

FasterCures' Vital Voices Workshop: Opportunities for Patient Organizations to Engage CMS

April 28, 2025

Speaker Bios:

Rich Brennan, MA, Vice President of Government Affairs, The ALS Association



Rich Brennan has dedicated 30 years of his career to advancing better health care. He has served in numerous leadership positions in mission-driven organizations and is currently vice president of federal affairs with the ALS Association. He is engaged in commenting on federal policy matters and manages key relationships with policy makers that constitute national healthcare delivery and research initiatives. Brennan works with the White House, federal agencies, federal advisory committees, public policy think tanks, etc., encompasses a broad range of federal laws, rules, regulations and programs that impact the lives of people living with ALS and rare diseases. He collaborates with patient advocacy organizations and patient-centric coalitions to improve health care and secure access to medically necessary drug therapies, devices and care services. His policy expertise ranges from biomedical science to technology in health care. He is a long-time patient advocate and survivor of childhood leukemia and champions progress for cures and coordination of governmental, philanthropic and corporate partnerships. He holds a master's degree from Georgetown University's Graduate Program in Communication, Culture and Technology and a Bachelor of Arts degree from the University of Southern California's School for Cinematic Arts with a minor in communications and emphasis in political science.

June Cha, PhD, MPH, Policy Director, FasterCures, Milken Institute Health



June Cha is a policy director at FasterCures, Milken Institute Health. She brings decades of experience in infectious diseases research, non-profit, multilateral, and bilateral organizations, government, and the pharmaceutical industry, where she has focused on US and global health policy and program strategies across the healthcare ecosystem. Cha has in-depth knowledge and experience in medical product research and development, pharmaceutical regulatory laws, regulations, and policy, and has led efforts to promote sustainable and equitable healthcare.

Most recently, Cha worked with the Bill and Melinda Gates Foundation and the African Union Development Agency to provide program and policy strategies for creating a continental safety monitoring platform in Africa. She also worked in the pharmaceutical industry as a regulatory policy professional, collaborating with stakeholders from patient organizations, non-profits, trade associations, and the government to advance scientifically sound and innovative regulatory science. Before joining the industry, Cha served as a public health advisor at the US Department of



Health and Human Services, leading the strategic planning and review process to ensure the advancement of women's health issues. She began her policy career at global health organizations advocating efficient HIV prevention policy for mothers and children in Sub-Saharan Africa. Cha received a PhD in Biochemistry from the University of Notre Dame and an MPH in Global Public Health Leadership from New York University.

Lee Fleisher, MD, ML, Founding Principal and CEO at Rubrum Advising, LLC; Former Chief Medical Officer and Director of the Center for Clinical Standards and Quality (CCSQ), CMS



Lee A. Fleisher, MD, ML (Masters in Law) is the Founding Principal and CEO at Rubrum Advising, LLC, a consulting firm dedicated to identifying strategic pathways, including regulatory counsel, to ensure the highest quality care is adopted and diffused across the healthcare sector. From July 2020-July 2023, he was the Chief Medical Officer and Director of the Center for Clinical Standards and Quality for the Centers for Medicare and Medicaid Services. In this capacity, he was responsible for executing all national clinical, quality, and safety standards for healthcare facilities and providers, as well as establishing coverage determinations for items and services that improve health outcomes for Medicare beneficiaries. He serves as a Senior Advisor of the Bipartisan Policy Center and FasterCures of the Milken Institute, Senior Fellow of the Leonard Davis Institute of Health Economics and Visiting Fellow of the Duke-Margolis Center. He is a member of the Steering Committee of CHAI (Coalition of Health AI), consultant to the FDA Digital Health Advisory Committee and a member of the HITAC of the ONC. From 2004 through July 2020, he was the Robert D. Dripps Professor and Chair of Anesthesiology and Critical Care and Professor of Medicine at the University of Pennsylvania and is currently Emeritus Professor and continues to practice clinically. In 2007, he was elected to membership of the National Academy of Medicine.

Jason Harris, Vice President of Government Relations & Advocacy, National Psoriasis Foundation



Jason Harris oversees NPF's mission-related efforts in government relations and advocacy. He is responsible for directing the overall supervision, planning, organization, and coordination of all aspects of the advocacy program, including oversight of the advocacy network. Harris also oversees and manages the Advocacy department and staff. Harris has a decade of experience working in advocacy and government relations. Most recently, he served as the Director of Public Policy at the Lupus Foundation of America (LFA). At the LFA, Harris led regulatory and legislative policy efforts, including issues related to access and affordability, patient-focused drug development, and value assessment. Prior to the LFA, Harris worked for the National Health Council (NHC) and the ALS Association. He graduated with a BA in History from the University of Maryland.



Catherine Koola Fischer, MPH, Director of Patient Engagement, Institute for Clinical and Economic Review



Catherine Koola Fischer serves as ICER's Director of Patient Engagement, working to strengthen the patient voice in value assessments. Her role includes outreach and onboarding for ICER reviews, building partnerships with patient communities, enhancing ICER's process and materials to be patient-friendly, and Co-Chairing ICER's Patient Council. Cat speaks frequently at conferences and webinars on ICER's process for patient engagement and the value and impact of patient involvement in health technology assessment. She serves on HTAi's Patient and Citizen Involvement Interest Group (PCIG)

Steering Committee and contributes to international research led by the Patient Preference Project Subcommittee.

Cat joined ICER in 2019 as a Program Manager for independent drug reviews and transitioned to Patient Engagement in 2021. Previously, Cat was a Product Manager at Affect Mental Health and a clinical research epidemiologist at Trauma Research, LLC. She holds an MPH in Epidemiology from Emory University and a BS in Psychology from Texas A&M University.

Kristi Martin, MA, MPA, Director, Camber Collective; Former Chief of Staff and Senior Advisor to the Deputy Administrator, CMS



Kristi Martin provides policy expertise and strategic counsel to advance meaningful health policy that focuses on improving the health and wellbeing of people while delivering practical policy solutions. She draws on more than 20 years of experience working in the public sector, with private sector clients, and in philanthropy. Most recently, Kristi served as the chief of staff and senior advisor to the deputy administrator in the Center for Medicare at the Centers for Medicare & Medicaid Services (CMS). While serving at CMS, she played a significant role advancing regulatory policy in Medicare and

implementing the Inflation Reduction Act — the most significant changes to Medicare Part D since its inception. Kristi facilitated and coordinated the implementation of the Medicare Drug Price Negotiation Program, which successfully negotiated the first set of drug prices under the Medicare Drug Price Negotiation Program that will save people with Medicare and the program billions of dollars on prescription drug costs as well as contributed to a wide range of other policy and operational initiatives that have made Medicare better than ever.

Kristi previously was the Vice President for Health Care at Arnold Ventures where she led the philanthropy's prescription drug pricing portfolio and was the Managing Director of Waxman Strategies' health practice where she worked alongside Congressman Henry Waxman to drive outcomes in health policy. She has previously served several years in the U.S. Department of Health and Human Services, Office of Personnel Management, and Government Accountability Office. As a senior advisor in the Obama administration's Office of Health Reform, she had primary oversight responsibility for the coordinated and timely implementation of cross-cutting departmental public health and prevention



initiatives under the Affordable Care Act, including addressing the rising cost of drugs and setting up the women's preventive services initiative. She received her bachelor's and master's degrees in health communication from the University of Kentucky and a Master of Public Administration from George Washington University.

Kelly Maynard, President and Founder, Little Hercules Foundation



Kelly Maynard launched Little Hercules Foundation on January 1, 2013, after her youngest son, Jackson, was diagnosed with Duchenne Muscular Dystrophy at the age of five. After desperately searching for a treatment for her son, only to find none, Kelly decided to leave her career and invest all her time and energy toward Duchenne. As President of Little Hercules Foundation, Kelly focuses on patient access and assisting other Duchenne families. She advocates with regulatory agencies regarding drug approvals, develops critical partnerships within the Duchenne and rare disease community, and testifies on legislation that directly impacts families and patients living with all rare diseases. Kelly is committed to providing support to all of those affected by Duchenne. In July 2021, Kelly was appointed to the Ohio Rare Disease Advisory Council by Governor Mike Dewine.

Prior to Little Hercules Foundation, Kelly served the State of Ohio for over 20 years in various capacities, including government regulation, law enforcement, and program management. Most recently, she served as Program Administrator for the Department of Insurance.

Jean Moody-Williams RN, MPP, Former Deputy Director, Center for Clinical Standards and Quality (CCSQ)



Most recently, Jean Moody-Williams served as the Deputy Director of the Center for Clinical Standards and Quality at the Centers for Medicare and Medicaid Services (CMS) where she was responsible for more than 850 employees and a 3-billion-dollar budget. She helped to lead one of CMS' Centers responsible for working to develop and implement policy activities for Quality Improvement Programs, End Stage Renal Disease Networks, Survey and Certification, Quality Measurement and Health Assessment, Clinical Standards, Coverage and Analysis, Innovations Models, Health Equity and many of the agency's Value Based Purchasing and public reporting programs including the Medicare Quality Payment Program (QPP).

She served as one of the agency leaders in engagement activities for both beneficiaries and families as well as clinicians, having served as the chief strategist and marketing officer for the QPP and working with Care Coordination activities. She was responsible for leading her team during the COVID-19 pandemic to provide guidance to more than 35,000 healthcare facilities and agencies across the country. Prior to joining CMS, Ms. Moody-Williams served as an executive at several state and private entities working to improve care for patients and families including, the Maryland Health Care Commission (MHCC), the National Resource Center for Health Policy and Strategies, Quality Improvement Organizations and as the Director of Quality Improvement, Infection Prevention and Social Services for a



health care system in Dallas. She is also a clinician. She is a recent recipient of the Samuel J. Heyman Service to America Medal awarded by the Partnership for Public Service and was recognized as the Federal Employee of the Year. Ms. Moody-Williams is also the recipient of the 2016 President of the United States Meritorious Rank Award and the 2018 President of the United States Distinguished Service Rank Award. The Presidential awards are one of the highest given to Senior Executives that have demonstrated unparalleled leadership skills and a strong dedication to achieving tangible results. Most recently, she was noted as the CMS 2020 Executive of the Year. She is the author of the book, *Transitions, Trust and Triumph: A Daily Devotion for Caregivers* and has authored a number of technical papers. She recently published a nursing textbook: *A Journey Towards Patient Centered Care: Patients, Family and Caregivers Voices of Transformation*.

Raymond Puerini, Director, FasterCures, Milken Institute Health



Raymond Puerini is a director with the FasterCures team of Milken Institute Health. He currently leads FasterCures' nonprofit capacity-building portfolio, which includes The Research Acceleration and Innovation Network (TRAIN), LeadersLink, and the Rare As One Mentorship Program, as well as FasterCures' patient engagement work. He has experience in public health program operations, emergency preparedness and response, and biological sciences within the government, nonprofit sector, and pharmaceutical industry.

Previously, Puerini was a senior program analyst at the National Association of County and City Health Officials (NACCHO), leading efforts to build local health department capacity to distribute and dispense emergency medical countermeasures (MCMs) and prepare for chemical, biological, radiological, nuclear, and cybersecurity threats. Prior to NACCHO, Puerini served as the MCM coordinator for the Philadelphia Department of Public Health (PDPH), where he led the development of Philadelphia's plans to provide medications to city residents during public health emergencies. Prior to PDPH, Puerini held positions at the Centers for Disease Control and Prevention and the Health Resources Services Administration, working on issues related to antimicrobial resistance, the 430B Drug Pricing Program, and laboratory response. Puerini also worked in the pharmaceutical industry at Amgen, Alkermes, and Shire, where he worked on projects related to document management, analytical chemistry, new drug applications, and biologic pharmaceutical production. Puerini received a BA in biology and neuroscience from Wesleyan University and a master's of public health in epidemiology from the Emory University Rollins School of Public Health.

Kristin Schneeman, Senior Director, FasterCures, Milken Institute Health



Kristin Schneeman is a senior director on the FasterCures team at Milken Institute Health. With the Milken Institute since 2005, her primary responsibility is FasterCures' innovation portfolio of projects and activities. She is focused on best practices in the funding and conduct of medical research and innovative collaborations among players in the research enterprise. She brings to FasterCures decades of experience in public policy, politics, academia, and the media. Schneeman served for three years as a senior adviser and policy director to a gubernatorial candidate in

Massachusetts, as a policy aide to a US Congressman, and for four years as the front-line manager and chief-of-staff for a senior adviser to Vice President Al Gore. At Harvard University, she directed research projects on future challenges facing governments, and on complex negotiations in business, politics, and international relations. Schneeman began her career as a producer of documentary films, for which she was the recipient of an Emmy Award in 1990.

Tiffany Westrich-Robertson, CEO, Co-Founder, and Board President, AI Arthritis



Tiffany Westrich-Robertson is the CEO and original founder of AiArthritis (the International Foundation for Autoimmune & Autoinflammatory Arthritis) and a person living with axial spondyloarthritis. She also leads the national Ensuring Access through Collaborative Health (EACH) and affiliated Patient Inclusion Council (PIC), two national coalitions addressing price review efforts in the United States. In 2015, she authored the Ethics of Step Therapy paper, concluding preferred drug recommendations are biased towards patients who meet general patient population standards. For the remaining 'atypical' patients, the onus for choosing

therapies should default on the doctor, who is ethically obligated to treat the unique characteristics of the patient. These findings have influenced her work to advocate in favor of fair access to treatments that are considerate of individual needs, and cognizant that personalized and precision medicine is on the horizon. Since then, Tiffany has been laser focused on Precision Medicine, Value Assessments, and data that drives policy decisions. Tiffany is a former college educator - winning "Favorite Teacher" twice in 10 years, a trained focus group moderator, and an expert in Research Advocacy (data to drive public policy). She serves on many advisory panels, including Innovation Value Initiative (IVI) Patient Council, the National Institute of Arthritis and Musculoskeletal and Skin diseases (NIAMS) Clinical Trial Working Group, and is the Patient Co-Chair for the ICER Patient Council.