Aligning Incentives for Better Health

June 14, 2018

U.S. CHAMBER OF COMMERCE
Aligning Incentives for Better Health
Dear Attendees:

The U.S. Chamber of Commerce has long been a leading advocate for workplace and community wellness initiatives. Cultural trends increasingly influence interest in wellness, prevention, and better health.

As our nation has moved from an agricultural society to manufacturing to the digital age, entrepreneurs have solved pressing problems through ingenuity, grit, and perseverance. It is in this spirit that the entrepreneurs featured today aim to solve societal problems by addressing social determinants of health.

The Chamber is hosting a series of events this year to highlight developments in health and wellness. At the first event held on April 10, *Innovations in Workplace and Community Wellness: A Road Map to Program Success*, speakers discussed behavioral change, methods to address health disparities, and technological advances in health care.

At this forum, *Aligning Incentives for Better Health*, the objective is to highlight the important role that businesses play as purchasers, as well as methods to advance holistic and innovative approaches to improve health care. In addition, there will be discussions regarding the sociological implications of multicultural Americans.

Enjoy the program.

Sincerely,

Michael Billet
Senior Manager, Policy Research
U.S. Chamber of Commerce
Welcoming Remarks

**Michael Billet**, Senior Manager, Policy Research
U.S. Chamber of Commerce

**Medicine > Pills: Drugs and Specialty Pharmacy**
Goals of plan sponsors and challenges for industry in specialty pharmacy and medication adherence improvements

**Wayne Winegarden**, Ph.D., Senior Fellow in Business and Economics, Pacific Research Institute and Principal, Capitol Economic Advisors

**Sebastian Seiguer**, J.D., M.B.A., CEO and Co-Founder, emocha Mobile Health Inc.

**Oleg Kucheryavenko**, M.D., MPH, Strategic Advisor for Global Health Financing, PricewaterhouseCoopers Public Sector LLP

**Moderator: Robert Popovian**, Pharm.D. M.S., Vice President, U.S. Government Relations, Pfizer Inc.

Networking Break

**Fit = Well**
Health Factors—Genetic Predisposition, Social Determinants, and Lifestyle Choices

**Danielle Turnipseed**, J.D., MPP, M.H.S.A., Vice President, Government Affairs and Policy, Solera Health, Inc.
Karen Tabb Dina, Ph.D., MSW, Assistant Professor, School of Social Work, University of Illinois at Urbana-Champaign

Samira Howard, Fitness Influencer and Founder of Fitness is Fundamental

Moderator: Adam Beck, J.D., MSM, Vice President, Employer Health Policy & Initiatives, America’s Health Insurance Plans (AHIP)

Holistic Well-Being in Workplaces and Communities
Benefits of mindfulness at work, employer-led initiatives for health services, resilience training in schools, and importance of art in promoting sound health

Darrell Moon, Chief Executive Officer, Orriant

Amita Shukla, M.B.A., Founder and CEO, Vitamita

Betsy Delzer, Coordinator, Mindful Education and Leadership Development, Middleton Schools, Wisconsin

Melissa Menzer, Ph.D., Program Analyst, Office of Research & Analysis, National Endowment for the Arts

Moderator: Ray Quintero, Principal, Healthsperien and Co-Director, Smarter Health Care Coalition

Networking Break

Luncheon Interview

Sinead Bovell, M.B.A., Hons. B.B.A. Finance, Weekly Advice for the Young Entrepreneur (WAYE) Founder and CEO

Nick Desai, Co-Founder and Chief Executive Officer, Heal
Workplace Wellness Programs: Evidence to Practice

Financial security and modifiable behaviors

David Anderson, Ph.D., LP, Co-Founder and Former Chief Health Officer, The StayWell Company, LLC; Founder and President, VisioNEXT LLC

Jeffrey P. Tulloch, Vice President, PlanSmart®, Distribution Development & Benefits Delivery, Group Benefits, MetLife

Joxel Garcia, M.D., CMO, Corporate Vice President, Health Affairs and Chief Medical Officer, American Express

Moderator: Steven P. Noeldner, Ph.D., M.S., Partner, Mercer

Networking Break

Mixed Match Movie Discussion

A story told from the perspectives of mixed race blood cancer patients

Athena Mari Asklipiadis, Founder, Mixed Marrow

Randall L. Rutta, Chief Patient Advocacy Officer, Partnership to Fight Chronic Disease

Closing Remarks
David Anderson, Ph.D., LP
Co-Founder and Former Chief Health Officer, The StayWell Company, LLC; Founder and President, VisioNEXT LLC

David Anderson, Ph.D., LP, is co-founder and former chief health officer of StayWell, a leading provider of custom solutions for population health, consumer engagement, and patient education. For over 30 years, he served as the primary architect of StayWell’s health behavior change strategies, programs, and tools.

Anderson was a founding member of the Health Enhancement Research Organization (HERO), serving on its board and chairing its Research Committee for over 20 years. He serves on the board of the Health Project, which administers the C. Everett Koop Award, and sits on the Editorial Board of The American Journal of Health Promotion.

A licensed psychologist, Anderson has published numerous professional papers and speaks regularly on health management issues.
Athena Mari Asklipiadis holds a broadcasting degree from Pepperdine University. While pursuing a career in radio and voice-over in Los Angeles, she began working in the multiracial community on various blogs and websites in the early 2000s. After recognizing a lack of mixed and minority bone marrow donors, she started Mixed Marrow in 2009 and is associate producer on the award-winning documentary film *Mixed Match* (2016).

She operates Mixed Marrow and serves on the board of Multiracial Americans of Southern California. In 2017, her work with Mixed Marrow was recognized by Los Angeles Mayor Eric Garcetti and highlighted in *O, The Oprah Magazine*.

She is the recipient of the 2017 Awareness Award from Be The Match, The National Marrow Donor Program, along with director Jeff Chiba Stearns for *Mixed Match*. 
Adam Beck, J.D., MSM
Vice President, Employer Health Policy & Initiatives, America’s Health Insurance Plans (AHIP)

Adam Beck is vice president for employer health policy & initiatives at America’s Health Insurance Plans (AHIP). He oversees the association’s efforts to support and promote employer-sponsored health benefits, ranging from policy initiatives to relationships with the business community and the departments of Labor and Treasury.

Before joining AHIP, he was an assistant professor of health insurance at The American College of Financial Services and an attorney in Philadelphia.
Michael Billet
Senior Manager, Policy Research
U.S. Chamber of Commerce

Michael Billet, senior manager of policy research at the U.S. Chamber of Commerce, keeps members and internal Chamber policy staff abreast of pending labor, immigration, and health care legislation, as well as federal regulatory and subregulatory activities. He is also responsible for planning the Chamber’s annual workplace and community wellness forum.

Previously, Billet was the public policy assistant at the National Business Group on Health, where he provided administrative and logistical support for the annual Business Health Agenda conference, conducted research, and wrote policy materials. This included drafting testimony, letters to Congress and the administration, briefings for Hill visits, and other public policy activities.

He also has research experience working at the American Enterprise Institute, the Congressional Management Foundation, and for former Sen. Rick Santorum (R-PA).

Billet has a bachelor’s degree in English and political science from Muhlenberg College and a master’s degree in governmental studies from the Johns Hopkins University.
Sinead Bovell, M.B.A., Hons. B.B.A. Finance
Weekly Advice for the Young Entrepreneur (WAYE) Founder and CEO

Sinead Bovell is passionate about the intersection of business, technology, and the future.

After completing her bachelor’s degree in finance and her M.B.A. in business administration and working as a management consultant, Bovell leapt into the world of entrepreneurship, using her business background to help startups get off the ground.

In 2017, Sinead founded Weekly Advice for the Young Entrepreneur (WAYE), where she consults with emerging entrepreneurs on their new business ventures and conducts monthly WAYE Talks on the future of business and technology.
Betsy Delzer
Coordinator, Mindful Education and Leadership Development, Middleton Schools, Wisconsin

Betsy Delzer has been an educator in Middleton, Wisconsin, public schools since 2001. She is certified in trauma-informed yoga and in Integrative Yoga Therapy. She completed Off the Mat, Into the World, a social justice and yoga in leadership initiative.

Delzer has been trained in mindfulness-based stress reduction, as well as various mindfulness curricula for kids and adolescents including Search Inside Yourself, Mindful Schools, Growing Minds, and Learning to Breathe.

She has taught yoga to educators since 2012 and founded a wellness movement in education, bringing mindful practices to schools.
Nick Desai
Co-Founder and Chief Executive Officer, Heal

Nick Desai is an accomplished and visionary entrepreneur who has started and led four venture-funded startups over the last 18 years, including Heal.

Heal is an on-demand doctor house call app available in Los Angeles, Orange County, San Francisco /Silicon Valley, San Diego, Washington, D.C., and Northern Virginia.

Desai’s previous startups have been innovative leaders in technology-enabled fitness and weight loss, social media and mobile applications, and the web’s first self-updating address book.

He earned his B.S. in electrical and computer engineering from UC Irvine, where he is in the Engineering Hall of Fame, and an M.S. in electrical engineering from UCLA.

Desai serves on the board of the UC Irvine Alumni Association and the Los Angeles Chapter of the American Heart Association.
Karen Tabb Dina, Ph.D., MSW
Assistant Professor, School of Social Work, University of Illinois at Urbana-Champaign

Karen Tabb Dina, Ph.D., MSW, conducts research on the social and psychosocial determinants of health disparities in the U.S. and abroad. Tabb is the principal investigator of the Identifying Depression through Early Assessment (IDEA) Research Team, which includes studies using perinatal depression registries across clinics and delivery hospitals.
Dr. Joxel Garcia is corporate vice president in health affairs and chief medical officer for American Express. He provides strategic leadership on American Express’ global health and medical initiatives, develops leading-edge strategies to increase employee health status, and oversees the company’s wellness centers and the award-winning Healthy Living initiatives.

Earlier, Garcia acted as the inaugural executive director at the University of Texas MD Anderson Cancer Center’s Cancer Control and Prevention Platform and was a member of the leadership team for the institution’s bold Moon Shots Program.

Garcia also held positions in the public sector as the 14th U.S. assistant secretary for health at the U.S. Department of Health and Human Services, a four-star admiral for the U. S. Public Health Service, and the U.S. representative to the World Health Organization.

He started his premed studies at the University of Puerto Rico, Mayaguez; received a medical degree from Ponce School of Medicine Puerto Rico; and earned a Master of Business Administration from the University of Hartford.
Samira Howard
Fitness Influencer and Founder of Fitness is Fundamental

Samira Howard received her bachelor’s degree in kinesiology from the University of Maryland’s School of Public Health in 2012.

Through her community outreach mission, Fitness is Fundamental, she works with organizations and schools in the region by creating and teaching educational fitness and nutrition workshops that inspire girls to be active and embrace positive body image practices.
Oleg Kucheryavenko, M.D., MPH
Strategic Advisor for Global Health Financing, PricewaterhouseCoopers Public Sector LLP

Oleg Kucheryavenko is a public health professional with 10 years of experience in global health working in the areas of maternal and child health, domestic resource mobilization, financial protection, and financial instruments.

Before PwC, he was a senior consultant at the World Bank and head of health policy at Oxfam. Most recently, he co-managed the World Bank partnerships with Gavi and the International AIDS Vaccine Initiative and focused on sustainable financing for immunization and global public goods.

Kucheryavenko holds a doctorate degree from the Russian State Medical University, a Master of Public Health from the London School of Hygiene and Tropical Medicine, and a diploma in international finance from Yale University. He is a recipient of the World Bank President’s Award for Excellence (2017).
Melissa Menzer, Ph.D.
Program Analyst, Office of Research & Analysis,
National Endowment for the Arts

Melissa Menzer is a program analyst in the Office of Research & Analysis at the National Endowment for the Arts (NEA).

Menzer manages the Research: Art Works grant program, which supports research projects focused on the value and impact of the arts on humans, communities, and societies. She also manages the Research Labs cooperative agreement program, which supports transdisciplinary research teams.

In addition, she manages the Survey of Public Participation in the Arts, a nationally representative study of arts participation of U.S. adults and a supplement to the U.S. Census Bureau's Current Population Survey.

Menzer completed her doctorate in human development from the University of Maryland and has bachelor’s degrees in psychology and studio art.
Darrell Moon
Chief Executive Officer, Orriant

After operating 10 different medical and psychiatric hospitals throughout the country, Moon left the treatment side of health care to focus on innovation and prevention. He managed one of the first accountable care arrangements in the country, where providers took the financial risk for the health of populations in the area of mental health benefits.

He started Orriant, one of the first health coaching companies in the U.S. in the mid 1990s. Orriant has successfully cracked the secrets of creating population health improvement and works with large and small employers.

Moon received both his Bachelor of Science in finance and his Master of Health Care Administration from Brigham Young University.
Steven P. Noeldner, Ph.D., M.S.
Partner, Mercer

Dr. Steven P. Noeldner is a senior consultant in the Total Health Management (THM) specialty practice at Mercer, where he is recognized as a national expert in strategic planning, well-being initiative design, behavior change, and program measurement and evaluation.

Noeldner holds a Ph.D. in exercise science with concentrations in sport psychology, exercise physiology, and biomechanics from Arizona State University and a Master of Science degree in adult fitness & cardiac rehabilitation from the University of Wisconsin-La Crosse.

He is certified by the American College of Sports Medicine as a program director and serves as chair of the Research Committee for the Health Enhancement Research Organization (HERO).
Robert Popovian, Pharm.D., M.S.
Vice President, U.S. Government Relations, Pfizer Inc.

For the past two decades, Dr. Robert Popovian has published and presented extensively on the impact of biopharmaceuticals and health policies on health care costs and clinical outcomes. He has been published in health care delivery journals and is considered an expert source.

He also writes a monthly column for Morning Consult regarding health policy and economic issues relevant to the biopharmaceutical industry. He is a board member of the Global Healthy Living Foundation.

Popovian completed his doctorate in pharmacy and Master of Science in pharmaceutical economics and policy with honors at the University of Southern California.
Ray Quintero  
Principal, Healthsperien and Co-Director, Smarter Health Care Coalition

As principal at Healthsperien, with over a decade of experience, Ray Quintero provides expertise in health care that spans the care and management spectrum. His clients include patients, pharmaceutical manufacturers, providers, educators, and payers.

Before joining Healthsperien, Quintero served as senior vice president of public policy at the American Osteopathic Association. He also held positions at Merck Pharmaceuticals and the Blue Cross Blue Shield Association.

A native of Arizona, Quintero received his Bachelor of Arts in political science from the University of Arizona.
Rutta serves as chief patient advocacy officer for the Partnership to Fight Chronic Disease, a coalition focused on how chronic diseases impact health care spending. He is also a principal in ConnectHealth, which provides strategic insight and support in achieving objectives across the health care ecosystem. Previously, he was president and CEO at Easterseals.

He holds a Bachelors of Arts in sociology from the University of Minnesota-Twin Cities and a Masters of Arts in politics, focusing on international health policy from The Catholic University of America.
Sebastian Seiguer, J.D., M.B.A.
CEO and Co-Founder, emocha Mobile Health Inc.

Sebastian Seiguer is CEO and co-founder of emocha Mobile Health, which uses video technology to secure medication adherence. He is responsible for operations, finances, strategy, and company management.

He licensed the emocha platform from the Johns Hopkins University in 2013 and has led emocha Mobile Health to recognition as one of Fast Company’s Top 10 Most Innovative Companies in Health.

Previously, he acted as CEO and co-founder of a German retail chain that scaled nationally to over 25 locations and more than 200 employees.

Seiguer holds a B.A. in English from Columbia University, a J.D. from Columbia University School of Law, and an M.B.A. in health care from the Johns Hopkins University.
Amita Shukla, M.B.A.
Founder and CEO, Vitamita

Amita Shukla is founder and CEO of Vitamita and author of Enduring Edge: Transforming How We Think, Create and Change. Previously, she worked at New Enterprise Associates (NEA), one of the world’s largest venture capital firms.

Shukla serves on the board of Maryland’s Technology Development Corporation (TEDCO), appointed by Govs. Martin O’Malley in 2010 and Larry Hogan in 2015.

She served as a Mentor-in-Residence at Johns Hopkins University and is the inaugural Pharmapreneur-in-Residence at the University of Maryland School of Pharmacy.

Shukla holds a B.A. in biochemistry from Harvard and an M.B.A. from Stanford.
Jeffrey P. Tulloch is vice president at MetLife, overseeing the PlanSmart® organization, MetLife’s workplace financial wellness program.

Previously, Tulloch oversaw the Business Advantage Initiative and, at one time, had responsibility for the Individual Distribution Liaison group.

From 2003 to 2006, he served as a national sales director leading MetLife’s strategic distribution business across the U.S. Between 2001 and 2003, he held the position of sales director where he was responsible for investigating, developing, and managing employee benefits alternative distribution channels in the western half of the U.S. Before joining MetLife, Tulloch spent eight years at UNUM.

He earned his B.S. in finance from the University of Vermont.
Danielle Turnipseed, J.D., MPP, M.H.S.A.
Vice President, Government Affairs and Policy,
Solera Health, Inc.

Danielle Turnipseed is vice president of government affairs and policy at Solera Health.

Turnipseed develops and manages Solera Health’s interactions with Congress and the administration and implements strategies for Solera Health’s public policy and advocacy initiatives.

She received an undergraduate degree from Duke University, a law degree from the University of Maryland, and public policy and public health degrees from the University of Michigan.
Dr. Wayne Winegarden is a senior fellow in business and economics with the Pacific Research Institute and principal of Capitol Economic Advisors.

His policy research explores the connection between macroeconomic policies and economic outcomes, with a focus on the health care and energy industries.

Winegarden’s previous experience includes working as a business economist in Hong Kong, a policy economist for U.S.-based policy and trade associations, as well as on the economics faculty at Marymount University.

Winegarden received his Ph.D. in economics from the George Mason University.