

## SPEAKER BIOGRAPHIES

### **Telehealth and Telemedicine: Adopting New Tools of the Trade**

Friday, September 13, 2013

**JOHN F. JESSER** is vice president of provider engagement strategy for WellPoint, Inc., the nation's largest health benefits company. In this capacity, Mr. Jesser manages a company wide process that looks at health care-related functions to improve the affordability of health care, the consumer experience and access to care. He leads the company's telehealth strategy as the general manager of LiveHealth Online, an online care solution for consumers and providers being offered to Anthem's customers. Mr. Jesser focuses on solutions and electronic tools that improve the connection between doctors, hospitals, consumers and health plans. Previously, Mr. Jesser held various management positions over more than 24 years in the health care field. He currently serves on the board of Availity, LLC, a company that provides connectivity between health care payers and providers. Mr. Jesser earned his bachelor of science degree in mass communications from Miami University in Oxford, Ohio and an MBA from Cleveland State University.

**NEAL NEUBERGER** is the first executive director of Healthcare Information and Management Systems Society (HIMSS) Foundation's Institute for e-Health Policy, which was launched in May 2008 to provide educational opportunities in the Washington, DC, area for public- and private-sector stakeholders who both make, and are impacted by, e-health policy decisions. Mr. Neuberger is also president of Health Tech Strategies, LLC, (HTS) a Virginia-based consulting firm focused on the public and private sector policy environment with regard to research, development, and implementation of emerging health care technologies. Under the aegis of a dozen Members of Congress, Neuberger coordinates a 20 year long "*Capitol Hill Steering Committee on Telehealth and Healthcare Informatics*," supported by major federal agencies, foundations, and healthcare IT organizations. As a certified information systems security professional, he has convened nearly 100 conferences and workshops relating to health information privacy and security. He has been Chair of the American Telemedicine Association Policy Committee, and recently served on the ATA board of directors as secretary. Mr. Neuberger was a senior lobbyist for the American Hospital Association on budget and appropriations issues and was a coordinator of health planning programs and a lobbyist for the State Medical Society of Wisconsin.

**SHERILYN PRUITT** is director of the Office for the Advancement of Telehealth (OAT), which is located in the Office of Rural Health Policy (ORHP), within the Department of Health and Human Services' Health Resources and Services Administration (HRSA). She is responsible for administering several grant programs and contracts, and co-chairing the Federal Telehealth (FedTel) Work Group. Prior to working at OAT, Ms. Pruitt worked in the Office of the National Coordinator for Health Information Technology (ONC), and helped launch the Beacon Community grant program. Before arriving at ONC, she was the program coordinator for the Rural Health Network Development Grant Program within the ORHP. She started her career at HRSA within the Bureau of Primary Health Care, where she worked on the Healthy Communities Access Program, the Campaign for 100% Access and 0 Health Disparities, and the

community health center programs. She received her bachelor's degree from Howard University and her masters of public health degree from the University of Michigan.

**DR. KAREN SCHULDER RHEUBAN** is a fellow of the American College of Cardiology, the American Academy of Pediatrics and the American Telemedicine Association. She is a professor of pediatrics, senior associate dean for external affairs and continuing medical education, and director of the center for telehealth at the University of Virginia. The Office of Telemedicine of the University of Virginia serves as the hub of a 108 site telemedicine network, funded in part by federal grants from the USDA, the Department of Commerce, and the Department of Health and Human Services' Health Resources and Services Administration (HRSA), and state grants in partnership with the governor's office. Dr. Rheuban is a past president of the American Telemedicine Association, a board member of the Center for Telehealth and E-Health Law, and she is the board chair of the Virginia Telehealth Network. She is a trustee of the Swinfen Charitable Trust, an international telemedicine charity. She has previously presented congressional testimony regarding telehealth to five committees within the U.S. House of Representatives. In 2010, Dr. Rheuban's efforts led to the passage of a sweeping telemedicine reimbursement bill in the Commonwealth of Virginia. She chaired the 2012 Institute of Medicine Workshop on Telemedicine.