 2004 after receiving her Master's degree in Public Policy from the George Washington University with a focus on women's health policy. Ms. Santoro previously served as a Project Consultant for Women in Government where she was responsible for compiling a state-by-state report card on access to cervical cancer screening. While pursuing her Master's degree, Ms. Santoro was a Communications Assistant for a health policy consulting firm and a Graduate Intern for a Washington, D.C. based women's and children's policy research organization. Ms. Santoro attended Villanova University in Villanova, PA and graduated with a BA cum laude in Political Science.

ALEX SOZDATELEV, MBA is a Partner within McKinsey's Healthcare Practice. He has substantial experience of serving healthcare payors and integrated delivery systems on topics related to government healthcare programs, payor-provider collaboration in population health management and medical and pharmacy cost reduction. Mr. Sozdatelev is a core leader of McKinsey's Healthcare Practice's Healthcare Value Service Line and Government Service Line. Mr. Sozdatelev also co-leads near-term value capture domain at McKinsey Healthcare Analytics (MHA).

RYAN CALLAHAN is an Engagement Manager at McKinsey & Company, where he has served clients across the healthcare sector, including payors, providers, and pharmaceutical and medical device companies in the U.S., U.K., East Asia, and

Australia. He holds an academic appointment as an Honorary Research Fellow at Imperial College London where he previously led work on value-based cancer care and healthcare analytics as part of Imperial's Institute for Global Health Innovation and the World Innovation Summit for Health in Doha, Qatar, published in *Health Affairs* in 2015. Also outside McKinsey, Ryan led multi-stakeholder collaborations to orchestrate data analytics enabling value-based payment models in oncology at Cota Healthcare, a technology start-up in New York funded by Horizon BCBSNJ, among others. Mr. Callahan graduated from Georgetown University's School of Foreign Service with a degree in Biotechnology and Global Health.

LARA STRAWBRIDGE is the Oncology Care Model (OCM) Lead in the Patient Care Models Group in the Center for Medicare and Medicaid Innovation (CMMI). Ms. Strawbridge leads the team that designed and implemented OCM in nearly 200 oncology practices nationwide, including more than 3,200 oncologists, starting in Summer 2016. Prior to taking on the OCM lead role, Ms. Strawbridge worked in the Research and Rapid-Cycle Evaluation Group, where she led evaluations of CMMI Health Care Innovation Awards Round 2, contributed to the design of the Oncology Care Model, and was the liaison to the National Cancer Institute for the SEER-Medicare linkage, among other projects. Her intramural research projects at the Innovation Center have included a range of projects related to health services for individuals with oncology, diabetes, and other health conditions. Ms. Strawbridge began her career in health policy and research at the Institute of Medicine and previously was a teacher in the Hertfordshire, England, and Washington, DC. Ms. Strawbridge earned her MPH from Johns Hopkins Bloomberg School of Public Health.

ALLISON LIPITZ-SNYDERMAN, PhD is the Assistant Attending Outcomes Research Scientist at Memorial Sloan Kettering Cancer Center. She is a health services researcher focused on quality assessment and improvement in cancer care. Her research interest fall into three general areas: assessment of variation in practice and outcomes, examination of harm due to medical care, evaluation of quality improvement activities.

She received funding from the National Institute for Health Care Management (NIHCM) Foundation to assess the extent of physician-driven variation in the use of services that tend to be overused. She is currently building on this work to examine hospital-level variation in outcomes of cancer care. Dr. Lipitz-Snyderman has worked to assess the burden of potentially preventable harm that occurs during cancer treatment in both inpatient and outpatient settings. She examined the issue of infections associated with using long-term central venous catheters to administer intravenous medications such as chemotherapy. She also led a study to identify adverse events across 1 year of cancer treatment using medical record reviews, funded by the United Hospital Fund. Through this work, Dr. Lipitz-Snyderman and her colleagues developed and tested an oncology-specific screening tool to guide the

detection of adverse events from medical record reviews. Dr. Lipitz-Snyderman also led an evaluation of a multifaceted intervention, the Michigan Keystone ICU Project, aimed to reduce device-related bloodstream infections across the state of Michigan. Using population-based Medicare claims, she demonstrated that the initiative's implementation was associated with reductions in mortality. Dr. Lipitz-Snyderman is a member of the MSK Center for Health Policy and Outcomes and is Co-chair of the MSK Cancer Alliance Quality, Value, and Outcomes Committee.

ERIC HAAS, MD is Florida Blue's Senior Medical Director of Clinical Affairs. In this role, Dr. Haas is responsible for strategic and operational effectiveness of the Medicare Advantage membership. He is also the clinical lead for the new Place of Delivery Model that brings a local care team focus on the highest risk Medicare Advantage, ACA and Fully Insured Commercial membership.

Dr. Haas is a physician leader with over twenty years of clinical, hospital, pharmaceutical and managed care experience. A native of Philadelphia, Pennsylvania, Dr. Haas earned his Bachelor of Science degree from Kent State University and his Medical Doctorate from Northeastern Ohio Universities College of Medicine. He then completed his Family Medicine Residency at Abington Memorial Hospital in Abington, Pennsylvania. Upon completion of training Dr. Haas practiced two years in Washington, D.C. Dr. Haas remains actively Board Certified in Family Medicine since 1988.

After relocating to Florida, Dr. Haas served as managing partner of his six doctor Family Practice group. Once his practice merged into a Physician Hospital Organization, he was elected Chairman of Board of this 150 doctor organization. Post 12 years in clinical practice Dr. Haas transitioned into pharmaceutical research and then managed care.

As the Senior Regional Medical Scientist of Glaxo Dr. Haas was responsible for setup of phase 3 & 4 research studies, development of key thought leaders and interface with managed care on pharmacoeconomics. Next in his career track Dr. Haas took on the role of Network Medical Director and Aetna/Prudential serving a commercial population then onto WellCare Health Plans where he oversaw the Medicare and Medicaid population. In these roles Dr. Haas was responsible for improvement in quality, as well as cost of medical care. He also was instrumental in NCQA and AAAHC accreditations and Aetna and WellCare respectively.

Prior to joining Florida Blue, Dr. Haas served as Vice President of Clinical Affairs of FPG/Family Physicians Group where he provided Medical Director Leadership to a 90 doctor MSO in Central Florida.

DAVID WOODMANSEE is the Director, State and Local Campaigns at the American Cancer Society. Mr. Woodmansee began his career with the American Cancer Society in May 1989 as Executive Director of the Eastern Connecticut Regional office.

In 1991, he was named Vice-President of Communications and Public Issues for the former Connecticut Division (now part of the New England Division). In that role, he led efforts to pass the first law in the country to ban the insurance practice of “drive-thru mastectomies” where a woman entered the hospital in the morning, underwent a mastectomy, and was discharged later the same day.

In 2000, he joined the National Government Relations Office in Washington, DC (now ACS CAN), as Regional Advocacy Manager assisting the six New England states, New York and New Jersey with their state advocacy agendas.

In 2004, he began working with all 50 states, providing technical expertise regarding a variety of access issues including pain/opioids, palliative care, drug affordability along with insurance coverage for cancer screenings and treatments.

In 2010, he was tasked with leading ACS CAN efforts in the states regarding all facets of implementation of the Affordable Care Act including Medicaid expansion.

Presently, as Director of State and Local Campaigns, he provides supervision, direction and guidance to all members of the ACS CAN Access to Care team and personally focuses on Quality of Life issues such as Palliative Care and opioid availability for the management of pain in cancer patients and cancer survivors. He holds a BA in Communications and an MBA in Management/Marketing from St. Bonaventure University in New York.

BETSY JANES currently serves as a Senior Manager on the State and Local Campaigns Team for the American Cancer Society Cancer Action Network (ACS CAN), supporting staff in all 50 states in the areas of healthy eating and active living as well as skin cancer prevention. She also directs the production of the annual How do you Measure Up Report published by ACS CAN. In preparation for this role, Betsy was the Southern Region’s Legislative Analyst at ACS CAN, reviewing legislation and creating materials for campaigns on various issues. Ms. Janes has been with ACS CAN over two years after having worked in tobacco control advocacy since 2008, most recently, directing the Smoke-free Kentucky campaign. Ms. Janes received her Bachelor Degree in Political Science with a Spanish minor and her Master of Public Administration from the University of Louisville.