

SPEAKERS



MARGARETA BRANDT, MPH is the inaugural Assistant Deputy Director for Health System Performance at the Office of Health Care Affordability (OHCA) at the California Department of Health Care Access and Information (HCAI). She oversees the development and implementation of OHCA's efforts to promote a value-based health care system by measuring quality, equity, adoption of alternative payment models, investment in primary care and behavioral health, and workforce stability alongside implementing spending growth targets to improve health care affordability. Margareta was previously the Quality Improvement Manager for Covered California, California's health insurance marketplace, where she led engagement with health plans to improve health care quality and implement delivery system and payment reforms. In prior roles at Covered California, Margareta led the implementation of Covered California's multi-plan provider directory and led efforts to improve quality and

increase adoption of advanced primary care, integrated behavioral health, and alternative payment models. Before joining Covered California, Margareta worked at a nonprofit coalition of public and private health care providers and community organizations where she facilitated a collaborative quality improvement initiative for twelve community clinics. Margareta has a master's in public health from the School of Public Health at the University of California, Berkeley.



DEBORAH J. COHEN, PhD is a professor and research vice chair at the Oregon Health & Science University Department of Family Medicine. Dr. Cohen uses her qualitative expertise on mixed methods teams to look at how improvements are implemented in primary care practices, to identify what changes are made, and to compare the effectiveness of observed practice change on process and outcome measures. She has led mixed methods teams to understand and tackle the complicated problems related to implementing and disseminating new innovations and important quality improvements in primary care practice related to prevention and health behavior change, behavioral, mental health and chronic care. She has a Ph.D. in communication, where she studied interpersonal and organizational communication. She was trained in a range of qualitative data collection methods, and

was trained to analyze qualitative and quantitative data, but her emphasis was on using a range of approaches to analyze qualitative data, with an emphasis in ethnomethodology and conversation analysis. She was the Principal Investigator of the national evaluation of EvidenceNOW, funded by AHRQ. Dr. Cohen participates in a number of other studies and state-evaluation efforts, including the evaluation of the Medicaid Transformation Project in Washington state. Dr. Cohen is an elected member of the National Academy of Medicine and served on the National Academies committee that produced *Achieving Whole Health: A New Approach for Veterans and the Nation*.



MARY JO CONDON, MPP sees information and collaboration as the foundation for improving our nation's health care system. Ms. Condon has spent more than a decade telling stories with data to inspire collaborative action to improve health through higher quality, lower cost, more equitable healthcare. Her engagement in this work has resulted in the development of care delivery and payment models that put health equity at the center and expand care teams, integrate community resources, and utilize data to address the medical, behavioral, and social needs of patients and caregivers. While at Freedman HealthCare (FHC), Ms. Condon has led consulting engagements on complex, data driven health care policy projects requiring extensive stakeholder engagement, communications strategies, analytic methodologies and clear, concise presentation of cost and quality outputs. Recent projects include supporting more than a half dozen states in strengthening their systems of primary care, including through increased investment. Ms. Condon holds a Bachelor of Journalism from the University of Missouri-Columbia and a Master's in Public Policy Administration from the University of Missouri- St. Louis.



KEVIN GRUMBACH, MD, is Professor of Family and Community Medicine at the University of California, San Francisco. He served as Chair of the UCSF Department of Family and Community Medicine from 2003-2022. He is a Founding Director of the UCSF Center for Excellence in Primary Care and Director of the Community Engagement Program for the UCSF Clinical and Translational Science Institute. His research and scholarship on the primary care workforce, innovations in primary care, racial and ethnic diversity in the health professions, and community health improvement and health equity have widely influenced policy and practice. With Tom Bodenheimer, he co-authored the best-selling textbook on health policy, *Understanding Health Policy - A Clinical Approach*, now in its 8th edition, published by McGraw Hill. He received a Generalist Physician Faculty Scholar award from the Robert Wood Johnson Foundation, the Health Resources and Services Administration Award for Health Workforce Research on Diversity, the Richard E. Cone Award for Excellence and Leadership in Cultivating Community Partnerships in Higher Education, and the UCSF Chancellor's Public Service Award.

Dr. Grumbach has been an advisor to Congressional Committees and government agencies on primary care and health reform and a member of the National Advisory Council for the Agency for Healthcare Research and Quality, and currently serves on the California Health Workforce Education and Training Council. He cares for patients at the family medicine practices at San Francisco General Hospital and UCSF Health. He is a member of the National Academy of Medicine.



LAUREN S. HUGHES, MD, MPH, MSc, MHCDS, FAAFP (*Co-chair*), is a family physician working as the State Policy Director of the Farley Health Policy Center and an Associate Professor of Family Medicine at the University of Colorado. In these roles, she leads efforts to generate and translate evidence to inform the design and implementation of evidence-based health policy at the state, national, and federal levels. She participates in the Primary Care Centers Roundtable, a volunteer collective of all of the primary care research and policy centers in the United States. Her research interests include improving rural health care delivery; strengthening primary care

infrastructure; and advancing behavioral health integration. She cares for patients at a rural federally qualified health center (FQHC) north of Denver. Dr. Hughes previously served as Deputy Secretary for Health Innovation in the Pennsylvania Department of Health. In this role, she collaborated with the CMS Innovation Center (CMMI) to co-design and launch the Pennsylvania Rural Health Model, a new payment and delivery model that transitions rural hospitals from fee-for-service to multi-payer global budgets and transforms how they deliver care to better meet community health needs. She also oversaw the creation of the Prescription Drug Monitoring Program for the Commonwealth and led the Department to full accreditation through the Public Health Accreditation Board.

In 2018, Dr. Hughes was selected by Presidents Bill Clinton and George W. Bush as a Presidential Leadership Scholar. From 2022 – 23, she served as chair of the American Board of Family Medicine Board of Directors. She also serves on the boards of directors of the Rural Health Redesign Center Organization and the American Medical Student Association Foundation. She is a member of the Primary Care Payment Reform Collaborative through the Colorado Division of Insurance and the Stakeholder Advisory Group for the Agency for Healthcare Research and Quality National Center for Excellence in Primary Care Research. Dr. Hughes is a former Robert Wood Johnson Foundation Clinical Scholar at the University of Michigan, where she earned an MSc in health services research. She also holds a medical degree from the University of Iowa, an MPH in health policy from The George Washington University, and a master's in health care delivery science from Dartmouth College and completed residency at the University of Washington. Since 2021, Dr. Hughes has been a member of the National Academies Board on Health Care Services.



ROBERT L. PHILLIPS, JR., MD, MSPH Dr. Phillips is the Founding Executive Director of The Center for Professionalism & Value in Health Care in Washington, DC. He is a practicing family physician with training in health services and primary care research. His research seeks to inform clinical care and policies that support it. He leads a national primary care registry with related research on social determinants of health, rural health, and changes in primary care practice.

Dr. Phillips has often served Health and Human Services including as vice-chair of the Council on Graduate Medical Education, co-chair of the Population Health subcommittee of the National Committee on Vital and Health Statistics, and on the Negotiated Rule-Making Committee on Shortage Designation. Dr. Phillips was elected to the NAM in 2010 and currently serves as the chair of the NAM Membership Committee. He was a Fulbright Specialist to the Netherlands and New Zealand, and advisor to the Health Ministers of Australia and the Province of Alberta.

Dr. Phillips completed medical school at the University of Florida where he graduated with honors for special distinction. He trained clinically in family medicine at the University of Missouri where he also completed a National Research Service Award fellowship. Dr Phillips has published more than 300 peer-reviewed papers, essays, editorials, and book chapters.



FELICIA QASHU, Ph.D. earned her Ph.D. in neuroscience in 2009 from the Uniformed Services University of the Health Sciences (USUHS), studying neuroanatomical and electrophysiological changes in the amygdala in a rat model of epilepsy. In 2010, she joined the Defense and Veterans Brain Injury Center (DVBIC) as a scientific advisor, and then became the DVBIC Deputy Director of Research in 2013. At DVBIC, Dr. Qashu was responsible for leading and overseeing a clinical research program on traumatic brain injury (TBI) in military service members and veterans. She also served as Principal Investigator of studies advancing our understanding of TBI and treatment options, including evaluation of concussion care guidance in military primary care settings. Since 2016, Dr. Qashu has worked in the Office of Strategic Coordination at the National Institutes of Health

(NIH), where she leads Common Fund programs that aim to transform and catalyze areas of research that support the missions of multiple NIH Institutes and Centers. Dr. Qashu is the Common Fund Program Leader for NIH's Communities Advancing Research Equity for Health™ (CARE for Health™), which aims to improve health equity by increasing access to clinical research in primary care settings. In addition to her role in the Common Fund, Dr. Qashu supported NIH's Rapid Acceleration of Diagnostics Technology (RADx Tech) Initiative, which developed and scaled up the national capacity for diagnostic testing during the COVID-19 pandemic.



STEVEN H. SHEINGOLD, PhD, is a Senior Advisor in the Office of the Assistant Secretary for Planning and Evaluation (ASPE), Department of Health and Human Services. Areas of responsibility include economic and policy analysis of Medicare's payment systems, value-based purchasing policies, program and policy evaluation strategies, analysis of competition in insurance and provider markets, and economic issues related to health care and pharmaceutical markets. Prior to joining ASPE, Dr. Sheingold held several managerial and senior analyst positions within the Centers for Medicare and Medicaid Services (CMS) and the Congressional Budget Office. As an Adjunct, he has taught classes in health policy, health services research and statistics at George Mason University and George Washington University. He has published articles concerning; reimbursement systems; technology assessment and cost effectiveness analyses; value-based purchasing programs; the use of evidence for health policy making; pharmaceutical markets; and the impact of social risk factors on quality of care. Dr. Sheingold has co-authored a book titled *Evaluation for Health Policy and Health Care: A Contemporary Data-Driven Approach* which was published September 2019. He holds a Ph.D. in Economics from the Pennsylvania State University.



ROBERT OTTO VALDEZ, Ph.D., M.H.S.A., was appointed Director of AHRQ in February 2022. He was previously the Robert Wood Johnson Foundation (RWJF) Professor Emeritus of Family & Community Medicine and Economics at the University of New Mexico (UNM). From 1993 through 1997, Dr. Valdez served at the U.S. Department of Health and Human Services as Deputy Assistant Secretary for Health (Public Health Service) and simultaneously as Director of Interagency Health Policy (Centers for Medicare and Medicaid Services). Before joining DHHS in 1993, he served as a Special Senior Advisor to the Clinton White House on healthcare reform. He chaired the Healthcare Reform Benefits Workgroup and was a member of the Analytic Modeling Workgroup. He previously served in the Office of Child Health for the Health Care Financing Administration during the Carter Administration. In 2008, Dr. Valdez was the Founding Executive Director of the RWJF Center for Health Policy at UNM. He previously served as the founding Dean at the Drexel University School of Public Health. From 1985 through 1999, he was a Professor of Health Services at the UCLA School of Public Health. He directed the health services doctoral studies program, the MBA/MPH program, in collaboration with the UCLA Anderson School of Business. He served as associate director of the Chicano Studies Research Center. Dr. Valdez started his career as the lead child health researcher for the historic RAND Health Insurance Experiment. Internationally recognized as an expert in health services research, the U.S. healthcare system, and health policy analysis, he has led numerous global healthcare initiatives with the Pan American Health Organization and the University of California. His health promotion and disease prevention work with Univision

Communications Corporation, “Salud es Vida: ¡Enterate!” was recognized with journalism’s prestigious Peabody Award. In 1998, he served as Special Senior Advisor to the White House Initiative on Educational Excellence for Hispanic Americans. His public service includes serving as Chairman of the New Mexico Community Foundation, the American Hospital Association Foster G McGaw Prize Committee, and the Public Health Institute, one of the nation’s largest non-profit public health agencies serving communities across California and internationally.



MARY WAKEFIELD, PhD, RN, FAAN (Co-chair), serves on a number of non-profit and government boards and committees including the Veterans Health Administration Special Medical Advisory Group, the Macy Foundation, the University of Washington Medical Advisory Board, MITRE Health Advisory Committee and Executive Board, and the UC Davis Moore Fellowship for Nurse Leaders. From the fall of 2022 through early 2023 she was a temporary HHS appointee serving as Senior Counselor to the Director of the Centers for Disease Control and Prevention. In 2021 she served as Senior Counselor to the HHS Secretary for the Unaccompanied Children program operated by the Administration for Families and Children. In the fall of 2020, she was a member of then President-elect Biden’s Transition team. In March 2015,

Dr. Wakefield was named by President Obama to serve as the Acting Deputy Secretary of the U.S. Department of Health and Human Services (HHS), the second most senior position in the Department. She held this position through January 20, 2017. She led strategic Department-wide initiatives in key health policy areas, with a particular focus on health and human service programs for vulnerable populations. Her domestic policy work largely focused on improving health status for underserved populations, including strengthening health programs for American Indians and Alaska Natives and improving data analysis to better understand the health needs of rural populations.

From 2009 to 2015, Dr. Wakefield led and initiated program improvements as the Administrator of the Health Resources and Services Administration (HRSA) to further strengthen the health care workforce, build healthier communities, increase health equity, and provide health care services to people who are geographically isolated, economically or medically vulnerable. Dr. Wakefield’s public service career also includes over eight years working in the United States Senate as a legislative assistant and later as chief of staff to two North Dakota senators. Dr. Wakefield has extensive academic experience, including serving as associate dean for rural health at the School of Medicine and Health Sciences University of North Dakota, director of the Center for Health Policy, Research and Ethics at George Mason University in Fairfax, Va., and as a faculty member and area chair in the College of Nursing, University of North Dakota. Additionally, she worked on site as a consultant to the World Health Organization’s Global Programme on AIDS in Geneva, Switzerland.

Dr. Wakefield is a member of the National Academy of Medicine (formerly the Institute of Medicine) a fellow in the American Academy of Nursing. She has served on a number of public and not for profit boards and committees bringing expertise in nursing, health care quality and access to care and health workforce. Dr. Wakefield served on the IOM committee that produced the landmark reports *To Err is Human* and *Crossing the Quality Chasm*. She also co-chaired the

Institute of Medicine committee that produced the report, *Health Professions Education a Bridge to Quality*, and chaired the committee that produced the report, *Quality through Collaboration: Health Care in Rural America*.

CAPT DAVID WONG, MD, is the Senior Advisor in the Office of the Assistant Secretary for Health, U.S. Department of Health and Human Services (HHS) where his portfolio includes sickle cell disease (SCD) and primary care. Previously, CAPT Wong chaired the inter-agency HHS SCD Workgroup during 2018-2020 and also led work on community health worker (CHW) sustainability.

CAPT Wong's past assignments have included the HHS Office of Minority Health, the Centers for Disease Control and Prevention (CDC), the National Park Service, and the Indian Health Service. CAPT Wong deployed multiple times during the COVID-19 pandemic to support telehealth implementation and equitable distribution of COVID-19 therapeutics.

CAPT Wong received a BS and MD from Duke University. He completed his pediatrics residency at the Children's Hospital of Philadelphia and started his public health career as a CDC Epidemic Intelligence Service Officer.