

Physician-Focused Payment Model Technical Advisory Committee

September 16, 2020 – PTAC Public Meeting Telehealth Theme-Based Session Panelists

Previous PTAC Proposal Submitters' Panel (10:30 a.m. – 11:30 a.m. EDT)

1. **David Basel, MD**, Avera Health (*Intensive Care Management in Skilled Nursing Facility Alternative Payment Model (ICM SNF APM) proposal*)
2. **Stetson Berg, MHA**, University of New Mexico Health Sciences Center (*ACCESS Telemedicine: An Alternative Healthcare Delivery Model for Rural Cerebral Emergencies proposal*)
3. **Jeffrey Davis, MS**, American College of Emergency Physicians (*Acute Unscheduled Care Model (AUCM): Enhancing Appropriate Admissions proposal*)
4. **Lawrence Kosinski, MD, MBA**, SonarMD, Inc. (*Project Sonar proposal*)
5. **Barbara L. McAneny, MD**, Innovative Oncology Business Solutions (*Making Accountable Sustainable Oncology Networks (MASON) proposal*)
6. **Heidy Robertson Cooper, MPA**, American Academy of Family Physicians (*Advanced Primary Care: A Foundational Alternative Payment Model (APC-APM) for Delivering Patient-Centered, Longitudinal, and Coordinated Care proposal*)

Subject Matter Experts' (SMEs) Panel (11:45 a.m. – 12:45 p.m. EDT)

1. **Sanjeev Arora, MD, MACP, FACP** (Academic Research Perspective)
2. **Chad Ellimoottil, MD, MS** (Academic Research Perspective)
3. **Lewis Levy, MD, FACP** (Telehealth/IT Perspective)
4. **Lee Schwamm, MD** (Provider Perspective)
5. **Sophia Tripoli, MPH** (Patient Advocacy Perspective)
6. **Anne Tumlinson** (Long-Term Care and Disability Perspective)
7. **Charles A. Zonfa, MD, MBA** (Payer Perspective)

Previous PTAC Proposal Submitters Panelists' Biographies

David Basel, MD (*ICM SNF APM proposal*)

Dr. David Basel is the Vice President of Avera Medical Group Clinical Quality. After graduating with a degree in Electrical and Computer Engineering, Dr. Basel worked at Koch Industries as a Project Engineer. He completed medical school at the University of Kansas School of Medicine. He, then, completed his Internal Medicine and Pediatrics residency at University of Michigan. Prior to Avera Health, Dr. Basel was the Executive Director at Cedar Rapids Medical Education Foundation. As Vice President at Avera Health, he is responsible for Clinical Quality and Population Health Management at SD, IA, MN, and NE, advancing population health, care coordination, and quality integration of clinical informatics.

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Previous PTAC Proposal Submitters Panelists' Biographies (Continued)

Stetson Berg, MHA (*ACCESS Telemedicine Proposal*)

Mr. Stetson Berg is the Interim Director at the Center for Telehealth for the UNM Health System. He has pursued Telehealth as a way he can give back while combining his unique combination of talents of working with others, love of technology, and creativity to lead innovations that meet healthcare's challenges. Mr. Berg earned his Masters of Healthcare Administration from the University of New Mexico. Before his MHA, he earned a Bachelor's of Arts in counseling psychology with a focus on addiction treatment and a minor in Human Development and Family Relations. Mr. Berg has a diverse background in professional and volunteer experiences. His Information Technology (IT) skills have led him to maintain servers, pharmacy robots, EHR software, and end-user systems for large companies such as Apple, Best Buy, and UNM Hospital. Using soft skills, Mr. Berg has been a Cognitive Enhancement and substance abuse therapist serving NM's most vulnerable individuals in inpatient and outpatient settings. Starting in his undergrad and continuing for the last 11 years, Mr. Berg has trained new volunteers to handle suicide crisis calls for Agora Crisis Center. As a way to further his profession, Mr. Berg serves as Treasurer of NM HIMSS, Vice-Chair for NM Telehealth Alliance, and as president-elect for NM Healthcare Executives.

Jeffrey Davis, MS (*AUCM proposal*)

Mr. Jeffrey Davis is the Director of Regulatory Affairs at the American College of Emergency Physicians (ACEP). In that role, Mr. Davis manages ACEP's formal responses to federal policies and works with federal agencies and other stakeholders to help advance ACEP's federal affairs agenda. Prior to that, he worked in the Budget Office at the U.S. Department of Health and Human Services for nearly eight years. Mr. Davis came to the Government as a Presidential Management Fellow, and in his position in the Budget Office, he advised top level officials on major budgetary and policy considerations within Medicare and prepared detailed analyses of Medicare regulations and legislation. Mr. Davis has a Masters of Science in Health Policy and Management from the Harvard T.H. Chan School of Public Health and a Bachelors of Arts degree from Duke University.

Lawrence Kosinski, MD, MBA (*Project Sonar proposal*)

Dr. Lawrence Kosinski is currently the Chief Medical Officer for SonarMD, Inc. After obtaining his medical degree from Loyola University Stritch School of Medicine and a Master's of Management degree from Northwestern University Kellogg School of Management, he became a managing partner of the Illinois Gastroenterology Group, the largest single specialty Gastroenterology practice in Illinois. The Project Sonar proposal was submitted while he was in this position.

Also, at the time of the proposal, Dr. Kosinski was chairman of the Practice Management and Economics Committee for the American Gastroenterological Association and served on its Governing Board. Locally, he was also a Member of the Advocate Sherman Hospital Board of Directors.

Following the Project Sonar proposal, in February 2018, Dr. Kosinski started SonarMD, Inc; a technology enabled care coordination company formed to bring the success of Project Sonar to a national presence. SonarMD has focused its platform on the commercial space, which has resulted in significant savings

Previous PTAC Proposal Submitters Panelists' Biographies (Continued)

from decreasing hospitalization rates in patients with Inflammatory Bowel Disease. SonarMD is now funded by the Blue Cross Venture Partner Fund and Arboretum Ventures.

Barbara L. McAneny, MD (*MASON proposal*)

Dr. Barbara L. McAneny is a board-certified medical oncologist/hematologist from Albuquerque, N.M., became the 173rd president of the American Medical Association (AMA) in June 2018. She has been a member of the AMA Board of Trustees since June 2010, serving as its chair in 2015–2016. Dr. McAneny is a fellow and former member of the board of directors of the American Society of Clinical Oncology (ASCO), a master of the American College of Physicians, and a past president of the New Mexico Medical Society (NMMS), the Greater Albuquerque Medical Association and the New Mexico chapter of the American College of Physicians. In addition, she has served as a member of the Community Oncology Alliance Board of Trustees and on the board of directors of the Cancer Center Business Summit. She became the delegate to the AMA from ASCO in 2002 and was elected to the AMA Council on Medical Service in 2003, serving as its chair in 2009–2010. Dr. McAneny is one of the founders and current chair of the board of the National Cancer Care Alliance, a group of independent practices collaborating to use innovation to deliver high-quality, high-value cancer care and to develop new alternative payment models based on sound data-driven principles. Prior to this, she was a founding member of Oncology Circle, a group of oncology practices using data to promote best practices. Dr. McAneny's interest in using data to improve practice sustainability began when she was appointed to the Centers for Medicare & Medicaid Service's Practicing Physicians Advisory Council, where she served from 2002 to 2006. In 2012 Dr. McAneny received a \$19.8 million grant from the Centers for Medicare & Medicaid Innovation to demonstrate how oncology practices could use triage pathways to dramatically lower costs while improving outcomes. This award, named COME HOME (for Community Oncology Medical Home), later was incorporated into Medicare's Oncology Care Model. Innovative Oncology Business Solutions Inc., the company she created to manage the award, is now assisting physician practices in developing the process changes needed for MACRA. Among other volunteer activities, she has served on the governor of New Mexico's Task Force on Prenatal Care, the board of Planned Parenthood of New Mexico, and as chair of the joint task force of the NMMS and the New Mexico Bar Association on domestic violence. A recipient of a New Mexico Woman on the Move Award in 2005 and Woman of Influence Award in 2009, Dr. McAneny has been voted several times by her peers as *Albuquerque The Magazine's* "Top Doc" in her specialty. Dr. McAneny also co-founded New Mexico Oncology Hematology Consultants Ltd. in 1987 with Clark Haskins, MD. A managing partner since 1999, she built New Mexico Cancer Center as the first physician-owned multi-disciplinary cancer center in the state with clinics in Albuquerque and Gallup. She also founded the New Mexico Cancer Center Foundation, which provides grants to help patients with nonmedical expenses. Dr. McAneny graduated magna cum laude from the University of Minnesota in 1973 and with honors from the University of Iowa College of Medicine in 1977. She completed her residency in internal medicine at the University of Iowa in 1980 and her fellowship in hematology/oncology at the University of New Mexico in 1983. She is married to Steven Kanig, MD, a nephrologist and chair of the New Mexico AMA delegation.

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Previous PTAC Proposal Submitters Panelists' Biographies (Continued)

Heidy Robertson-Cooper, MPA (APC-APM proposal)

Heidy Robertson-Cooper, MPA serves as the Division Director for Practice Advancement at the American Academy of Family Physicians (AAFP), where she leads efforts to improve the internal and external practice environment for family physicians. She oversees AAFP's value-based payment and care delivery initiatives in support of advancing family medicine. Before rejoining the AAFP, she served as the SVP of Health Care Transformation at the Missouri Primary Care Association and MissouriHealth+, a primary care-focused clinically integrated network of Federally Qualified Health Centers in Missouri, where she led the population health and value-based care strategy. She has worked in various areas of health care, including population health, performance measurement, quality improvement, federal and state health care quality and payment programs, advanced primary care transformation, and contract negotiations and strategy, and value-based payment models.

Subject Matter Expert (SME) Panelists' Biographies

Sanjeev Arora, MD, MACP, FACG (Academic Research Perspective)

Dr. Sanjeev Arora is the Director and Founder of Project ECHO (Extension for Community Healthcare Outcomes). He is a Distinguished Professor and Regents' professor of Medicine with tenure in the Department of Internal Medicine at University of New Mexico Health Sciences Center. Dr. Arora developed the ECHO model as a way to dramatically improve both capacity and access to specialty care for rural and underserved populations. This is accomplished by linking expert inter-disciplinary specialist teams with primary care clinicians through teleECHO clinics, where the experts mentor primary care clinicians to treat complex conditions via guidance, feedback and didactic education. This helps rural clinicians develop knowledge and self-efficacy so they can adopt research findings and deliver best practice care.

The first teleECHO clinic was developed in 2003 to respond to a growing health crisis hepatitis C and has since expanded to cover over 70 disease areas and complex issues at over 400 academic medical centers in 41 countries. The Centers for Disease Control and Prevention, Veterans Administration and the Department of Defense have also adopted the ECHO model to enhance access to specialty care. Tuberculosis, mental health and HIV have been the focus of ECHO's work in low and middle-income countries. Over the last 12 months ECHO partners around the world have trained more than 600,000 healthcare workers to respond to the COVID-19 pandemic. In 2007, Project ECHO came in first among more than 300 entries from 27 countries in winning the Changemakers award. This international competition was sponsored by the Robert Wood Johnson Foundation (RWJF) and Ashoka Foundation to identify programs that are changing the paradigm of how medicine is practiced.

In 2011, ECHO published a prospective cohort study in the New England Journal of Medicine, to prove that treatment for HCV by primary care providers using the ECHO model is as safe and effective as

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SME Panelists' Biographies (Continued)

treatment by specialists at an academic medical center. There are over 265 publications demonstrating the effectiveness of the ECHO model.

Over the last 13 years Dr. Arora has received more than 120 million dollars of grant support for ECHO. Dr. Arora has been awarded numerous prestigious awards including: the Teresa Heinz and the Heinz Family Foundation 19th Heinz Award for Public Policy, the Second Rosenthal Award from the Rosenthal Family Foundation, the Presidential Award of Distinction from the University of New Mexico and the American College of Physicians and the American Telemedicine Association (ATA) President's Award. Dr. Arora was also recognized during World Hepatitis Day 2014, at the White House in Washington DC, as a leader in advancing efforts to address viral hepatitis and the goals of the Action Plan for the Prevention, Care, and Treatment of Viral Hepatitis.

The ECHO Act, initiated by ECHO partners across the U.S., was passed unanimously through both houses of Congress and signed into law by President Obama on December 14, 2016. This legislation mandates and empowers two federal agencies (the General Accounting Office, or GAO, and the Health Resources and Services Administration, or HRSA) to study the impact of Project ECHO on the U.S. health system, and will serve to lay the pathway for sustainable funding of the model.

Chad Ellimoottil, MD, MS (*Academic Research Perspective*)

Dr. Chad Ellimoottil is an Assistant Professor at the University of Michigan. He is currently a urologist at the University of Michigan and has used virtual care with his patients for many years. Dr. Ellimoottil is the Director of Telehealth for the Urology Department and has led the growth of virtual care in his department from 50 to 1,000 visits per month. Finally, he is the Director of University of Michigan's Telehealth Research Incubator where he leads a large portfolio of research projects related to optimizing the delivery of virtual care. Dr. Ellimoottil has over 90 scientific publications and has received multiple grants for research. His innovative policy research has been quoted in *The New York Times*, *The Washington Post*, and *Modern Healthcare* and he has been invited to speak about virtual care in many venues across the country including NPR and Freakonomics Radio.

Lewis Levy, MD, FACP (*Telehealth/IT Perspective*)

Dr. Lewis Levy provides medical leadership for Teladoc Health's global network of physicians and oversees the company's leading clinical quality initiatives. Steward to the company's global medical advisory boards, he is responsible for assuring best-in-class medical standards are met across all clinical areas.

Previously, Dr. Levy was Chief Medical Officer at Best Doctors, until the company was acquired by Teladoc Health, and served as a subject matter expert on medical cases from around the world. With more than 25 years of clinical experience as an internist at Harvard Vanguard Medical Associates in Boston, Dr. Levy's expertise spans the healthcare spectrum, from treating low-acuity conditions to

SME Panelists' Biographies (Continued)

consulting on highly complex, specialized cases. Dr. Levy is a member of the IBM Watson Health for Oncology Data and Evidence Innovation Council, as well as a member of the NBGH Institute on Health Care Costs and Solutions. He is also a member of the NCQA Telehealth Expert Panel and NQF's Subcommittee on Technology & Transformation.

With an extensive teaching career, Dr. Levy has taught at the Harvard Medical School and the Brigham and Women's Hospital. He also serves as an executive mentor for Conexión, a non-profit organization focused on developing and advancing Hispanic/Latino leaders. A Phi Beta Kappa graduate of Cornell University, Dr. Levy holds a medical degree from the University of Rochester School of Medicine and Dentistry. He completed his residency in Internal Medicine at the Graduate Hospital of the University of Pennsylvania.

Lee Schwamm, MD (*Provider Perspective*)

Dr. Lee Schwamm is professor of Neurology at Harvard Medical School, Vice President of Virtual Care for Partners Healthcare and Executive Vice Chairman of Neurology at the Massachusetts General Hospital, where he is the Director of Stroke Services, Co-Director of the Institute for Heart, Vascular and Stroke Care, and Director of MGH TeleHealth. His clinical interests are in cerebrovascular diseases, intensive care medicine, brain imaging and applied healthcare technology.

An internationally recognized leader in telehealth and vascular neurology, Dr. Schwamm is best known for his 20-plus years of pioneering work in the research, development and dissemination of telemedicine-enabled stroke care (telestroke), as well as his leadership of the American Heart Association's Get with the Guidelines® Stroke program, which monitors and improves stroke care at over 3000 US hospitals to date by analyzing over six million stroke admissions. He is a member of many key American Health Association committees related to Stroke Prevention and Stroke Center Certification and serves as an expert consultant to the Massachusetts Department of Public Health, the Centers for Disease Control Paul Coverdell National Acute Stroke Registry, the Joint Commission and the International Consortium for Health Outcomes Measurement. Dr. Schwamm is the author of over 400 peer-reviewed articles, serves on the editorial board of *Stroke* and the International Advisory Board of *The Lancet Digital Health*, and has chaired many of the current practice guidelines for telehealth-enabled stroke care delivery. He is the recipient of numerous awards for innovation, leadership and stroke advocacy and has an active federally funded research portfolio.

Dr. Schwamm graduated from Harvard Medical School in 1991 and completed his neurologic training and neurocritical care and cerebrovascular fellowships at Mass General. His research has been funded by Harvard Medical School, Harvard University, the Aetna Foundation, Dana Foundation, National Institutes of Health, Patient Centered Outcomes Research Institute, Centers for Disease Control and Prevention, Massachusetts Department of Public Health, CIMIT and the Department of the Army.

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SME Panelists' Biographies (Continued)

Sophia Tripoli, MPH (*Patient Advocacy Perspective*)

Ms. Sophia Tripoli is the Director of Health Care Innovation at Families USA where she helps to lead Families USA's work on value initiatives that focus on addressing the biggest drivers of health care costs and inadequate quality in the health system, and on forwarding consumer-focused policy agendas to improve health care delivery and payment systems. As part of this work, Ms. Tripoli leads Families USA's Consumers First initiative that focuses on redesigning the economic incentives of the health care system to deliver high value health care. She also helps leads Families USA's efforts to protect, expand and improve the Medicaid program at the state level through state legislative action and citizen's initiatives. As part of this work, Ms. Tripoli generates policy analysis, and works to foster partnerships with national and state health policy experts, state legislators, and consumer health leaders and advocates. She represents Families USA as Co-Chair of the Public Policy Work Group for the Health Care Transformation Task Force and represents Families USA on the National Advisory Committee for the National Center for Complex Health and Social Needs.

Prior to joining Families, Ms. Tripoli worked at the Centers for Medicare and Medicaid Services (CMS) in the Center for Medicare and Medicaid Innovation (CMMI), State Innovation Group where she oversaw the implementation of State Innovation Model Awards (SIM) for Round 2 Test States. While working at CMMI, she also worked across multiple divisions to align new CMMI payment and delivery models with state health reform efforts, including Accountable Care Organization models, the Comprehensive Primary Care Plus model, and the Medicaid Innovation Accelerator Program.

Before joining CMMI, Ms. Tripoli worked as a Senior Health Policy Analyst at the National Governors Association, Center for Best Practices. There, she provided policy analysis, technical assistance, and resource development for governors and their staff across a range of policy issues including Medicaid delivery system reform, Complex Health and Social Needs, high-impact pharmaceutical therapies, and community-based oral health interventions.

Ms. Tripoli holds an M.P.H from George Washington University and a B.A. in international affairs with a concentration in global public health from George Washington University.

Anne Tumlinson (*Long-Term Care and Disability Perspective*)

Ms. Anne Tumlinson leads the nation in setting the direction of aging and disability policy. She founded [ATI Advisory](#), a DC-based research and advisory services firm that works to reform health and long-term care delivery and financing for the nation's frail and vulnerable older adults. Ms. Tumlinson also founded and runs [Daughterhood](#), an online and in-person community that connects family caregivers with each other for support and information.

Ms. Tumlinson shares her research and expertise with a wide array of policy and business leaders. She has testified before the House Energy and Commerce Committee and the Senate Aging Committee and

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SME Panelists' Biographies (Continued)

has appeared before the Congressional Long-Term Care Commission and the Bipartisan Policy Center. Ms. Tumlinson advises payer, provider, and financial leaders on strategic development and growth opportunities. She writes regularly about innovation in healthcare and aging, contributing to *Health Affairs*, *Huffington Post*, *McKnight's Long-Term Care News*, and *Aging Media Network*.

Ms. Tumlinson serves on the Aetna Medicaid Advisory Panel and the Caregiver Action Network Board of Directors and is a member of the National Academy of Social Insurance. In 2018, she was named an [Influencer in Aging](#) by *Next Avenue*.

Ms. Tumlinson spent her early career working in government, first as a healthcare advisor to Congressman John Lewis (D-GA) and then as the lead for Medicaid program oversight at the Office of Management and Budget. She joined Avalere Health in 2000, leading the firm's provider practice and developing business intelligence products for 14 years.

Charles A. Zonfa, MD, MBA (*Payer Perspective*)

Dr. Charles Zonfa is the Chief Medical Officer of SummaCare, a regional provider-owned health insurance company based in Akron, Ohio. Dr. Zonfa oversees the Health Services Management Department which is responsible for medical management, utilization management, pharmacy benefits administration, quality improvement, accreditation, risk adjustment, regulatory compliance, appeals and grievances, provider support services, and clinical informatics. In his current role, Dr. Zonfa has focused on driving SummaCare's Population Health strategy by integrating clinical services throughout Summa Health. This strategy has been a key component in SummaCare achieving a 4.5 CMS Star Rating.

Dr. Zonfa is a Board Certified Obstetrician/Gynecologist with over 20 years of experience in the healthcare industry as both a clinician and healthcare executive. In addition to health plan administration experience, Dr. Zonfa has expertise in the areas of patient safety, risk management and quality improvement. He has completed Patient Safety Officer Training at the Institute for Healthcare Improvement, Advanced Training Program in Quality Improvement at Intermountain Healthcare, and Kaiser Permanente's Advanced Leadership Training at Harvard Business School. Currently, Dr. Zonfa is an active faculty member of the Summa Health OB/GYN Department participating in resident education in the Women's Health Center for Summa Health's Clinical Obstetrics and Gynecology Graduate Training Program.

Prior to joining SummaCare in 2013, Dr. Zonfa served as Chief of Women's Services and Senior Physician Director of Risk Management and Patient Safety for Kaiser Permanente Ohio. He earned his medical degree from Northeastern Ohio Medical University and an MBA from Baldwin Wallace University, where he is a member of the Baldwin Wallace University Business Honor Society.

SummaCare was formed in the early 1990s as a product offering for large, self-funded employers in Akron. Since then, it has grown regionally to offer products to employers of all sizes, individuals on and off the Health Insurance Marketplace, and those eligible for Medicare.