

Direct Primary Care Innovation

Capitol Hill Briefing Driving Innovation through Direct Primary Care

Tuesday, November 12, 2019

12:30pm – 2:00pm ET

U.S. Capitol Visitors Center, Room 217

SPEAKER BIOS



The Honorable Dan Crenshaw
U.S. House of Representatives

Originally from the Houston area, Rep. Dan Crenshaw is a proud 6th generation Texan. From an early age, Dan knew that he wanted to serve his country with the most elite fighting force in history: the U.S. Navy SEALs. His father's career in the Texas oil and gas industry moved his family all over the world, including Ecuador and Colombia, where he attended high school. As a result, Dan is fluent in Spanish. In 2006, Dan graduated from Tufts University, where he earned his Naval officer commission through Navy ROTC. Following graduation, he immediately reported to SEAL training in Coronado, CA, where he met his future wife, Tara. After graduating SEAL training, Dan deployed to Fallujah, Iraq to join SEAL Team Three, his first of five deployments overseas.

On Dan's third deployment in 2012, his life changed forever. After six months of combat operations, he was hit by an IED blast during a mission in Helmand province, Afghanistan. He was evacuated and awoke from his medically induced coma learning that his right eye had been destroyed in the blast and his left eye was badly damaged. Dan was completely blind and the doctors did not believe he would ever see again. Tara stood by him every day and night, keeping faith and praying he would see again. After several difficult surgeries and months of fighting a tough diagnosis, Dan eventually regained sight in his left eye, a miracle according to the head surgeon. Dan refused to quit and went on to deploy twice more, first back to the Middle East in 2014 and then South Korea in 2016.

Dan was medically retired in September of 2016 as a Lieutenant Commander after serving ten years in the SEAL Teams. He left service with two Bronze Stars (one with Valor), the Purple Heart, and the Navy Commendation Medal with Valor, among others. Soon after, Dan completed his Master's in Public Administration at the Harvard Kennedy School of Government. Dan then returned to Houston, where his community was hit by Hurricane Harvey. The storm brought devastation the region had never seen. He spent his time volunteering in areas of Katy, helping his neighbors recover from the damage. He saw first-hand the unthinkable losses that Texas suffered, but he also saw Texan grit and resilience. This inspired him to do more for his community. Dan and Tara decided that the best way to serve the people of Texas would be in elected office.

In November 2018, Dan was elected to represent the people of Texas's Second Congressional District. In Congress, he was appointed to the Homeland Security Committee and the Budget Committee. He was also named Ranking Member of the Oversight, Management, and Accountability Subcommittee of the Homeland Security Committee. Through his work on these committees he is focused on border security, disaster relief funding, port security, cutting frivolous spending and implementing fiscally responsible policies.

Dan believes in service before self and understands that there is no higher calling than service to the American people. Although he can no longer fight on the battlefield, the integrity, leadership, vision, and tenacity he learned in the SEAL teams are present every day in his fight for common sense solutions in Congress.



Cynthia A. Fisher
Founder and Chairman, PatientRightsAdvocate.org
Member, Health IT Advisory Committee, Department
of Health and Human Services

Cynthia A. Fisher is a life sciences entrepreneur, independent investor, and corporate board director.

Cynthia founded PatientRightsAdvocate.org, an advocacy organization for the American public and employers seeking to greatly reduce the cost of healthcare and coverage through systemwide price transparency and creation of a functional, competitive marketplace in healthcare. She also serves on the Health Information Technology Advisory Committee as the former Speaker of the House's appointee. Cynthia is a public company Director of The Boston Beer Company (SAM), and Easterly Government Properties, Inc. (DEA).

Cynthia founded the pioneering cord blood stem cell banking company, ViaCord, Inc., in 1993 and served as CEO. In 2000, Cynthia co-founded the cellular medicines company, ViaCell, Inc, of which ViaCord became a division. She served as President and on the Board of Directors. ViaCell went public, was acquired by PerkinElmer, and exists today under the ViaCord brand.

Cynthia co-founded and is Chairman of FitMoney.org, providing schools and teachers curriculum for K-12 financial literacy. She is a Director of the National Park Foundation, Board Advisor to Boston Children Hospital's Micheli Center for Sports Injury Prevention, and formerly served on the Board of Water.org.

Cynthia holds an MBA from Harvard Business School, as well as an Honorary Doctorate of Science and BS in Biophysics from Ursinus College.



Assemblyman Louis "Lou" D. Greenwald
Majority Leader, New Jersey General Assembly

Louis (Lou) D. Greenwald has served as a member of the New Jersey General Assembly since 1996, serving as its Majority Leader since 2012. He served as Assembly Budget Chair from 2002 to 2011 and Assistant Minority Leader from 1998 to 1999.



Ann Greiner
President and Chief Executive Officer
Primary Care Collaborative

Ann Greiner serves as President and Chief Executive Officer of the Primary Care Collaborative, where she is focused on defining and implementing an advocacy, research and education agenda that furthers comprehensive, team-based and patient-centered primary care. Ms. Greiner is a well-recognized leader in the quality field and has worked at a number of prestigious national organizations. Prior to joining the Primary Care Collaborative (formerly known as the Patient-Centered Primary Care Collaborative) in 2017, she served as Vice President of Public Affairs for the National Quality Forum (NQF) where she increased the visibility and influence of NQF on Capitol Hill. She also served as Deputy Director at the National Academies of Medicine contributing to the Quality Chasm series of reports and related conferences. Ms. Greiner has also held leadership positions at NCQA and the American Board of Internal Medicine. She has a master's degree in Urban Planning from the Massachusetts Institute of Technology and a Bachelor of Arts degree in English Literature from Hobart and William Smith Colleges.



Trent Hadley
Vice President and Chief Financial Officer, Baylor
Scott & White Quality Alliance

Trent Hadley, CPA began his career as a consultant in the public accounting industry working in advisory services, primarily with healthcare clients. Mr. Hadley transitioned to Baylor Scott & White with its accounting department and soon transitioned into a financial role. In 2013, Mr. Hadley moved to Baylor Scott & White Quality Alliance (BSWQA) to help build the financial model and focus on the performance of value-based contracts.

Mr. Hadley managed the finance team for BSWQA, focusing on value-based contracting and population health performance. With a finance and accounting background, Mr. Hadley understands the complexities of the rapidly changing healthcare environment and effectively collaborates with the internal and external stakeholders (i.e. operations team/ system leadership/ brokers/ payers/ physicians) to achieve the Triple Aim. He helps lead the managed care team to execute these strategies with our physicians and system providers as well as help manage organizational finances and evaluate value-based contracting. Mr. Hadley has also focused his time on business development activities, working with local employers, national payors, and employee benefits consultants on how the BSWQA can impact their stakeholders in the value-based care area. Mr. Hadley recently transitioned into the CFO role for BSWQA, focusing on the organization's financial performance and value-based contracting as well as the development of risk-based models to support BSWQA's continued success.

Mr. Hadley is a Texas native who earned his Bachelors of Business Administration from Samford University in Birmingham, Alabama and holds a Master in Accounting from the University of Tampa.



R. Shawn Martin
Senior Vice President, Advocacy, Practice
Advancement, and Policy
American Academy of Family Physicians

Shawn Martin, senior vice president, advocacy, practice advancement and policy at the AAFP, is responsible for overseeing the AAFP Division of Government Relations and the Robert Graham Center for Policy Studies in Family Medicine and Primary Care in Washington, DC, as well as the Division of Practice Advancement at the AAFP headquarters in Leawood, Kan. In this role, he directs legislative and private sector advocacy on issues such as physician payment and medical liability reform.

Prior to joining the AAFP senior management team, Martin served as director of government relations and health policy and director of socioeconomic affairs at the American Osteopathic Association. He began his career at AOA as the assistant director of congressional affairs from 1999 to 2000, when he was promoted to deputy director of government relations and director of congressional affairs. In 2006, he was named director of government relations and health policy and, in 2011, he also became director of socioeconomic affairs at the AOA.

Martin has served on 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. He serves in leadership roles of several coalitions in Washington, including a six-year period as chair of the Health Coalition on Liability and Access. He also is an active member of the Patient Centered Primary Care Collaborative, where he has served in several official leadership roles since its inception in 2006.

In 2010, Martin received the Ryland Medal for Health Policy from the New York Institute of Technology, and in 2009, he received the Oklahoma Osteopathic Association President's Citation. He was named by The Hill as one of the top 10 health care lobbyists in Washington, DC. A native of Oklahoma, Martin earned his Bachelor of Science degree in business administration and marketing from Phillips University in 1992.



Michael Schneider
Chief Executive Officer
Joe East Enterprises Inc. and A-1 Locksmith, Safe and Security

Michael Schneider is the Chief Executive Officer of Joe East Enterprises Inc., a privately held company in the security services and retail industry. In 1949, Joe East Sr. began locksmith service in Dallas, Texas. In 1985 Joe East Jr. incorporated the business and formalized A-1 Locksmith, Safe and Security. Today, Joe East Enterprises consists of several companies that provide security, safe, locksmith, automation and monitoring products and services.

Michael is a Member and Board Member of Young Presidents Organization (YPO) - North Texas Chapter, Renaissance Executive Forum DFW, Phi Gamma Delta and sits on the board of Directors for the Cystic Fibrosis Foundation. Outside of work, Michael enjoys spending time with his wife and young daughters; music and sports are passions as well.



William C. Short
Executive Chairman, Chief Executive Officer, and
Founder, Accresa
Chief Executive Officer, Ameriflex

William is a natural-born innovator, thought leader, and life-long learner. In 2013, he was honored with the CEO Leadership Award by the Institute for Healthcare Consumerism. In 2014 and 2016, William was elected chairman of the Employers Council on Flexible Compensation: a nonprofit organization dedicated to the advocacy and advancement of tax-advantaged benefit programs. After graduating from Washington University in St. Louis, Mo., he obtained his Master of Science degree in Computer Information Systems/Information Technology from Quinnipiac University and graduated from the Harvard Business School OPM program. William published his first book, "127 Grains," in 2016 and was a 2016 EY Entrepreneur of the Year finalist. He currently sits on the board of directors for the North Texas chapter of the Young Presidents' Organization.



Janet Marchibroda
Lead, Direct Primary Care Innovation Initiative
Senior Vice President, Health Policy, Bockorny Group
Fellow, Bipartisan Policy Center

Janet Marchibroda is the lead for the Direct Primary Care Innovation effort and serves as Senior Vice President, Health Policy at the Bockorny Group. She also serves as a Fellow of the Bipartisan Policy Center as well as President of the Alliance for Cell Therapy Now—a non-profit coalition of academic and research institutions and other key stakeholders focused on making safe and effective regenerative cell therapies to patients in need.

Marchibroda previously served as Director of the Health Innovation Initiative and Director of the CEO Council on Health and Innovation at the Bipartisan Policy Center, a non-profit organization formed by former Senate Majority Leaders that combines the best ideas from both parties to drive the development and adoption of principled and politically viable policy. She also served as Chief Health Care Officer for IBM, Senior Vice President for CNI, and Chief Operating Officer for the National Committee for Quality Assurance, a non-profit organization devoted to improving the quality of health care for Americans.

Marchibroda is supporting the Centers for Disease Control and Prevention (CDC) on projects focused on improving immunization rates through the use of technology and promoting healthy nutrition and physical activity. She also led CDC's efforts to support mothers and babies affected by the Zika crisis in 38 local communities across the U.S and led stakeholder engagement activities for the National Coordinator for Health Information Technology within the Department of Health and Human Services. She also served as founder and CEO of the non-profit eHealth Initiative and Executive Director of Connecting for Health—an initiative supported by the Markle Foundation and Robert Wood Johnson Foundation—both devoted to accelerating the adoption of health IT and improving information sharing in health care.

Marchibroda served as Chief Operating Officer for the National Coalition for Cancer Survivorship and co-founded and served as Chief Operating Officer of a health care-related electronic publishing, data, and consulting services company which was later acquired by Bertelsmann AG.