



Focusing Innovation on the Individual Patient

Speaker Biographies

Michael Freeman
Executive Vice President
Healthcare Leadership Council

Michael Freeman is Executive Vice President of the Healthcare Leadership Council, a coalition of chief executives of the nation's leading health care companies and organizations.

In his position, among other responsibilities, Mr. Freeman ensures that HLC's policy positions and initiatives are effectively communicated to the public at large as well as to targeted audiences including national and regional print and electronic media, members of Congress and other policy advocacy organizations.

Prior to joining HLC in September 1996, Mr. Freeman held senior communications positions on Capitol Hill, in federal agencies and in the private sector. From 1981 to 1986, he was communications director for U.S. Senator James Abdnor (R-SD) and also served, from 1984 to 1986, as press spokesman for the Republican members of the Joint Economic Committee. From 1987 to 1989, he was communications staff director for the U.S. Equal Employment Opportunity Commission, serving as media spokesman for Chairman Clarence Thomas. And, from 1989 to 1996, Mr. Freeman was chief speechwriter to the Commissioner of Social Security, communicating retirement income policy to a wide variety of audiences. In 1993, Mr. Freeman co-founded and served as president of The Freeman Masters Group, Inc. of Alexandria, Virginia, a public affairs firm specializing in executive communications.

David Liss
BioReference Laboratories

J. David Liss is President and CEO of JD Liss Associates, a firm specializing in advocacy and communications in the fields of healthcare and technology. He has more than 30 years of experience in communications and government relations in technology focused settings.

As Vice President for External Relations at BioReference Laboratories from 2013-2018, he was responsible for managing the company's interaction with external stakeholders including government and other critical healthcare constituencies.

Mr. Liss served for 15 years as Vice President for Government Relations and Strategic Initiatives for NewYork-Presbyterian Hospital, where he was responsible for developing strategic resources to support the mission of New York State's preeminent provider of healthcare. These efforts include leading government relations, the hospital's grant program and technology development through extramural funding.

Mr. Liss currently hold the faculty position of Associate with the Department of Biomedical Informatics at Columbia University.

Before NYP, Mr. Liss was Executive Director of the Center for Advanced Technology (CAT) at Columbia University. In this role, he was responsible for transferring technology from the University's Departments of Medical Informatics and Computer Science and its Genome Center to the private sector.

Prior to working at Columbia, Mr. Liss was Director of Government Affairs at Verizon Corporation, responsible for federal and New York City intergovernmental relations and political communications.

Before his nine-year tenure with Verizon, Mr. Liss worked for the City of New York in a variety of communications roles, primarily focused on speech writing.

Mr. Liss serves on the board of the New York eHealth Collaborative (NYeC). NYeC is the public-private partnership under the aegis of the NYS Department of Health that creates policy and oversees all Health Information Exchange in New York. He is on the policy committee of the Healthcare Leadership Council and advises a number of healthcare stakeholders on matters of policy including the Health Management Academy and the American Clinical Laboratory Association.

He holds Master and Bachelors Degree from Brooklyn College, City University of New York.

Elizabeth Budde, M.D., Ph.D.

**Assistant Professor, Dept of Hematology and Hematopoietic Cell Transplantation
City of Hope**

Elizabeth Budde, M.D., Ph.D., is an assistant professor in the Department of Hematology & Hematopoietic Cell Transplantation at City of Hope. Dr. Budde's academic and clinical interests include investigating and designing novel means of immunotherapy for patients with lymphoma and leukemia, and she is part of the T Cell Therapeutics Research Laboratory, investigating the use of CAR T cells to treat blood cancers and other diseases.

Board certified in medical oncology and internal medicine, Dr. Budde has received many honors and awards for her work. She was chosen as a Special Fellow in Clinical Research awardee by the Leukemia & Lymphoma Society, a recipient of the Edson Immunotherapy Pilot Award from the J. Orin Edson Foundation and an awardee of the Stop Cancer Foundation seed grant in 2016. She is also a recipient of the prestigious Damon Runyon Cancer Research Foundation Clinical Investigator Award (2014-2017). She has served as the principal investigator on several innovative translational research protocols and has published her work in many peer-reviewed journals, and given presentations at national and international meetings.

Andrea D. Willis, MD, MPH, FAAP
Senior Vice President, Chief Medical Officer
BlueCross BlueShield of Tennessee

Dr. Andrea D. Willis is senior vice president and chief medical officer for BlueCross BlueShield of Tennessee, which has more than 6,000 employees and serves more than 3.4 million members in the state and across the country. In this role, Willis guides BlueCross' clinical processes that are central to improving the health and well-being of our members.

She oversees Total Health Management and pharmacy management and is responsible for achieving and maintaining clinical quality excellence, optimizing member care and medical management functions, oversight of clinical risk management and collaborating with the provider community. Willis serves as the clinical face of the organization with customers, providers, regulators and other stakeholders, as well as our employees and Board of Directors.

Willis was previously medical director of the BlueCross CHOICES Long-Term Services and Supports Program where she advised on plans of care for daily living services and home health services. She's also served as medical director for BlueCare Tennessee and Cover Tennessee.

Prior to joining BlueCross, Willis was director of CoverKids and was responsible for developing Tennessee's federally approved State Children's Health Insurance Program (SCHIP). She also previously served as deputy commissioner for the Tennessee Department of Health. She had a key role creating and implementing the statewide initiatives Better Health: It's About Time and Respect Your Health.

Willis earned a Master of Public Health from Johns Hopkins School of Hygiene and Public Health and a Doctor of Medicine from Georgetown University School of Medicine. She received her Bachelor of Science from the University of Alabama at Birmingham. Willis is a fellow with the American Academy of Pediatrics. In 2018, she was recognized by Modern Healthcare as one of 2018's Top 25 Minority Executives in Healthcare and was also named one of Nashville Business Journal's 2018 Women of Influence. She has been named as one of Modern Healthcare's 50 Most Influential Clinical Executives for 2019. She was also most recently chosen by the Johns Hopkins Alumni Association to receive its Distinguished Alumna Award. The Distinguished Alumna Award is given to those who bring credit to Johns Hopkins University through personal accomplishments, professional achievement and humanitarian service.

Eddy Han-Burgess
Epilepsy Prediction and Integrated Analytics Lead
UCB

After finishing college at age 18, Edward (Eddy) Han-Burgess began his career in investment banking, where he spent much of his time examining the biopharmaceutical industry. In this role, Han-Burgess developed an in-depth knowledge of the various aspects of health care, including payment models, cutting-edge science, advocacy efforts and research and development pathways. This knowledge aided his shift from banking to the role he holds today at UCB, where he leverages data and mathematics to improve patient lives.

Rachael Tarleton Fones
Director of Government and Public Affairs
IQVIA

Rachael Fones facilitates IQVIA's engagement in public policy discussions with elected officials, regulatory bodies, industry associations, and patient and issue advocacy groups. With 14 years at IQVIA, previously Quintiles, she specializes in identifying policy opportunities and collaborations to advance the broader clinical research enterprise. Prior to joining Quintiles, Fones served as a senior public relations and third-party advocacy consultant for Blue Cross and Blue Shield of Florida in Jacksonville, Fla., and Executive Director of the Health Care Quality Alliance (HCQA) in Washington, D.C. In her six years at HCQA, she was responsible for all aspects of administration, programming and policy development for this 97-member advocacy organization. Founded by Pharmaceutical Research and Manufacturers of America (PhRMA) and a number of medical societies and patient organizations, HCQA served as a forum and voice for ensuring quality was at the forefront of policy discussions around healthcare cost containment. Fones graduated with a bachelor's degree in Political Science from Tulane University. She resides in Apex, North Carolina with her husband and two school-age sons.