



Viable Solutions:

Six steps to transform healthcare now

Speaker Biographies

Andy Baskin, M.D.
National Medical Director for Quality Performance
Aetna

Andrew Baskin is Aetna's National Medical Director for Quality Performance and recently served as the Interim Chief Medical Officer. He is responsible for Clinical Policy, the National Appeals Unit, and clinical oversight of the Quality Management department. He works on initiatives to measure and improve quality of care, measurement implementation and public reporting, health plan accreditation, the collection and reporting for HEDIS, and the establishment of performance based networks. Additionally, he partners with others to help establish programs which create incentives for more effective and efficient care, influence and assure compliance with healthcare reform regulations, develop products to improve affordability and quality of care, and promote payment reform.

Prior to this role, Andy served in various medical director roles at Aetna, gaining experience and expertise in clinical and coverage policy development, benefit and plan design, establishing coding and reimbursement policy, disease management program operations, and provider relations. Prior to joining Aetna in 1998, he practiced as a primary care Internal Medicine/Geriatrics physician in the Philadelphia suburbs. Andy is a member of the National Quality Forum (NQF) Consensus Standards Approval Committee (CSAC), NCQA's Committee on Performance Measurement, NCQA's Standards Committee, and is a member and past chair of America's Health Insurance Plan's (AHIP) CMO Leadership Council and CMO Committee.

Susan DeVore
President & CEO
Premier healthcare alliance

Susan DeVore is president and CEO of Premier, Inc., a leading healthcare improvement company. Uniting an alliance of approximately 3,600 U.S. hospitals and 120,000 other providers to transform healthcare, Premier enables better care and outcomes at a lower cost.

With approximately 30 years of experience, DeVore is an industry-leading thinker who has been named to Modern Healthcare's 100 Most Influential People in Healthcare and Top 25 Women in Healthcare lists. She serves as chairman of the board trustees of the Healthcare Leadership Council, board member of the Coalition to Protect America's Healthcare and board member, finance committee member and audit committee chair of the Medicare Rights Center. She also serves as a member of the Institute of Medicine's Roundtable on Value & Science-Driven Healthcare, as an executive committee member of the Charlotte Chamber of Commerce, on the audit and finance committee for Adventist Health System, and is a member of the Midwest Healthcare Executive Summit.

Under DeVore's leadership, Premier has been recognized for building an industry-leading code of ethics, has been named eight times as one of the World's Most Ethical Companies by Ethisphere, won the Malcolm Baldrige National Quality Award and has been named four times to the InformationWeek 500 list of the top technology innovators in the nation.

DeVore obtained a bachelor's degree from the University of North Carolina at Charlotte and a Master of Management degree from McGill University.

Recognition:

- Modern Healthcare's 100 Most Influential People in Healthcare in 2004, 2012, 2013, 2014, 2015
- Modern Healthcare's Top 25 Women in Healthcare in 2005, 2013, 2015
- Queens University of Charlotte's BusinessWoman of the Year in 2014
- Silver Stevie Award for Executive of the Year for Health Products and Services in 2014
- Charlotte Business Journal Women in Business Achievement Award winner in 2014
- Charlotte Business Journal's top newsmakers of 2009, 2013, 2014
- Charlotte Business Journal's Who to Watch in 2012
- The Charlotte Observer's Seven to Watch in 2011
- Named one of Business Leader magazine's Business Leaders of the Year in 2010
- Honorable mention for Stevie Award for top executive in 2010
- Business Leader magazine's Women Extraordinaire in 2009
- One of North Carolina's most influential and dynamic leaders by Business Leader magazine in 2009
- Recognized by US Airways magazine for significant contributions in Charlotte in 2009
- Charlotte Business Journal's Top 25 Women in Business in 2007

Mary R. Grealy
President
Healthcare Leadership Council

Mary Grealy is president of the Healthcare Leadership Council, a coalition of chief executives of the nation's leading health care companies and organizations. The HLC advocates consumer-centered health care reform, emphasizing the value of private sector innovation. It is the only health policy advocacy group that represents all sectors of the health care industry. She was appointed to the position in August 1999.

Ms. Grealy has an extensive background in health care policy. She has led important initiatives on the uninsured, Medicare reform, improving patient safety and quality, protecting the privacy of patient medical information and reforming the medical liability laws. She testifies frequently before Congress and federal regulatory agencies. From 1995 until she began her tenure at HLC, she served as Chief Washington Counsel for the American Hospital Association, a national organization representing all types of hospitals, health systems and health care networks. In her position, she was responsible for the organization's legal advocacy before Congress, as well as executive and judicial branches of government.

From 1979 to 1995, Ms. Grealy was Chief Operating Officer and Executive Counsel for the Federation of American Hospitals, a trade association representing 1,700 investor-owned and managed hospitals and health systems. She coordinated legislative and regulatory policies as well as lobbying activities for the Federation.

Ms. Grealy has a bachelor degree from Michigan State University and a law degree from Duquesne University. She is a member of the Board of Directors of TEAMHealth, one of the largest providers of outsourced physician staffing solutions for hospitals in the United States, and the Board of Directors of Duquesne University serving on the Executive Committee. She is a member of the American Health Lawyers Association. She also serves on the advisory boards of the David A. Winston Health Policy Fellowship, Women Business Leaders in Health and the March of Dimes Public Policy Council. She is a frequent public speaker on health issues and has been ranked many times by *Modern Healthcare* as one of the 100 Most Powerful People in Healthcare and has been named to *Modern Healthcare's* list of the Top 25 Women in Healthcare.

Phyllis Greenberger
President & CEO
Society for Women's Health Research

Phyllis E. Greenberger, M.S.W., is the President and CEO of the Society for Women's Health Research (SWHR), a national non-profit organization based in Washington DC, is widely recognized as the thought-leader in women's health research. SWHR's mission is to improve the health of all women through advocacy, education and research.

Greenberger is the first and only President and CEO of SWHR since its founding in 1990. Through her leadership, dedication and promotion of women's health, sex differences is now widely known and recognized as a critical factor in women's health.

As a well respected women's health advocate, Greenberger has earned widespread media attention. The Medical Herald selected her as one of the twenty most influential women in medicine today. In 2006, Greenberger was named one of Washingtonian's 100 Most Powerful Women by Washingtonian Magazine. Woman's Day magazine awarded Greenberger the 2006 "Red Dress Award" in recognition of her work in leading the way in the fight against heart disease in women, and in 2010 named her one of 50 "Women Who Are Changing the World." She is profiled in the book Extraordinary Women: Fantasies Revealed (Stewart, Tabori and Chang, 2006), which features profiles and portraits of 58 prominent women in the United States, and is part of Disruptive Women in Health Care.

Greenberger with Dr. Jennifer Wider is the editor of the book The Savvy Woman Patient: How and Why Your Sex Impacts Your Health (Capitol Books, 2006). A resource guide detailing sex differences across major health diseases, the book provides detailed information about symptoms, treatments and diagnosis creating an opportunity for women to become savvy about their medical health.

Greenberger has presented and spoken to numerous international and national audiences. Internationally, she was invited by the American Jewish Congress Commission for Women's Empowerment to present at Tel Aviv University, as well as the International Pharmaceutical Federation and the International Council of Nurses. Nationally, Greenberger has addressed among other organizations, the Aspen Institute Health Forum(09); the Biotechnology Industry Organization about health disparities and drug development for women and minorities; the Southern Women in Public Service Conference; and Beyond Hunt Valley: Research on Women's Health for the 21st Century, held by the Office of Research on Women's Health. She was a panelist at the National Journal's Women 2020 SuperSummit. Greenberger frequently testifies before Congress advocating for additional research and funding for women's health.

Besides sitting on SWHR's Board of Directors, Greenberger currently serves on the Scientific Advisory Board for Women Heart, a national coalition for women with heart

disease; the University of Wisconsin (UW) Building Interdisciplinary Research Careers in Women's Health (BIRCWH) Executive Advisory Committee, a National Institutes of

Health (NIH) funded K-12 institutional training grant aimed at improving the health of women and understanding how sex/gender differences impact health and disease ; was

a board member of the Interstitial Cystitis Association; the Editorial Board for Shape magazine; Women's Task Force for the National Hemophilia Foundation; and is a member of the International Women's Forum and the National Association of Professional Women (NAPW).

Previously, Greenberger served as an Advisory Board member for PBS' To the Contrary, the only national all-women's news analysis program, and was a health advisor to the Entertainment Industries Council's First Draft program. She also served on the Report Card Advisory Committee for Making the Grade: A National and State-by-State Report Card; the advisory board for Style & Sense magazine; was an Advisory Board member for the Association of Black Cardiologists' Center for Women's Health; a member of Board of Advisors for the Iris Alliance Fund that is dedicated to promoting the mental health of children and families; on the Steering Committee of the Campaign for Public Health. Additionally, Greenberger served as a member of the Research Committee of the Presidential HIV/AIDS Advisory Council and the National Institutes of Health's National Advisory Environmental Health Sciences Council; was a board member to the National Council on Patient Information and Education and the National Institute of Environmental Health Sciences Lay Advisory Committee; and was a consumer representative to the Medicare Coverage Advisory Committee for the Centers for Medicare & Medicaid Services.

Greenberger is the recipient of numerous awards, including: the "Award for Research Excellence" by the National Association for Women's Health, "Journal of Women's Health & Gender-Based Medicine's Achievement Award," "Champion of Women's Health" by Ladies' Home Journal , the "Washington Woman of Genius" by Trinity College in Washington, D.C., and received an award for public advocacy from the Clinical Research Forum. She was named the 2013 'Woman of the Year' by the NAPW.

Greenberger received a B.A. from Syracuse University and an M.S.W. from The Catholic University of America.

Christi Shaw
Head, U.S. General Medicines
President, Novartis Pharmaceutical Corporation

For Christi Shaw, “More Moments for More Memories” isn’t just a mantra – it’s a personal and professional mission. In her multi-faceted role as U.S. Country Head, President of Novartis Corporation and President of Novartis Pharmaceuticals Corporation, Christi leads through the lens of innovation, integrity and inclusion.

As U.S. Country Head, Christi has oversight of 23,500 associates across Novartis U.S. group companies in three divisions - Pharmaceuticals, Alcon, and Sandoz - as well as the Novartis Institutes for BioMedical Research. She’s also responsible for government relations, external affairs and Novartis’ corporate reputation in the US.

As President of Novartis Pharmaceuticals Corporation, she leads the pharma business in the U.S., including day-to-day operations of the U.S. General Medicines business, comprising cardiovascular and respiratory, dermatology and immunology, and neuroscience. In all of her roles, she maintains an unwavering commitment to addressing the evolving needs of patients in collaboration with healthcare professionals, advocacy groups, payers and policy makers.

Joining Novartis in July 2010 as Head of North America Oncology, Christi oversaw all operations of that business including medical, commercial and staff functions for the U.S. and Canada. Her Oncology legacy includes championing the groundbreaking “Signature” program, which is revolutionizing clinical trial recruitment by bringing the protocol to the patient versus the patient to the protocol. As a result, treatments are now getting to cancer patients in three to five weeks on average, compared to six months.

Christi’s more than 25 years of experience includes leadership positions at Johnson & Johnson and Eli Lilly & Company. Currently, she serves on the board of the Biotechnology Industry Organization (BIO), the Healthcare Leadership Council, and the Young Women’s Leadership Network, which is committed to empowering at-risk young women through education.

A proud native of Iowa, Christi and her sisters own and manage a number of local farms, advancing innovative green methods to promote sustainability, conservation and forest preservation, while supporting future independent farmers. She earned an MBA from the University of Wisconsin and a BA from Iowa State University. Christi lives with her husband and son in New Jersey.