

SPEAKER BIOGRAPHIES

Empowering the Consumer as the Ultimate Health Care Stakeholder

Dirksen Senate Office Building, Room G50

Friday, July 24, 2015

REBECCA BURKHOLDER is the vice president of health policy at the National Consumers League. She coordinates the League's work on various health care issues, including safe use of medication, patient safety, doctor-patient communication, and direct-to-consumer advertising. She is responsible for research on these issues, producing consumer information, and advocating for system changes. Ms. Burkholder also coordinates *Script Your Future*, a broad-based public awareness campaign to improve medication adherence. Ms. Burkholder testifies before U.S. government agencies on consumer health issues, and speaks at conferences across North America. She joined the League in 2001. Before joining the League, Ms. Burkholder worked as a health care attorney for the law firm of Reed Smith Shaw and McClay in Washington, DC. At Reed Smith she counseled a variety of clients on a wide range of health care issues. She graduated with high honors from Georgetown Law Center, and is a member of the Washington, DC bar.

NATALIE SCHNEIDER is vice president of consumer experience at Anthem, Inc. She is responsible for the strategy and design of Anthem's consumer experiences in collaboration with the business as well as leading the consumer culture transformation with HR. Since joining Anthem, Ms. Schneider has served in a variety of enterprise roles focused on advancing the company's business interests and promoting the company's strategic platform internally and externally. Most recently, she worked with the CEO on a number of strategic initiatives to stabilize and unify the company and align the resources, investments, and efforts of Anthem's diverse business divisions to advance the long term strategy. Prior to Anthem, Ms. Schneider developed technology and operations strategies for Fortune 50 companies as a consultant with McKinsey & Company. Ms. Schneider is a thought leader and frequent speaker on consumer innovation, digital health, and other efforts to improve access, affordability and quality in American healthcare. She received a MBA from the Duke University Fuqua School of Business and a Masters in Information Management and Bachelor of Science in computer science from Rhodes University, South Africa.

JOANN VOLK is a senior research fellow and project director at the Georgetown University Center on Health Insurance Reforms. There she directs research, authors papers, and provides technical assistance and training on private insurance reform issues as they affect consumers, including implementation of health insurance marketplaces and the insurance market rules under the Affordable Care Act. Prior to joining Georgetown, Ms. Volk managed health care policy for the AFL-CIO. From 2001 to 2010, she represented the Federation on a broad range of health care issues, including employer-sponsored coverage, Medicaid, CHIP, Medicare, health care quality, and health care workforce issues. Before joining the AFL-CIO, Ms. Volk was a senior analyst with Abt Associates doing research on state-based efforts to cover the uninsured and state high-risk pools. She also served as an aide to the Speaker of the New York State Assembly. Ms. Volk holds a Master of Arts degree in Public Policy from Johns Hopkins University, with a concentration in health policy.

JOEL WHITE is the president of the Council for Affordable Health Coverage (CAHC). CAHC is a broad-based alliance with a singular focus: bringing down the cost of health care for all Americans. Mr. White is leading CAHC's new healthcare transparency campaign, Clear

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Choices, which represents a broad range of patient, consumer, employer, physician, and insurer organizations. The Campaign is dedicated to making health markets more transparent, accountable, and consumer-friendly, and will advance solutions that empower consumers to make better health choices that lead to a more robust, more competitive, and less costly health care system. Mr. White spent twelve years on Capitol Hill as professional staff, where he helped enact nine laws, including the 2002 Trade Act, which created health care tax credits, the 2003 law that established the Medicare prescription drug benefit and Health Savings Accounts, the 2005 Deficit Reduction Act and the 2006 Tax Reform and Health Care Act, which reformed Medicare payment policies. He spent six years as staff on the Committee on Ways and Means, first as Professional Staff and then as Staff Director of the Health Subcommittee. As staff director, Mr. White had responsibility for advising Members of Congress, developing strategy, holding hearings and negotiating and helping to enact legislation into law. Mr. White helped to produce more than 100 hearings on various issues and five laws while working for the Committee. Prior to his work on the Committee on Ways and Means staff, Mr. White worked for Congressman Jim Greenwood (PA) for two years and Congressman Chris Shays (CT) for four years. He is also the co-author of the book, *Facts and Figures on Government Finance* (1992), which brings together data on public finance at all levels of government, with comparisons of taxing and spending levels spanning a half century. He holds a BS in Economics from the American University and is a member of the National Economist's Club.