



2021 State Society Advocacy Conference

Virtual: Saturday, September 11
9:00 a.m. – 2:15 p.m. Central

PROGRAM SCHEDULE

- 9:00 a.m. CT** **Welcome Remarks**
Madelaine A. Feldman, MD, FACR - *President, CSRO*
- 9:15 a.m. CT** **Federal Issues Impacting Rheumatologists and their Patients – A Conversation**
Judith Gorsuch, JD - *Hart Health Strategies, Inc.*
Emily Graham, RHIA, CCS-P - *Hart Health Strategies, Inc.*
Moderator: Aaron Broadwell, MD - *Board Member, CSRO*
- 10:00 a.m. CT** **Hide and Seek With Rebates – What Next for Rutledge?**
Jonathan E. Levitt, Esq. - *Frier Levitt*
- 11:00 a.m. CT** **Cross-specialty Collaboration: Oncology and Rheumatology Working Together for Patient Access to Care**
Ted Okon, MBA - *Executive Director, Community Oncology Alliance*
- 11:45 a.m. CT** **Break**
- 12:00 p.m. CT** **Advocacy at the State Level – A Panel Discussion**
Robert Levin, MD - *Board Member, CSRO*
Senator Shane Reeves – *Tennessee State Senate*
Moderator: Brian Henderson - *Hart Health Strategies, Inc.*
- 12:45 p.m. CT** **NCPA Lawsuit Overview: DIR Fees**
Karry La Violette - *National Community Pharmacists Association (NCPA)*
- 12:55 p.m. CT** **Collaborations: ACR & CSRO**
Steven Echard, IOM, CAE - *American College of Rheumatology (ACR)*
- 1:00 p.m. CT** **Keynote: Looking Ahead – A Forecast for Rheumatologists in America**
Lawrence Van Horn, PhD, MPH, MBA - *Owen Graduate School of Management, Vanderbilt University*
- 2:00 p.m. CT** **The Final Word**
Madelaine A. Feldman, MD, FACR - *President, CSRO*
- 2:15 p.m. CT** **CSRO Annual Business Meeting**
This meeting is exclusive to member representatives of CSRO.

ABOUT OUR SPEAKERS

(in chronological order)



Madelaine A. Feldman, MD, FACR

Dr. Madelaine Feldman is a rheumatologist in private practice with The Rheumatology Group in New Orleans, LA. She is President of the Coalition of State Rheumatology Organizations, Chair of the Alliance for Safe Biologic Medicines and past member of the American College of Rheumatology insurance subcommittee.

Dr. Feldman is a Clinical Assistant Professor of Medicine at Tulane University School of Medicine, and lectures extensively to patients, physicians, regulators, and legislators both locally and nationally, speaking before the Health subcommittee of Energy and Commerce in 2019. She has spoken and written on the drug supply channel, particularly the effect that formulary construction and utilization management tools have on pricing and access to drugs (availability & affordability).

Dr. Feldman received the Distinguished Service Award for Tulane Medical School, was named one of the Top Women in New Orleans by City Business in 2017 and is the former radio talk show host of “Driving with Dr. Mattie.”



Judith Gorsuch, J.D.

Judith Gorsuch, J.D. joined Hart Health Strategies Inc. from the West Health Policy Center, where she led the policy and analytic work to advance the Center's mission to lower health care costs. She focused on managing the existing research portfolio and identifying and pursuing future research opportunities, including projects in Medicare cost-sharing reform and value-based insurance design.

Prior to West, Ms. Gorsuch served as Health Counsel to U.S. Senator Jon Kyl (R-AZ), the Senate Minority Whip and a senior member of the Senate Finance Committee. In that role, she advised the Senator on all health policy issues, including Medicare payment and Affordable Care Act implementation. Ms. Gorsuch previously served as the Senior Manager of Policy for Amgen, in its Global Government Affairs division. While there, she provided policy support for the lobbying team on issues ranging from intellectual property law to Food and Drug Administration matters.

Ms. Gorsuch earned her law degree from The Catholic University of America, Columbus School of Law and her B.A. from The George Washington University.



Emily Graham, RHIA, CCS-P

Emily Graham, RHIA, CCS-P, joined Hart Health Strategies in January 2011 as Vice President of Regulatory Affairs, where she helped establish the firm's regulatory and quality services portfolio. As a member of the Hart Health Strategies team, Ms. Graham works with a diverse range of organizations on complex challenges that impact the quality and delivery of healthcare that arise from an ever-changing landscape. As part of these efforts, she routinely engages with key federal agencies under the US Departments of Health and Human Services, Veteran's Affairs and Defense, as well as notable advisors that influence federal health policy.

Across her decades long career in health policy, Ms. Graham has served in multiple roles, including as the Associate Director of Regulatory Affairs for the American Society of Cataract and Refractive Surgery (ASCRS), where she focused on a variety of regulatory and quality improvement issues for ophthalmic surgeons. Here, she also served as Chair of the Quality and Health Information Technology and Regulatory Committee's for the Alliance of Specialty Medicine, and as a staff liaison to the AMA's CPT Editorial Panel and Revalue Value Systems Update Committee (RUC), the National Quality Forum (NQF), Surgical Quality Alliance (SQA), and the American National Standards Institute (ANSI) Z80, among others.

Ms. Graham also held positions with the American Academy of Otolaryngology - Head Neck Surgery as a Practice Management Coordinator, where she focused on coding and reimbursement issues, as well as in an acute care hospital billing office and in a physician practice. She also held positions in academia, serving as the Assistant Dean and Program Director for the Health Information Management and Clinical Data Coding (HIM/CDC) Programs at Northern Virginia Community College's (NVCC) Medical Education Campus (MEC), as an adjunct faculty member for the NVCC HIM/CDC program, and most recently, as Chair of the NVCC HIM/CDC Advisory Committee.

Ms. Graham is a Past President of the District of Columbia Health Information Management Association (DCHIMA) and currently holds credentials as a Registered Health Information Administrator (RHIA) and Certified Coding Specialist – Physician-based (CCS-P) from the American Health Information Management Association (AHIMA). She obtained her Bachelor of Science in HIM from Stephens College, with completion of a Master of Science in HIM expected in Spring 2022. She completed her Six Sigma Green Belt training at Villanova University in January 2021.



Aaron W. Broadwell, M.D.

Dr. Aaron Broadwell is a native of Shreveport, graduating from Caddo Magnet High School in 1999. He attended Rhodes College and obtained a Bachelors of Arts in 2003. He began his medical training at The University of Texas Medical Branch, where he received his M.D. in 2007 and was a member of the Alpha Omega Alpha and the Phi Kappa Phi Honor Societies.

He received the William L. Marr Award in Medicine upon his graduation. He completed his Internal Medicine residency at the Mayo Clinic in Jacksonville and went on to a Rheumatology fellowship at The Scripps Clinic in San Diego where he was the Associate Chief Fellow his final year.

Dr. Broadwell has a particular interest and specialized training in Musculoskeletal Ultrasound and is accredited by the American College of Rheumatology as an ultrasonographer. He is also a Certified Clinical Densitometrist. He is a member of the American College of Rheumatology, American Medical Association. He is on the executive board of the Rheumatology Alliance of Louisiana, representing patient interests in Louisiana, as well as on the board of the Coalition of State Rheumatology Associations, a nationwide rheumatology advocacy organization.



Jonathan E. Levitt, Esq.

Jonathan E. Levitt, Esq., co-founded the boutique Healthcare law firm of Frier Levitt, LLC in 2000 and the Firm enjoys a national foothold in Life Sciences and Healthcare. Beginning with a 2003 nationwide class action of independent pharmacies, Jonathan began his journey to both understand all aspects of the drug space and develop skills relevant to multiple stakeholders. Frier Levitt has grown to more than 35 Healthcare-focused attorneys, including clinician attorneys, with offices in New York City and Pine Book, New Jersey.

Jonathan has dedicated his practice to representing pharmacies, physician-dispensers, national provider associations, manufacturers, wholesalers, and plan sponsors. He has an established track record of challenging abusive practices of Pharmacy Benefit Managers (PBMs) and speaks at Life Sciences conferences across the country to share his specialized knowledge. Jonathan is the founder of the LinkedIn Group “Hot Topics in Pharmacy Law” and has been published in internationally-circulated publications. He commits himself to pro bono and public service assignments and competes in Brazilian Jiu Jitsu.



Ted Okon, MBA

Ted Okon is a nationally recognized expert on the policy and politics of cancer care. He is quoted extensively in the press, including guest appearances on TV and radio news shows. Ted has testified before Congress on cancer issues and is frequently on Capitol Hill discussing the nation’s cancer care delivery system. Ted’s target areas of expertise include the cost of cancer treatment, health care reform, Medicare reimbursement, pharmacy benefit managers (PBMs), drug shortages, and the changing landscape of cancer care delivery in the United States.

Ted has dedicated his career to healthcare business and policy. He has worked for several pharmaceutical companies including Merck and Warner-Lambert, now part of Pfizer, and IMS Health. He co-founded and took public the health care information business Medical Marketing Group. He also founded two oncology companies (an oncology clinical research network and

an information network) and has traveled extensively to China, India, Singapore, the U.K., and the Middle East, analyzing and discussing cancer care delivery.

As executive director of the Community Oncology Alliance (COA), Ted oversees the strategic direction of this non-profit organization dedicated to patients and providers in the community cancer care setting, under the direction of a dedicated board of oncologists and practice administrators. Ted also travels the country speaking to state oncology societies, professional organizations, and companies about the challenges facing the nation's cancer care delivery system. He has authored numerous articles and studies relating to cancer care policy and politics, reimbursement, and clinical issues.

Ted holds a BS degree from Fairfield University and an MBA from the Carnegie-Mellon University Tepper School of Business. His wife Susan practiced as a certified oncology nurse.



Robert W. Levin MD

Robert W Levin MD is in private practice specializing in rheumatology located in Clearwater, Florida since 1989. He is an Associate Affiliate Professor of Medicine at the University of South Florida. He is a past President of the Florida Society of Rheumatology and is the current President of the Alliance for Transparent and Affordable Prescriptions.

He is a member of the board of directors of the Coalition of State Rheumatology Organizations, American Arthritis and Rheumatology Associates and the Florida Society of Rheumatology. Dr. Levin is board certified in Rheumatology and Internal Medicine. He is involved in clinical research as a principal investigator in the areas of systemic lupus erythematosus, Sjogren's syndrome, novel treatments for osteoarthritis, rheumatoid arthritis, psoriatic arthritis, gout and osteoporosis.



Senator W. Shane Reeves

After attending Middle Tennessee Christian School and graduating from Oakland High School, Shane went on to earn a Bachelor of Science degree from Middle Tennessee State University and a Doctorate of Pharmacy from the University of Tennessee.

Following graduation, Shane bought into the family pharmaceutical business, named Reeves-Sain Family of Medical Services, in Rutherford County. Shane and his partner, Rick Sain, built this small healthcare business, into a highly successful pharmacy enterprise reaching across the state of Tennessee with specialties in retail pharmacy, compounding, respiratory, infusion therapy, home medical equipment, immunizations, diabetic care, long term care pharmacy and MediPACK. Reeves and Sain sold their retail and specialty pharmacy, Entrust, in 2015. In 2016, Reeves launched a new pharmacy focused on servicing patients with chronic, complex and rare diseases in post-acute care settings called Twelve Stone Health Partners.

In 1998, Reeves-Sain was awarded Tennessee's Student Preceptors of the Year for excellence in student training by the University of Tennessee. Reeves-Sain has received two prestigious awards for innovation, the first was by the Tennessee Pharmacist Association (TPA) in 2000 and the second was by the Nashville Business Journal in 2008. Twelve Stone was recognized for innovation in 2016. In 2003, Shane was recognized as Tennessee's Young Pharmacist of the year.

In addition to Shane's professional endeavors, he is highly active in his community, serving as past Chairman for the Rutherford County Chamber of Commerce, past-president of Leadership Rutherford, past board member in Leadership Middle Tennessee and past chairman for Tennessee's National Federation of Independent Business (NFIB) leadership council. In 2005, Shane was honored as Tennessee's small business champion by NFIB. In 2012, Reeves, and his partner, Rick Sain were given the prestigious "Business People of the Year" award from the Rutherford County Chamber of Commerce. In 2017, Reeves was invited to be part of the Fellows Program with the Nashville Healthcare Council. Shane has also been active in the Blue Raider Athletic Association, Alzheimer's Association (past Memory walk Corporate Chair), American Heart Association (co-chair for Heart Ball in 2017), and the American Cancer Society.

In 2018, Shane was elected as a Tennessee State Senator for the 14th district which includes Rutherford, Bedford, Marshall, Lincoln and Moore Counties.

Reeves is very proud to serve as a deacon at the North Blvd. Church of Christ. He and his wife, Amanda, live in Murfreesboro with their three children, Will, Jack and Emma-White.



Brian Henderson

Brian Henderson serves as Director of State Government Affairs for Hart Health Strategies, a bi-partisan consulting and lobbying firm specializing in legislative and regulatory health care issues.

Prior to working with Hart Health Strategies, Brian worked in the Canadian Federal Government on analyzing health and energy policy issues. Brian graduated from the University of Michigan with a Bachelor's degree in Political Science and History.



Karry K. La Violette

Karry La Violette is senior vice president of government affairs and director of the Advocacy Center for the National Community Pharmacists Association (NCPA). NCPA, headquartered in Alexandria, VA, is the national trade association that is the voice for independent pharmacy, representing 21,000 pharmacies and employing more than 250,000 individuals nationwide.

La Violette is NCPA's chief lobbyist, responsible for representing the association and its members before Members of Congress, Federal Agencies, and the Executive Branch on a

multitude of issues impacting independent community pharmacies. In this capacity she also leads the association's communications, public policy, state government affairs, political and grassroots efforts.

La Violette joined NCPA in 2011 and was previously vice president of government affairs and advocacy responsible for leading NCPA's federal government affairs programs, including Capitol Hill and administration lobbying efforts, the NCPA PAC, and the NCPA Congressional Pharmacy Summit program. She has built a career in advocacy over the past two decades, and prior to joining NCPA, La Violette served in various government affairs roles at The Boeing Company and the Food Marketing Institute.

La Violette is a graduate of the University of Wisconsin La Crosse, with a bachelor of science degree in public administration and political science. She is a native of Wisconsin and currently resides in Alexandria, Virginia.



Lawrence Van Horn Ph.D, MPH, MBA

Larry Van Horn is a leading expert and researcher on health care management and economics. His current research focus centers around the shift to consumer purchase of health care and the impact it will have on new delivery models. His research has appeared in such leading journals ranging from the Journal of Health Economics, to the New England Journal of Medicine, to the Harvard Business Review. His commentary regarding health care economics appears frequently in main stream media ranging from USA Today to Fox Business.

Professor Van Horn is responsible for the graduate health care programs at the Owen Graduate School of Management at Vanderbilt University. He founded and directs the Center for Healthcare Market Innovation at the Owen Graduate School of Management. He also holds courtesy appointments in both the medical and law schools. Professor Van Horn is a highly sought-after speaker on the topic of health care reform and markets for national associations and corporations. He has consulted with most of the largest hospital systems and insurers in the US on topics of data analysis as well as antitrust concerns. Together with Sen. Bill Frist, Prof. Van Horn created and has co-directed the Nashville Healthcare Council Fellows Program.

He is the founder and CEO of Preverity Inc, founder and partner of LVH Economics LLC, and a Senior Professional with Berkeley Research Group. He is on the board of directors for Community Health Care Realty Trust (NYSE: CHCT), Savida, and Preverity. He previously served on the boards of Quorum Health Corporation (NYSE: QHC) and Pierian BioSciences. He is a member of the CEO Council for Council Capital, and advisory boards for Harpeth Capital and the Mainsail Group.

When Prof. Van Horn is not worrying about the world of health care he likes to retreat to his cattle farm in Leipers Fork, TN and run his heavy equipment.

SPECIAL THANKS

STATE SOCIETY COMMITTEE:

Chair: Adrienne R. Hollander, MD
Adrienne M. Burford Foggs, MD
Madelaine A. Feldman, MD, FACR
Robert W. Levin, MD
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