

Speaker Biographies

Taking the Right Meds at the Right Time: Medication Adherence, Health Outcomes, and Costs

Date: Monday, November 16, 2015

Time: 12-1:30pm

Rayburn House Office Building, Rooms B338-339

William Shrank, senior vice president, chief scientific officer, and chief medical officer, provider innovation and analytics for CVS Health focuses on the development of innovative pharmacy solutions to help improve the quality of care, while lowering costs, in order to help health care providers deliver services to distinct patient populations. Dr. Shrank oversees the company's overall research and clinical program development with the goal of delivering new methods of evaluating innovative programs and initiatives. Dr. Shrank has extensive experience in pharmaceutical outcomes research and has published extensively on topics including the evaluation of various pharmacy benefit designs, the Medicare Part D Prescription Drug benefit, medication adherence for chronic conditions and ensuring high-quality patient communications regarding the risks and benefits of prescribed medications. Prior to joining CVS Health, Dr. Shrank was a practicing physician with Brigham Internal Medicine Associates at Brigham and Women's Hospital in Boston, as well as an Assistant Professor at Harvard Medical School. Previously Dr. Shrank served as Director, Research and Rapid-Cycle Evaluation for the Center for Medicare & Medicaid Innovation at the Centers for Medicare & Medicaid Services (CMS). Dr. Shrank received his Medical Degree from Cornell University Medical College, his Masters of Science degree in Health Services from the University of California at Los Angeles and his Bachelor's Degree from Brown University.

Tom Hubbard, vice president of policy research, Network for Excellence in Healthcare Innovation (NEHI) leads NEHI's projects on comparative effectiveness research, patient medication adherence, and prevention and wellness initiatives. Mr. Hubbard leverages his policy and technology experience to examine ways the country's health care system can be transformed, focusing on the promotion of medical innovation and the improvement of quality and efficiency in clinical care. Mr. Hubbard came to NEHI after seven years at the Massachusetts Technology Collaborative (MTC), where he led industry-focused projects and supervised the annual publication of the MTC Index of the Massachusetts Innovation Economy. His work has included supervising the I-495 Technology Corridor Partnership, an industry-municipal collaboration on growth, and leading projects on broadband deployment, federal research funding advocacy, and nanotechnology. Previously, Mr. Hubbard served as Executive Assistant for Economic Affairs to U.S. Senator John Kerry, as Deputy Director of Development for Massachusetts Governor Michael Dukakis, and as Director of Community Development and Planning for the City of Gardner, Massachusetts. Mr. Hubbard graduated from Harvard College and holds a Master's in Public Policy from Harvard's Kennedy School of Government.

Marie Brown, associate professor of medicine and practicing board certified internist and geriatrician, Rush University Medical Center is the Governor of the Northern Illinois Chapter of the American College of Physicians and served as a Director of the American Board of Internal Medicine and past chair of the ABIM test exam committee. She has served on the Board of Directors of the Council of Medical Specialty Societies, Operations Committee for the National Diabetes Education Program for the CDC and NIH and as Chair of the Scientific Program Committee for the American College of Physicians Annual Session. Her areas of focus include

medication adherence, practice transformation, immunization and diabetes. Her publications have appeared in Mayo Clinic Proceedings, The American Journal of Medicine, Family Practice Management and Diabetes Care.

Jonathan Blum, executive vice president for medical affairs, CareFirst Blue Cross Blue Shield which provides health care coverage in Maryland, the District of Columbia and Northern Virginia. Jon has responsibility for overseeing CareFirst's nationally recognized Patient-Centered Medical Home program. He also oversees CareFirst's medical and care coordination policies, pharmacy policies, and provider networks. From 2009-2014, Mr. Blum served in senior leadership positions at the Centers of Medicare and Medicaid Services (CMS), serving most recently as the agency's Principal Deputy Administrator. He spent the majority of his time at CMS as its policy and operations director of the Medicare program, overseeing the regulation and payment of Medicare fee-for service providers, privately-administered Medicare health plans (Medicare Advantage), and the Medicare prescription drug program (Medicare Part D). While at CMS, Jon led many of the agency's payment and delivery system reforms, including the Medicare Shared Savings Program (ACOs), the Medicare Advantage Quality Bonus Program, competitive bidding for durable medical supplies, new bundled payment initiatives, and the Medicare prescription drug discount program. The Medicare program experienced its longest sustained period of cost-control during Mr. Blum's tenure. Prior to CMS, Mr. Blum worked as a program analyst at the Office of Management and Budget, focusing on the Medicare program. He served on the professional staff of the Senate Finance Committee, advising its prior chairman, Senator Max Baucus, on prescription drug and Medicare Advantage policies during the development of the Medicare Part D prescription drug program. He was also a Vice President at the health care advisory services firm, Avalere Health, overseeing its Medicaid and Long-Term Care Practice. Mr. Blum holds a Master's degree from Harvard University's John F. Kennedy School of Government and a BA from the University of Pennsylvania.

Raja Zeitany, chief pharmacy officer, Providence Health & Services works with leaders of all clinical departments, regions and affiliates to deliver safe and effective pharmaceutical services across the care continuum. He leads the transformation of pharmacy services in Providence's continuing efforts to improve the total cost of care while maintaining or improving access, reducing adverse medication events, ensuring clinical excellence, and increasing patient satisfaction. Raja has more than 30 years of pharmacy experience, with the most recent 18 years of his career in leadership positions. Prior to joining Providence, he worked for the University of Maryland Medical System, consisting of 12 facilities, including their flagship 850-bed tertiary academic medical center where he served as the senior director of pharmacy services as well as the associate dean of health system affairs and clinical associate professor at the University of Maryland, School of Pharmacy. His professional journey has taken him from the King Khalid University Hospital in Riyadh, Saudi Arabia, where he served as a clinical pharmacist in the hematology-oncology unit, to the University of California Irvine Medical Center, where held several roles, including chief pharmacy officer.