

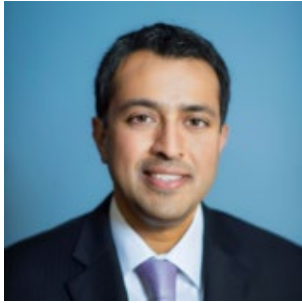
PCORI Webinar Series: Considering the Full Range of Outcomes in PCORI Research -- Payers, Purchasers, Providers, Health Systems and Pharmaceutical Industry

Event Date and Time:

Tuesday, October 6, 2020 - 02:30 pm to 04:00 pm EDT

Moderator and Panelists Biographies

Moderator



Anand Parekh, MD

Chief Medical Advisor, Bipartisan Policy Center

Dr. Anand Parekh serves as Chief Medical Advisor in the Bipartisan Policy Center. Beginning in 2015, Dr. Parekh's leadership helped address a variety of policy issues such as the opioid crisis, obesity epidemic & nutrition, health & housing, domestic and global HIV/AIDS, business & public health collaboration, emergency preparedness, social isolation, rural health, and prescription drug costs. From 2008-2015, Dr. Parekh served as a Health and

Human Services (HHS) deputy assistant secretary for health. Briefly in 2007, he was delegated the authorities of the Assistant Secretary for Health.

Parekh is a Board-certified Internal Medicine Physician, a Fellow of the American College of Physicians, and an adjunct Assistant Professor of Medicine at Johns Hopkins University, where he previously fulfilled his residency training in the Osler Medical Program of the Department of Medicine. Additionally, he is an adjunct Professor of Health Management and Policy at the University of Michigan School of Public Health, where he serves on the Dean's Advisory Board, the Presidential Scholars Foundation Board of Directors, and the Board of Directors of WaterAid America. Dr. Parekh received a B.A. in political science, an M.D., and an M.P.H. in health management and policy from the University of Michigan.

Panelists



Randy Burkholder

Vice President, Policy, Pharmaceutical Research and Manufacturers of America (PhRMA)

Randy Burkholder is Vice President of Policy and Research at the Pharmaceutical Research and Manufacturers of America. Mr. Burkholder leads PhRMA work on policy solutions for supporting continued biopharmaceutical innovation and high-quality, patient-centered health care, including payment and delivery reform, quality measurement, appropriate use and patient adherence, evidence-based medicine and health technology assessment, value

of innovation and personalized medicine. Mr. Burkholder represents PhRMA at federal agencies and advisory bodies including the Medicare Evidence Development and Coverage Advisory Committee, CMS' Technical Expert Panel on oncology, and the Federal Coordinating Council for Comparative Effectiveness Research. He also is a former member of the Board of Directors of the Personalized Medicine Coalition and serves on the Steering Committee of the Partnership to Improve Patient Care and the advisory committee for the Turning the Tide Against Cancer initiative.

Mr. Burkholder has over 20 years experience in health care policy, advocacy and communications in the medical technology and pharmaceutical industries. Prior to joining PhRMA, Mr. Burkholder was Associate Vice President for Public Affairs at AdvaMed, the leading association of the medical device and diagnostics industries.



R. Shawn Martin

Executive Vice President and Chief Executive Officer, American Academy of Family Physicians

At the American Academy of Family Physicians, Shawn Martin serves as executive vice president and chief executive officer designee. He works with the AAFP Board of Directors on the mission, strategy, and vision for the AAFP and provides representation to organizations of the medical, public and private sectors. Prior to joining AAFP, Martin served as the director of government relations and health policy and director of socioeconomic affairs at the American Osteopathic Association (AOA). Martin serves in leadership roles of several coalitions in Washington, D.C. including the National Quality Assurance Coalition Patient Centered Medical Home Advisory Board, the Agency for Healthcare Research and Quality Practice Transformation Advisory Board, the Hospital and Facilities Accreditation Program Patient-Centered Medical Home Advisory Panel. Martin is an active member of the Patient Centered Primary Care Collaborative, where he has served in various official leadership roles since its inception in 2006. For six years, he was the chair of the Health Coalition on Liability and Access. Martin achieved a Bachelor of Science degree in business administration and marketing from Phillips University and a Masters of Health Care Delivery Science from Dartmouth College.



Beth Monsrud

Senior Vice President and Chief Financial Officer, UCare

Beth Monsrud is Senior Vice President and Chief Financial Officer of UCare with more than 20 years of experience in Financial Management. She also serves as Corporate Treasurer. Beth joined UCare in 2001, beginning as Controller then was selected for her current role; in which she provides her executive leadership and manages all fiscal operations. Her responsibilities include strategic direction for UCare's accounting, health care economics reporting systems, budgeting, forecasting, and more major financial duties. Monsrud also handles UCare's member enrollment and billing. Prior to joining UCare, Beth was Controller-Corporate Operations for CIGNA Behavioral Health. Her previous roles include, Director of Accounting at United Healthcare Corp., and Audit Manager at Deloitte & Touche. Monsrud is a Summa Cum Laude graduate of the University of North Dakota-Grand Forks, with a Bachelor of Business Administration degree after earning Summa Cum Laude honors from Rochester Community College with an Associate of Arts: Business Transfer Program degree. In 2009, The Minneapolis/St. Paul Business Journal highlighted Monsrud as a "Woman to Watch" and in 2013, the publication named her as CFO of the Year. The Women's Health Leadership Trust awarded her the Mid-Career Award



Margaret Rehayem

Vice President, National Alliance for Healthcare Purchaser Coalitions

Margaret Rehayem provides leadership for national initiatives that support member collaboration, helping coalitions leverage their regional efforts at the national level in order to drive innovation health and value for communities and organizations across the nation. Her focus areas are in health & wellbeing, continuous improvement frameworks, multi-stakeholder collaboratives, and the development of strategies that support system and delivery reform. She oversees an assortment of grant activities that work with national funding organizations like PCORI and the CDC Foundation. Also, she helps to support the direction of the organization's National Health Leadership Council and engages with employers of different industries through the National Purchaser Leadership Council (NPLC). Before joining the National Alliance, she was on the leadership team at the Midwest Business Group on Health. She has participated with various Advisory Boards such as the National Health Council and the Innovative Value Institute. Since 2008, she has been an adjunct faculty professor at the University of Illinois at Chicago.



Craig Umscheid, MD, MS

Associate Professor of Medicine, Chief Quality and Innovation Officer, Vice President for Healthcare Delivery Science, and Director of the Center for Healthcare Delivery Science and Innovation, University of Chicago Department of Medicine

Dr. Umscheid is a Clinical Epidemiologist and General Internist at the University of Chicago Medicine. Dr. Umscheid is dedicated to improving the quality, safety, and value of patient care by developing, implementing, and evaluating systems and methods to integrate research evidence into practices across provider organizations. PCORI, AHRQ, the CDC, and the NIH have supported this work. Prior to U of C, he was an Associate Professor of Medicine and Epidemiology at the University of Pennsylvania Perelman School of Medicine, Vice Chair for Quality and Safety for Penn's Department of Medicine, and Director of Penn Medicine's Center of Evidence-based Practice. Dr. Umscheid has experience with guideline development. He is a member of AHRQ's Patient Centered Clinical Decision Support Learning Network Steering Committee. For over 5 years, he co-led an AHRQ Evidence-based Practice Center. He is also a former Chair of the PCORI Advisory Panel on Healthcare Delivery and Disparities Research, a former Deputy Editor of the Journal of General Internal Medicine, and a former member of the Medicare Evidence Development and Coverage Advisory Committee (MEDCAC).