

Working with Regulators: A Focus on CMS
*An Educational Program of the Cancer Policy Institute at the Cancer Support
Community in Partnership with Uniting a Community (UaC): Policy, Advocacy,
Education and Action Network*

Grand Hyatt
Washington, D.C.
Independence Ballrooms F & G
June 24, 2014

- 9:00 AM WELCOME**
Kim Thiboldeaux, President and CEO, Cancer Support Community
- 9:15 AM AN INSIDER'S GUIDE TO WORKING WITH CMS**
Shari Ling, MD, Deputy Chief Medical Officer, CMS Center for Clinical Standards and Quality
- 10:00 AM A CONVERSATION WITH CMS LEADERSHIP ON QUALITY, COVERAGE AND THE PATIENT VOICE**
Lisa Parker, Director, Division of Institutional Quality Standards, Clinical Standards Group
James Rollins, MD, PhD Director, Division of Items and Devices Coverage and Analysis Group
- 10:30 AM THE MEDICARE COVERAGE PROCESS 101: OPTIMIZING YOUR VOICE**
Jenny Gaffney, Director, Avalere Health
- 11:15 AM BREAK**
- 11:30 AM CONGRESS AND THE RULEMAKING PROCESS**
Eric Ueland, Staff Director, Senate Budget Committee, Sen. Sessions
Rodney Whitlock, Health Policy Director, Sen. Grassley
Amy Hall, Chief Health Counsel, House Energy and Commerce Committee
- 12:30 PM LUNCH**
- 12:45 PM INSIGHTS ABOUT REGULATORY POLICY, HEALTH ADVOCACY AND THE 2014 ELECTIONS**
Senator John Breaux interviewed by Joe Wall, Political Director, Goldman Sachs & Former Political Advisor, Governor Romney
- 1:45 PM WRAP UP**
Linda House, EVP External Affairs, Cancer Support Community

Speaker Biographies



Shari Ling, MD

Deputy Chief Medical Officer for the Centers for Medicare and Medicaid Services (CMS) and Medical Officer in the Center for Clinical Standards and Quality

Shari M. Ling, MD, assists the CMS Chief Medical Officer in the agency's pursuit of higher quality health care, healthier populations and lower cost through quality improvement. Dr. Ling's long standing focus is on achieving meaningful health outcomes through delivery of high quality person-centered care with special interest in the care of people with dementia, multiple chronic conditions and in reducing health disparities. Dr. Ling is a board certified geriatrician, rheumatologist and internist who received her medical training from Georgetown University School of Medicine and Johns Hopkins University. Dr. Ling continues to see patients at the Arthritis and Dementia Clinics of the Baltimore Veterans Affairs Medical Center and is a part-time faculty member in the Division of Geriatric Medicine and Gerontology at Johns Hopkins University School of Medicine.

Lisa Parker

Director, Division of Institutional Quality Standards, Clinical Standards Group

Lisa Parker has been with the Centers for Medicare and Medicaid Services for over 20 years and has extensive experience in managing the agency's regulatory affairs. She joined the Center for Clinical Standards and Quality in 2011 as a manager in the Clinical Standards Group. She has a Juris Doctorate from the University of Baltimore and currently serves as the Director of the Division of Institutional Quality Standards. In this role she is responsible for overseeing the development of Medicare Conditions of Participation for all institutional providers including hospitals, and nursing homes.

James Rollins, MD, PhD

Director, Division of Items and Devices Coverage and Analysis Group

James Rollins is the Director of the Division of Items and Devices in the Coverage Analysis group at CMS. He has been with CMS for almost nine years. He graduated from Creighton University School of Medicine in Omaha, Nebraska. His internship was in pathology at Baylor University Medical Center in Dallas, Texas and he completed a residency in family medicine from the University of Maryland in Baltimore. Throughout his career, James has worked in both sole and group practice. Previously, he served as Medical Director at Blue Cross Blue Shield of Virginia, Cigna Healthcare and QualChoice of Virginia as well as Medicaid health plans.

James earned a Master's Degree in Health Administration as well as a Ph. D in Health Service Organization Research from Virginia Commonwealth University in Richmond, Virginia.



Jenny Gaffney

Director, Avalere Health

Jenny Gaffney advises clients on how to optimize public and private coverage for physician-administered drugs, medical devices, and diagnostics. Jenny has specific expertise in assisting clients to engage in Medicare's national and local coverage determination processes. Over the past seven years, she has helped multiple clients optimize Medicare coverage for their items and services. Additionally, Jenny regularly advises clients on how to design their clinical trials and frame their body of evidence to directly respond to Medicare's evidentiary standards.

Jenny has an AB in Government from Harvard University with minors in Health Policy and Economics.

Eric Ueland

Staff Director, Senate Budget Committee, Sen. Sessions

Eric Ueland currently serves as Republican Staff Director for the Senate Budget Committee, under the direction of Sen. Jeff Sessions (AL), the top Republican on the Committee.

Eric began employment in the U.S. Senate in 1989, joining the Senate Republican Policy Committee, chaired by Sen. Bill Armstrong (CO). During Armstrong's tenure and that of his successor, Sen. Don Nickles (OK), he held a variety of staff positions, including editor, economist, press secretary and policy and communications director. He joined the staff of the Senate Assistant Majority Leader's office in 1996 as Deputy Chief of Staff and later served as Chief of Staff. From 2003 to 2007, he served as a transition staffer, Deputy Chief of Staff and then Chief of Staff to Senate Majority Leader Bill Frist (TN). From 2007 to 2013, he was Vice President of The Duberstein Group, a bipartisan policy and advocacy firm in Washington, D.C.

He graduated from the University of San Francisco in 1988 cum laude with a Bachelor's degree in history. Eric also worked at The American Spectator magazine from 1988 to 1989 as staff assistant and editorial intern.



Rodney Whitlock, PhD

Health Policy Director, Sen. Grassley

Rodney Whitlock is the Health Policy Director for Senator Charles Grassley, a position he has held since 2010. Rodney began his career on the Hill working for Rep. Charles Norwood where he managed the Patients' Bill of Rights in 1999 and 2001. He joined Sen. Grassley's staff as a health policy advisor working on several key legislative initiatives including the Children's Health Insurance Program Reauthorization Act and health care reform. Rodney also teaches at George Washington University in the departments of Health Policy and the Graduate School of Political Management. He is a native of Virginia, a graduate of Roanoke College with a Master's degree from Appalachian State University and a PhD in political science from the University of Georgia.

Amy Hall

Chief Health Counsel, House Energy and Commerce Committee

Amy Hall currently serves as professional staff for the Committee on Energy and Commerce, handling issues related to Medicare, Medicaid and Health Care Financing for Ranking Member, Henry A. Waxman. She first joined the Committee on Energy and Commerce in 1997 under Ranking Member John D. Dingell. She served for nearly three years as Director of the Office of Legislation at the Centers for Medicare and Medicaid Services (CMS). She is a graduate of Wellesley College.



Senator John Breaux

Senator Breaux is currently a senior counsel to Patton Boggs where he provides strategic advice to the firm on a wide range of public policy matters with particular emphasis on healthcare and energy law. Prior to joining the law firm, Senator Breaux had a long, distinguished career in Congress. At the age of 28, he was elected to the House of Representatives where he represented Louisiana's 7th District for fourteen years before being elected to the United States Senate. Senator Breaux was a recognized bipartisan leader serving on a number of key committees. As Chair of the Special Committee on Aging, he highlighted the importance of protecting Social Security, Medicare and other programs. Before joining Patton Boggs, Senator Breaux and his fellow former Senator Trenton Lott founded the Breaux-Lott Leadership Group, a bipartisan public policy firm.



Joe Wall

Political Director, Goldman Sachs & Former Political Advisor, Governor Romney

Joe is a Vice President in the Office of Government Affairs. He joined Goldman Sachs in February 2010.

Prior to joining the firm, Joe was Senior Director of Federal Government Relations at the Independent Insurance Agents and Brokers of America. Previously, he served as Deputy Assistant to Vice President Dick Cheney for legislative affairs, as Assistant National Field Director on the 2008 Romney for President Campaign and as Floor Assistant for Rep. Roy Blunt (MO) in the Office of the Majority Whip of the U.S. House of Representatives.

Joe earned a BS in political science from Wayne State College in Nebraska and was a four year letterman in baseball.