



eHI Annual Meeting: Combatting COVID with Collaborative Innovation

January 26 - 28, 2021

12 – 2:30 PM ET

Tuesday, January 26th

[Join via Zoom](#)

12:00 – 12:15 PM

Welcome Remarks

12:15 – 1:15 PM

Panel 1: TGI2021: Where Are We Heading This Year?

- Interviews with eHI's outgoing and incoming Board chairs:
 - Amy McDonough – Senior Vice President & General Manager, Fitbit Health Solutions; Chair, eHealth Initiative Board of Directors
 - Susan Turney, MD – President & Chief Executive Officer, Marshfield Clinic Health System; Chair Emeritus, eHealth Initiative Board of Directors

1:30 PM

Day 1 Concludes

Wednesday, January 27th

[Join via Zoom](#)

12:00 – 12:15 PM

Day 2 Introduction

12:15 – 1:15 PM

Panel 2: Prioritizing Health Equity in the COVID-19 Vaccine Distribution

- Moderator: Wanneh Dixon, Director, Strategy and Programs, eHealth Initiative
- Panelists:
 - Damika Barr, JD – Head of Public Policy & Government Relations, Verily Life Sciences
 - Anna Basevich – VP, Customer Success, Arcadia
 - J. Michael McGinnis, MD, MA, MPP – Leonard D. Schaeffer Executive Officer, National Academy of Medicine
 - Diana Zuskov – Director, Market Planning, Government Healthcare & Public Health, LexisNexis Risk Solutions

1:15 – 2:15 PM

Panel 3: Virtual Care Delivery During COVID-19 and Beyond

- Moderator: Jen Covich Bordenick, Chief Executive Officer, eHealth Initiative
- Panelists:
 - Saurabha Bhatnager, MD – Chief Medical Officer & Head of Technology & Performance, United Healthcare
 - Adam Pellegrini – Senior Vice President, Enterprise Virtual Care & Consumer Health, CVS Health
 - Roy Schoenberg, MD – President & Chief Executive Officer, Amwell

2:30 PM

Day 2 Concludes

Thursday, January 28th

[Join via Zoom](#)

12:00 – 12:15 PM

Day 3 Introduction

- Senator Catherine Cortez Masto (D-NV)

12:15 – 1:15 PM

Panel 4: Protecting “Health-ish” Data: Balancing Innovation and Health Data Privacy

- Moderator: Alice Leiter, JD – Vice President & Senior Counsel, eHealth Initiative
- Panelists:
 - Jodi Daniel, JD – Partner, Crowell & Moring
 - Laura Hoffman, JD – Assistant Director, Federal Affairs, American Medical Association
 - Liz Salmi – Senior Strategist, Research Communication, OpenNotes & Senior Multimedia Communications Director, Beth Israel Deaconess Medical Center

1:15 – 2:15 PM

Panel 5: Digital Health Policy: Have We Reached a Turning Point?

- Moderator: Catherine Pugh - Assistant Vice President, Policy, eHealth Initiative
- Panelists:
 - Aashima Gupta – Director, Global Healthcare Strategy and Solutions, Google Cloud
 - Matthew Roman – Chief Digital Strategy Officer, Duke University Health System
 - Mona Siddiqui, MD – Senior Vice President, Clinical Strategy & Quality, Humana

2:30 PM

Annual Meeting Concludes



eHI Annual Meeting

Speaker Bios - Day 1 - January 26th

Panel #1: TGI2021: Where Are We Heading This Year?



Amy McDonough

**Senior Vice President & General Manager, Fitbit Health Solutions;
Chair, eHealth Initiative Board of Directors**

As the Chief Operating Officer for Fitbit Health Solutions, Amy leads the team working with employers, health plans and health systems to design solutions and programs focused on engagement, positive return on investment and health outcomes. Before her COO role, Amy took on several key positions leading Fitbit's B2B efforts. Prior to Fitbit, Amy held strategic roles at CNET Networks, including Director of Audience and Content Development for the Community Division and Director of Strategic Partnerships for the Network. Amy has a bachelor's degree from Merrimack College in Andover, MA and a Professional Certificate in Integrated Marketing Communications from the UC Berkeley Extension program.



Susan Turney, MD

**President & Chief Executive Officer, Marshfield Clinic Health System;
Chair Emeritus, eHealth Initiative Board of Directors**

Dr. Susan Turney is a national thought leader and expert in strategic planning, executive management and external relations and the current CEO of Marshfield Clinic Health System. Prior to becoming the CEO of Marshfield Clinic, Dr. Turney was President and CEO of Medical Group Management Association (MGMA), from 2011-14. From 2004-11, she was CEO and Executive Vice President, of Wisconsin Medical Society. Through her leadership, the Medical Society founded the Wisconsin State-wide Health Information Network (WISHIN) to improve individual and community health, promote patient-centered health care and advance the use of information technology to improve health care quality and efficiency. She was also the WISHIN chair and served on state and national health care committees, including the National Quality Forum and the American Medical Association. In 2014 and 2015, she was featured on Modern Healthcare's list of 50 Most Influential Physician Executives and was No. 41 on its list of 100 Most Influential People in Healthcare in 2013. She earned her Fellowship in the American College of Medical Practice Executives (FACMPE) in 2005. Dr. Turney, a native of Mellen, Wisconsin, graduated from Northland College, Ashland, Wisconsin; and the University of Wisconsin-Madison School of Medicine and Public Health. She completed her internal medicine residency at Marshfield Clinic/Ministry Saint Joseph's Hospital, Marshfield, and earned a master's degree from UW-Madison. From 1982-2004, Dr. Turney was a physician at Marshfield Clinic, practicing internal medicine, serving in education and leadership roles while later being named medical director for Patient Financial Services.



Jen Covich Bordenick

Moderator - Full Biography on Page 5



eHI Annual Meeting

Speaker Bios - Day 2 - January 27th

Panel #2: Prioritizing Health Equity in the COVID-19 Vaccine Distribution



Moderator

Wanneh Dixon
Director, Strategy and Programs
eHealth Initiative

Wanneh previously worked as the Corporate Engagement Manager for FHI 360, an international development firm focused on global health, education and economic empowerment. At FHI 360 she managed the private sector engagement strategy to cultivate relationships with corporations, foundations, donors and membership organizations. Her global health portfolio focused on maternal mortality, non-communicable diseases, and health systems strengthening. Wanneh holds a BSc in Information Technology from Herzing College and a M.A. in Global Development and Social Justice from St. John's University. She lives in Maryland and serves on the Human Services Advisory Commission for the City of Rockville. Wanneh directs eHI's social determinants of health (SDOH) and data analytics programs.



Damika Barr, JD
Head of Public Policy & Government Relations
Verily Life Sciences

Damika W. Barr leads Public Policy and Government Relations at Verily Life Sciences, an Alphabet Company at the intersection of technology, data science and healthcare. In this role, she is responsible for advising internal teams on public policy implications and cultivating relationships with government officials to advance the mission of Verily.

Prior to joining Verily in 2018, Damika served as regulatory compliance counsel for Lyft's non-emergency medical transportation line of business. She has additional experience leading public policy teams at AmeriHealth Caritas, a Medicaid managed care company and Temple University's Center for Public Health Law Research.

Damika has a Bachelor of Science in Biology from George Mason University, a graduate certificate in Public Health from the University of North Carolina, Chapel Hill, and a Juris Doctor, cum laude from Thomas Jefferson School of Law.



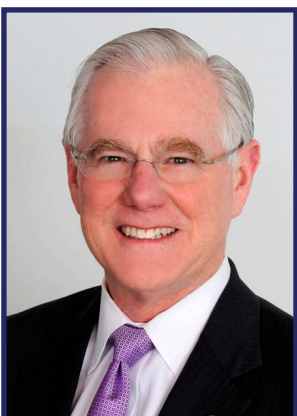
Anna Basevich
VP, Customer Success
Arcadia

Anna leads customer success at Arcadia, working with customers to build out tailored population health strategies that leverage Arcadia's analytics and workflow tools. She oversees the execution of Arcadia's strategic partnership programs, which expand the transformative impact of the Arcadia Analytics platform. Anna recently led the expansion of Arcadia's customer training program to enable healthcare organizations to accelerate their value-based care outcomes. Anna has worked with Arcadia customers – including health plans, ACOs, independent physician groups, IDNs, and life sciences organizations – across the country to develop and execute strategies to succeed in value-based care. She has deep experience supporting healthcare leaders as they implement effective enterprise-level programs to improve quality, manage cost and utilization, and drive accurate risk-adjusted payments. She leads and mentors Arcadia teams to help provider networks and health plan customers roll out Arcadia's tools in an effective and targeted manner to end users and drive platform adoption and change management. Anna has managed implementations and client services work at Arcadia and at Deloitte Consulting; her past work has included numerous programs around health system quality measurement and improvement under ACO and risk-based contracts, initiatives aimed at improving accuracy and completeness of documentation for risk adjustment, state health insurance exchange implementations, Patient Centered Medical Home transformations, Health Information Exchange strategy and analytics, and large-scale health IT implementations. Anna received her Bachelor's degree from Wellesley College.



Diana Zuskov
Director, Market Planning Government Healthcare & Public Health
LexisNexis Risk Solutions

Diana Zuskov leads Market Planning for Government Healthcare at LexisNexis Risk Solutions where she's responsible for healthcare and public health strategy across Federal, State, and Local government agencies. Diana is passionate about innovations at the intersection of Medicaid and public health and brings expertise in population health, health communication, health services research, and digital health and innovation. Prior to joining LexisNexis, she led Market Solutions for Medicaid & Public Sector markets at a health engagement company and built a portfolio of evidence-based, text messaging programs for underserved populations distributed by health plans, state agencies, and providers. Diana holds a Master's in Public Health in Health Behavior from University of North Carolina at Chapel Hill and lives in Washington, DC with her French Bulldog Lola.



J. Michael McGinnis, MD, MA, MPP
Leonard D. Schaeffer Executive Officer and Senior Scholar
National Academy of Medicine

Michael McGinnis, a physician and epidemiologist, serves at the National Academy of Medicine as Senior Scholar, Leonard D. Schaeffer Executive Officer, and Executive Director of the NAM Leadership Consortium for a Value & Science-Driven Health System. He also founded NAM's Learning Health System Initiative, devoted to catalyzing networked progress in health and health care science, informatics, incentives, and culture. He is an elected member of the NAM (1999).



An early contributor to what is often described as convergence science, Dr. McGinnis has helped shape and provide leadership for the field of population health in various ways. Perhaps most visible are his contributions to understanding the basic determinants of health, initially by developing the integrative approach to national health improvement policy through the conceptual framework of the Healthy People process begun in 1979, and later through various follow-on publications. The article, *Actual Causes of Death*, published in JAMA in 1993 with his colleague William Foege, integrated epidemiologic studies to demonstrate, qualitatively and quantitatively, that most of the leading killers of Americans—e.g. heart disease, cancer, stroke, diabetes—had preventable root sources that were behavioral, environmental, and social in nature. Building on this work, he later showed, again quantitatively and qualitatively, in a 2002 article published with colleagues in *Health Affairs* that the health of populations, and individuals, is the result of the profile and interplay of dynamics in five domains: genetic predispositions, behavioral choices, social circumstances, physical environments, and medical care.

Dr. McGinnis' career focus and activities have been consistently oriented to the development of practical tools and strategies for advancing front line application and impact of the science. As Assistant Surgeon General and Deputy Assistant Secretary for Health at the Department of Health & Human Services in four Presidential Administrations (1977 to 1995, a tenure unusual for political and policy posts), he held leadership responsibilities for federal activities in disease prevention and health promotion. In this period, he conceived and launched several national programs that continue to guide health policy in the United States and elsewhere: the Healthy People national goals and objectives (above), the Dietary Guidelines for Americans, and the U.S. Preventive Services Task Force. Later, as Senior Vice President and head of the Health Group at the Robert Wood Johnson Foundation (1999-2005), Dr. McGinnis led development of the platform for the Foundation's shift to sustained leadership and funding in population health science and the social determinants of health.

With a global health interest from the outset of his career, Dr. McGinnis coordinated U.S.-Eastern European health exchange programs 1972-4, and later served as state director in India for the WHO smallpox eradication program (1974-5), developing the surveillance system for country-wide post-eradication operations. In post-war Bosnia as Chair of the World Bank/European Commission Task Force on Health & Human Services (1995-6), he led development of the signed agreement on priorities and strategies for rebuilding the health and human services capacity—the first such agreement outside the Dayton Accords.

Dr. McGinnis' publications include more than 200 articles and book chapters, and 20 edited books. Various national recognitions include the public health Distinguished Service Award (1994), Health Leader of the Year Award (1997), Public Health Hero Award (2013), and the Fries Prize for Health Improvement (2018). His degrees are from Berkeley, UCLA, and Harvard.





eHI Annual Meeting

Speaker Bios - Day 2 - January 27th

Panel #3: Virtual Care Delivery During COVID-19 and Beyond



Moderator

Jen Covich Bordenick
Chief Executive Officer
eHealth Initiative

For more than 20 years, Jen has focused on quality and innovative technology solutions to transform healthcare. As CEO, she provides leadership for research, education and advocacy components of eHealth Initiative and Foundation (eHI). Convening senior executives from every group in healthcare to discuss, identify, and share best practices that transform the delivery of healthcare. Focus areas: improving health and wellness through innovative solutions; interoperability; privacy concerns; artificial intelligence; payment models to support innovative care; and tech tools for chronic care. She has led development of dozens of national surveys and published groundbreaking reports. As part of her work with the Foundation, she has led grants with California Health Care Foundation, Commonwealth Fund, Aetna Foundation and Bristol Meyers Squibb Foundation. Jen is co-chair of the Federal HIT Policy Committee's Strategy and Innovation Workgroup; past member of the HL7 Board of Directors; and a member of the Diabetes Collaborative Stakeholder Panel. Jen is a faculty member for the MHA and MHIA graduate programs at George Washington University. Prior to joining eHI, Jennifer headed up the strategic marketing at OpenNetworks, Inc., focusing on security solutions for the healthcare industry. She led healthcare industry relations at MicroStrategy, Inc., focusing on data-mining solutions for the pharmaceutical and healthcare industry. She spent four years at the National Committee for Quality Assurance as Director of Policy and Product Development, helping develop national quality standards for healthcare organizations. Jen began her career at the George Washington University Hospital, Medical Center and Health Plan working on quality management initiatives, clinical pathways and healthcare administration. Jennifer earned a master's in Human Resource Development, completed coursework in the health administration doctoral program at GWU, and resides in Maryland with her husband and two children.



Saurabha Bhatnager, MD
Chief Medical Officer & Head of Technology & Performance
United Healthcare

Dr. Bhatnager is the chief physician executive, computer scientist, and provider, leading innovative healthcare industry transformations. He is experienced in cross-functional executive roles that span from government to a Fortune 7 company, provider to payor, and building programs from the ground up to leading multi-disciplinary enterprise teams. Dr. Bhatnager has leveraged an early background in software development, human-centered design, and innovation; with progressive roles leading enterprise healthcare delivery, technology, change management, quality, patient safety, policy, malpractice, and product in highly matrixed organizations. He maintains an active clinical license and practice. Dr. Bhatnager is a skillful communicator with 40+ TV/radio interviews, 25+ publications, & 50+ global presentations. Dr. Bhatnager has a clinical practice specialty in Traumatic Brain Injury and Physical Medicine & Rehabilitation.



Adam Pellegrini
Senior Vice President, Enterprise Virtual Care & Consumer Health
CVS Health

Adam Pellegrini is a digital health executive with nearly 30 years of experience in health care. In his current role as the Senior Vice President of Enterprise Virtual Care and Consumer Health, Pellegrini is leading a team of seasoned industry executives to build out the next generation consumer health experience for CVS Health. Previously, Adam built the health care strategy for Fitbit as its SVP and General Manager of Fitbit Health Solutions leading the acquisition of Twine Health and roll out of the Fitbit Care platform. Previous to Fitbit, Adam led the creation of the Digital Health and Telemedicine strategy for Walgreens Boots Alliance. Prior to Walgreens, Pellegrini helped create the care management platform HealthyCircles, which was acquired by Qualcomm Life and was the product leader for Microsoft HealthVault. Adam started his career in the U.S. Army as a surgical tech and aviation medic.



Roy Schoenberg, MD
President & Chief Executive Officer
Amwell

Dr. Roy Schoenberg is President and CEO of Amwell. Since co-founding the company with his brother Ido Schoenberg, Amwell has grown to become one of the largest telehealth eco-systems in the world, digitally connecting healthcare's key stakeholders - payers, providers and millions of patients in an efficient, modern healthcare experience. Prior to Amwell, Roy was the founder of CareKey and served as Chief Information Security Officer at TriZetto, following its acquisition of CareKey. In 2013, Roy was appointed to the Federation of State Medical Boards' Taskforce that issued the landmark guidelines for the "Use of Telehealth in Medical Practice". Roy is the 2014 recipient of the American Telemedicine Association Industry award for leadership in the field of telemedicine. An inventor at heart, Roy holds over 50 issued US Patents in the area of healthcare technology, speaks frequently in industry and policy forums, serves on the healthcare advisory board of MIT Sloan, holds an MD from the Hebrew University and an MPH from Harvard. He is a sailor, scuba-diver and, between September and February, a devoted football fan.



eHI Annual Meeting

Speaker Bios - Day 3 - January 28th

Senator Catherine Cortez Masto (D-NV)

Born and raised in Las Vegas, Catherine Cortez Masto has spent her career fighting for Nevada's working families. She served two terms as Attorney General of Nevada and in November 2016, she made history by becoming the first woman from Nevada and the first Latina ever elected to the United States Senate.

During her time as Nevada's top prosecutor, Cortez Masto became well known as an advocate for seniors, women, and children. She worked closely with local law enforcement to keep Nevada's communities safe. As a member of the United States Senate, Cortez Masto has taken her fight for working Nevadans to Washington, D.C.

Her position on five Senate Committees allows her to continue to advocate for the issues that matter most to Nevadans. She sits on the Committee on Finance; the Committee on Banking, Housing, and Urban Affairs; the Committee on Energy and Natural Resources; the Committee on Rules and Administration; and the Committee on Indian Affairs. Cortez Masto currently serves as the Ranking Member of the Economic Policy Subcommittee of the U.S. Senate Committee on Banking, Housing, and Urban Affairs; and the Ranking Member of the Water and Power Subcommittee of the Energy and Natural Resources Committee.

In Congress, Senator Cortez Masto remains a strong advocate for women and children and is working to pass legislation to strengthen women's health care. She is a cosponsor of the Healthy Maternal and Obstetric Medicine (Healthy MOM) Act, which would ensure that mothers and their babies have access to the care they need, both before and after birth. Senator Cortez Masto continues to support our servicewomen by addressing the unique challenges they face as they transition from active duty. To ensure that they are empowered to access the full range of services they need to thrive, she has introduced the Servicewomen's Health Transition Training Act of 2019, which would increase the knowledge of available VA health care resources like mental health assistance, maternity care, cancer screenings and casework management.

Cortez Masto also believes that all Americans have the right to affordable, quality health care. She has been a strong advocate in the Senate for strengthening our health care system and for protecting Medicare and Medicaid. In response to provider shortages in rural communities that could affect the health care coverage of nearly 8,000 Nevadans, Cortez Masto cosponsored the Marketplace Certainty Act to stabilize the health care markets, lower premiums for consumers and prevent insurers from leaving rural counties. She also introduced bipartisan drug pricing transparency legislation to allow the Medicare Payment Advisory Commission (MedPAC) and the Medicaid and CHIP Payment Advisory Commission (MACPAC) to access critical information on pricing and contracts under Medicaid and Medicare to reduce costs for those on the program and protect these vital programs. Senator Cortez Masto is also a proud cosponsor of the following legislation to improve health care for Nevadans: the Family Coverage Act, legislation that would fix a glitch in the health care system and ensure all spouses and children are able to get covered; Empowering Medicare Seniors to Negotiate Drug Prices, a bill to authorize HHS to negotiate drug prices to protect seniors from exploitation; and the Stopping the Pharmaceutical Industry from Keeping Drugs Expensive (SPIKE) Act, a bill that would require drug manufacturers to publicly justify large price increases in prescription drugs.

Prior to her service as Attorney General, Cortez Masto served as Chief of Staff to Nevada Governor Bob Miller. She also worked as an Assistant County Manager in Clark County and as a federal criminal prosecutor in the U.S. Attorney's Office in Washington D.C.

Cortez Masto earned a Bachelor of Science in Business Administration in Finance from the University of Nevada, Reno in 1986, and a J.D. from Gonzaga University School of Law in 1990. She resides in Las Vegas with her husband Paul, a retired Secret Service agent.





eHI Annual Meeting

Speaker Bios - Day 3 - January 28th

Panel #4: Virtual Care Delivery During COVID-19 and Beyond



Moderator

Alice Leiter
Vice President and Senior Counsel
eHealth Initiative

Alice is a health regulatory lawyer with a specialty in health information privacy law and policy. She previously worked as a Senior Associate at the law firm Hogan Lovells, where she worked with clients on Medicare and Medicaid pricing and reimbursement. Alice spent several years as policy counsel at two different non-profit organizations, the National Partnership for Women & Families and the Center for Democracy & Technology. She currently sits on the DC HIE Policy Board, as well as the boards of Beauvoir School, Educare DC, and DC Greens, the latter of which she chairs. She received her B.A. in human biology from Stanford University and her J.D. from the Georgetown University Law Center.



Jodi Daniel, JD
Partner
Crowell & Moring

Jodi Daniel is a partner in Crowell & Moring's Health Care Group and a member of the group's Steering Committee. She is also a director at C&M International (CMI), an international policy and regulatory affairs consulting firm affiliated with Crowell & Moring. She leads the firm's Digital Health Practice and provides strategic, legal, and policy advice to all types of health care and technology clients navigating the dynamic regulatory environment related to technology in the health care sector to help them achieve their business goals.

Prior to joining Crowell & Moring, Jodi was the founding director of the Office of Policy in the Office of the National Coordinator for Health Information Technology (ONC), U.S. Department of Health and Human Services (HHS) for a decade after serving in the Office of the General Counsel (OGC) at HHS for five years. At HHS, Jodi helped spearhead important changes in health information privacy and health information technology to improve health care for consumers nationwide. She was also one of the key drafters of the original Health Insurance Portability and Accountability Act (HIPAA) Privacy Rules and Enforcement Rules and developed the Nationwide Privacy and Security Framework for Electronic Exchange of Health Information.

As former director at ONC, she led the agency's prominent federal advisory committees to build consensus on health IT standards and policy and established national health IT policy in areas including privacy, security, consumer e-health, health IT safety and oversight, and connecting health care payment and health IT. Jodi established ONC's regulatory capacity and led the development of health IT standards and certification regulations. She worked across many federal agencies to develop the Federal Health IT Strategic Plan and coordinate policy, including with the Centers for Medicare and Medicaid Services (CMS) on the "meaningful use" of electronic health

records, with Food and Drug Administration (FDA) on the safety of health IT, with the Drug Enforcement Agency (DEA) on legalizing electronic prescribing of controlled substances, with the Federal Trade Commission (FTC) on competition and health IT, with the Substance Abuse Mental Health Services Administration (SAMHSA) on integrating behavioral health and physical health, and with the White House Office of National Drug Control Policy (ONDCP) regarding opioid abuse. She also developed the Health Information Security and Privacy Collaboration, working with 42 state and territorial governments to address variation in privacy laws and challenges presented by electronic health information exchange through multi-state collaboration. Jodi formed the State Alliance for e-Health in collaboration with the National Governors' Association, to promote e-Health, including electronic prescribing and multi-state licensure for telemedicine. She also represented the U.S. Government in presentations and engagements with foreign governments.

As the first senior counsel for health information technology at HHS, Jodi developed the foundational legal strategies and coordinated all legal advice regarding health IT for HHS, founded and chaired the health information technology practice group within OGC, and worked closely with CMS in the development of the e-prescribing regulations and the Stark and anti-kickback rules regarding e-prescribing and electronic health records.



Laura Hoffman, JD
Assistant Director, Federal Affairs
American Medical Association

Laura Hoffman, J.D., is Assistant Director of Federal Affairs for the American Medical Association (AMA) in Washington, D.C. In this capacity, she develops advocacy and policy strategy while engaging with federal agencies on data privacy and security, health information technology, prior authorization, and certain patient non-discrimination matters. Her experience and training in public health and human rights law enable her to uniquely and effectively focus on advancing policies that promote responsible use of data and foster trust in institutions, technology, and the physician-patient relationship, while preventing the creation or exacerbation of inequities. Ms. Hoffman also drives messaging in the health care industry that cybersecurity is a patient safety issue while developing and promoting educational resources to help small and rural physician practices manage the health care sector's increasing incidence of cybersecurity attacks. She is active in standards development work—particularly standards related to privacy, data labeling and segmentation, and prior authorization—and represents the AMA on the Center of Excellence for Protected Health Information's National Advisory Group. She also participates in the Protecting Privacy to Promote Interoperability project, where she co-chairs the project's Policy and Legal workgroups. Prior to her work with the AMA, Ms. Hoffman was an associate in the health care practice group of a Washington, DC law firm, providing counsel to federally qualified health centers, Title X programs, and community behavioral health organizations.



Liz Salmi
Senior Strategist, Research Communication
OpenNotes
Senior Multimedia Communications Director
Beth Israel Deaconess Medical Center

Liz Salmi is the Senior Strategist of Research Dissemination for OpenNotes at Beth Israel Deaconess Medical Center. As a science-communications professional with a background in community organizing, she is passionate about helping people become more engaged in their health by tapping into their curiosity. Her research areas of interest include the impact of transparency on patient-clinician communication, and engaging patients and care partners in the prioritization, design, and conduct of research.



eHI Annual Meeting

Speaker Bios - Day 3 - January 28th

Panel #5: Digital Health Policy: Have We Reached a Turning Point?



Moderator

Catherine Pugh
Assistant Vice President, Policy
eHealth Initiative

Catherine currently serves as Assistant Vice President, Policy for the eHealth Initiative (eHI) where she leads legislative and regulatory advocacy and policy development for the organization. Prior to joining eHI, she served as Senior Director, Government Affairs at Horizon Government Affairs (HGA) and managed the Health Innovation Alliance, HGA's multi-stakeholder digital health policy coalition.

Prior to joining Horizon Government Affairs, Catherine managed federal policy initiatives and advocacy strategies for the Parkinson's Action Network. At PAN, Catherine also helped coordinate a national network of volunteer grassroots advocates working towards better treatments and a cure for Parkinson's.

Catherine holds a BA in International Studies with a focus in US Foreign Policy from American University.



Aashima Gupta
Director, Global Healthcare Strategy and Solutions
Google Cloud

Aashima spearheads Healthcare strategy and solutions for Google Cloud. In this role, she sets the direction for the transformative Healthcare solutions and leads engagement with healthcare key executives in helping transform their business strategies that define new models for care, revenue generation and improved care experiences. She founded and led Healthcare vertical and interoperability efforts at Apigee and is a passionate advocate for Open Data and the use of APIs to overcome Healthcare data. Previously, she led Digital Health Incubations at Kaiser Permanente and brought several frameshifting opportunities to life. Aashima serves on the HIMSS Board and was recognized as Most Influential Women in Healthcare IT by HIMSS and won Top 100 Women in Fem Tech and Health Tech award. Aashima received her BS in Computer Science and a Masters in Computer Applications from Delhi University, India.

She is the founder of GirlsInTek, an initiative with a purpose to ignite girl's innovative talent and interest in computer science.



Matthew Roman, PT, MHA, MMCi
Chief Digital Strategy Officer
Duke University Health System

Mr. Roman serves as the Chief Digital Strategy Officer for Duke University Health System. He is responsible for developing and deploying consumer-focused digital strategies, implementing innovative technologies to better engage patients and families, and extending our IT footprint out into the community. Matt is passionate about building an optimal care experience for patients, so they maximally engage in their health and wellness both in our clinics and in the community. As a clinician, Matt is also empathetic to needs of providers and strives to improve efficiency in care delivery while also improving clinical outcomes and supporting research.

Matt's teams are responsible for initiatives to include digital health, remote patient monitoring, CRM deployment, patient experience, the patient portal, utilization of conversational AI in managing patient experience, among other strategic initiatives.

Matt has extensive experience in hospital and clinic operations. He ran the enterprise command centers during the health system's electronic health record go-live, partnered with clinical and operational leaders to establish enterprise IT governance, and worked closely with community leaders to bring our EHR to non-Duke clinics like our local FQHC, Lincoln Community Health Center. Matt has partnered with the clinical community to optimize clinical workflows and maximize the utility of our EHR for busy clinicians. Matt is responsible for designing and deploying technologies to support patients through their health care journey and for working with providers and health system leadership to derive maximal value from our investments in information technology.



Mona Siddiqui, MD, MPH, MSE
Senior Vice President, Clinical Strategy & Quality
Humana

Mona Siddiqui, MD, MPH, MSE is Senior Vice President for Enterprise Clinical Strategy and Quality at Humana where she leads the development and management of Humana's integrated clinical strategy and provides direction for clinical quality in an effort to drive continued improvement in the care and safety of patients.

Dr. Siddiqui most recently served at the U.S. Department of Health and Human Services as the Department's inaugural Chief Data Officer. In that role, she led the effort to connect the nation's health care data through the build-out of an enterprise wide data-sharing platform and governance structure at HHS and advanced the Department's Artificial Intelligence strategy. Previously, Dr. Siddiqui served at the Centers for Medicare and Medicaid Innovation working towards implementing rapid cycle testing for payment models and model development for tech enabled solutions. She has also served with the White House Social and Behavioral Sciences Team ("nudge" unit) during the Obama administration working with ONC, CMS, FDA, VA and DHA on implementing and testing small nudges in large scale government programs to improve operational efficiency and effectiveness. Prior to her work in the federal government, Dr. Siddiqui was at the Johns Hopkins University Health System where she was focused on driving value based care initiatives.

Dr. Siddiqui holds a medical degree from the Johns Hopkins University School of Medicine, a master's degree in Quantitative Methods from the Harvard School of Public Health, and a degree in Management and Engineering from the Stanford University School of Engineering.

