



The Next 20 Years in Caregiving

The 10th Annual National Conference of Caregiver Advocates

SPEAKER BIOS

OUR HONORED KEYNOTE SPEAKER

David Lindeman, PhD, is the Director of Health, Center for Information Technology Research in the Interest of Society (CITRIS), UC Berkeley and Director, for the Center for Technology and Aging (CTA). He has worked in the field of aging and long-term care (LTC) for over 30 years as a health services researcher and gerontologist, conducting research related to health care technology, family caregiving, chronic disease management, healthy aging, LTC policy, dementia, community-based and residential services, and the LTC workforce.



Dr. Lindeman's current research focus is on the incubation, start-up, and scaling of technology-enabled solutions for older adults, including initiatives that address critical health care challenges through mHealth, sensors, telehealth, data analytics, and precision medicine. These technology-enabled solutions cover a continuum of health care and aging issues, ranging from wellness to complex chronic conditions, with an emphasis on global applications. Dr. Lindeman serves as an advisor to foundations, government agencies, businesses, and venture firms.

OPENING REMARKS & OVERVIEW

Gail Gibson Hunt, President and CEO of the National Alliance for Caregiving, has lead the Alliance since its inception in 1996. As a national expert in family caregiving and long-term care, Ms. Hunt served on the Policy Committee for the 2005 White House Conference on Aging, as well as on the CMS Advisory Panel on Medicare Education. Ms. Hunt is also a commissioner for the Center for Aging Services Technology and on the Board of the Long-Term Quality Alliance and the National Center for Creative Aging. Ms. Hunt is a member of the Multiple Chronic Conditions Workforce Technical Expert Workgroup. She co-chairs the NQF MAP Person and Family-Centered Care task force. Additionally, Ms. Hunt is on the Governing Board of the Patient-Centered Outcomes Research Institute (PCORI).



Prior to heading the Alliance, Ms. Hunt was President of her own aging services consulting firm for 14 years and worked as Senior Manager at KPMG Peat Marwick. Ms. Hunt attended Vassar College and graduated from Columbia University.



The Next 20 Years in Caregiving

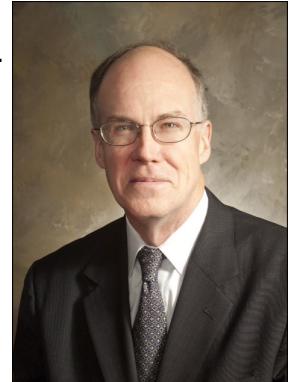
The 10th Annual National Conference of Caregiver Advocates

SPEAKER BIOS

POLICY PERSPECTIVES—MODERATOR

Brian M. Duke, MHA, MBE, is System Director of Senior Services with Main Line Health. In this role, Mr. Duke works to ensure that older people in the western suburbs of Philadelphia have access to necessary resources and are provided with coordinated care in the appropriate setting across the entire continuum.

Prior to this he completed a four year term of service as Secretary of the Pennsylvania Department of Aging. He has worked as Director of the Bucks County Area Agency on Aging and Executive Director of the New Jersey Foundation for Aging. Mr. Duke has held numerous leadership positions at the state and national level, including currently serving on the Institute on Medicine (IOM) Committee for the Study on Family Caregiving for Older Adults. He is also on the Board of the American Society on Aging.



Mr. Duke holds a B.S. in Business Administration from the University of Scranton, an MHA (Health Administration) from George Washington University and an MBE (Bioethics) from the University of Pennsylvania, and is an Associate Fellow of the Institute on Aging of the University of Pennsylvania.

AGING IN PLACE—MODERATOR

Stefani Benefield is Vice President of Consumer Experience for Humana, where she leads the Consumer Experience for Humana's 10.5 million member Medicare, Medicaid, Exchange and Health Care Services customers. Humana, headquartered in Louisville, Ky., is a leading health and well-being company focused on making it easy for people to achieve their best health with clinical excellence through coordinated care.



Ms. Benefield came to Humana from Bank of America where she was serving as Senior Vice President, Preferred Customer Experience Executive. Prior to serving in Consumer Experience roles, she had direct accountability for building and leading high touch call centers, was regional executive for retail banking centers, led the enterprise re-design of sales & service CRM processes, and developed innovative business plans and patents through new technology partnerships.

She began her career in retail management positions with The Walt Disney Company and worked as a behavior modification case manager for social services. She holds a Bachelor of Arts degree in Psychology from The University of Cincinnati, and currently lives in Louisville, KY with her husband and four sons.



The Next 20 Years in Caregiving

The 10th Annual National Conference of Caregiver Advocates

SPEAKER BIOS

AGING IN PLACE—SPEAKERS

Phyllis Hegstrom, Director of Government Affairs at Home Instead, joined Home Instead Senior Care in July 2000. She served as Vice President of Human Resources at Home Instead Senior Care (2002-2007). In 2007, she assumed the role of Director of Government Affairs to develop and grow the division. Since 2007, she has been instrumental in introducing bills and resolutions at the federal and state Level to heighten awareness of the need for senior care and to protect the homecare industry.



Ms. Hegstrom is committed to advocating for seniors and to influence public policy and public opinion by harnessing the grassroots efforts of the Home Instead Senior Care network. The Home Care Association of America named Phyllis as Legislative Advocate of the Year for 2013. She currently serves on the Legislative Committee for that association, is a board member of the Nebraska Chapter of the Home Care Association of America, a board member of the Home Instead Senior Care Foundation and a member of the Canadian Franchise Association Advocacy Council.

She attended Drake University prior to enrolling in Creighton University to complete her studies in Communications.

Teresa Lee, JD, MPH, is Executive Director of the Alliance for Home Health Quality and Innovation (the “Alliance”). As a graduate of Harvard University’s School of Public Health and with formal training as an attorney, Ms. Lee is a recognized expert in Medicare reimbursement and health law and policy.



Ms. Lee has a strong background in health care policy and association management experience. Prior to her work for the Alliance, she served as Senior Vice President at the Advanced Medical Technology Association (AdvaMed) in Washington, D.C. Her career at AdvaMed included her tenure as Vice President and Associate Vice President of Payment and Health Care Delivery Policy. Ms. Lee has also served as a Senior Counsel in the Office of the Inspector General at the U.S. Department of Health and Human Services (HHS).

A lifelong resident of the Washington area, she earned her undergraduate degree from the University of California-Berkeley; a Master of Public Health degree from the Harvard University’s School of Public Health; and a law degree from The George Washington University Law School.



The Next 20 Years in Caregiving

The 10th Annual National Conference of Caregiver Advocates

SPEAKER BIOS

AGING IN PLACE—SPEAKERS, CONT.

Thomas E. Edes, MD, MS, is Executive Director of the Office of Geriatrics and Extended Care Operations, Veterans Health Administration (VHA), U.S. Department of Veterans Affairs (VA). Prior to his work at the VA, Dr. Edes served as Chief of Geriatrics and Extended Care at the Harry S. Truman Memorial VA Medical Center and Associate Prof. of Medicine at the University of Missouri in Columbia.

Dr. Edes served as Associate Director of the 1995 White House Conference on Aging Office, served for the Secretary on the Policy Committee for the 2005 White House Conference on Aging, and served on the Advisory Committee for the 2015 White House Conference on Aging.



He received his MD degree and MS degree in Nutrition from the University of Illinois in 1981. He holds board certification in Internal Medicine and in Geriatric Medicine, and is a Fellow of the American College of Physicians and the American College of Nutrition. In 2010, Dr. Edes was elected as President of the American Academy of Home Care Medicine.

DEMENTIA—MODERATOR

John Schall, MPP, is Chief Executive Officer of the **Caregiver Action Network** (formerly known as the National Family Caregivers Association). Prior to joining CAN in June 2012, he was Deputy CEO of the Parkinson's Action Network, Vice President of Jefferson Government Relations, President and CEO of the National Congress for Community Economic Development, and Executive Director, National Business Coalition on E-Commerce and Privacy.



In the public sector, Mr. Schall served as Senator Bob Dole's Chief Budget Advisor in the Senate Majority Leader's Office. He was a Guest Scholar at The Brookings Institution, and a Fellow at the Institute of Politics at Harvard's John F. Kennedy School of Government. He served as Chief of Staff of the U.S. Department of Labor and was a White House Domestic Policy Adviser to President George H.W. Bush and Deputy of the White House Domestic Policy Council. He served as Legislative Director for then Rep. Connie Mack (R-FL) and held positions in the White House Office of Management and Budget.

He earned a Master of Public Policy degree from Harvard University's John F. Kennedy School of Government, and a B.A. with distinction and honors in political science from the University of Michigan.



The Next 20 Years in Caregiving

The 10th Annual National Conference of Caregiver Advocates

SPEAKER BIOS

DEMENTIA—SPEAKERS

Michael Splaine, Owner and Principal of Splaine Consulting, leads a small advocacy and government affairs consulting firm based in Washington DC. Immediately prior to starting this company, Mr. Splaine was Director of State Government Affairs in the Public Policy Division of the Alzheimer's Association, leading its grassroots network to accomplish state policy priorities, including comprehensive state Alzheimer Plans. While at the Association, he was a staff team member for the Association's Early Stage Initiative and provided leadership in the Association on the government affairs aspects of the Healthy Brain Initiative, a cooperative agreement with CDC, and continues this work as a consultant to the Association.



He has also been faculty for Alzheimer's Disease International and Alzheimer University Public Policy and was coordinator of the last three. He is active with ADI's World Health Organization strategy group and is now advancing its policy agenda with UN based opportunities in New York and Geneva.

Mr. Splaine is also CEO of a new company called Cognitive Solutions, LLC, a specialized consultancy to hospitals on their care of persons with dementia and other cognitive impairment.

Kristin Kahle Wrobleksi, PhD, is the Director for Alzheimer's and Neurodegenerative Diseases in the Global Patient Outcomes and Real World Evidence group at Eli Lilly and Company. She joined Lilly to lead payer-focused research and strategy of Lilly's Alzheimer's portfolio. Dr. Wrobleksi has collaborated extensively with colleagues in academia and industry on a variety of research projects and initiatives to advance the science of conducting value-based assessments.



Dr. Wrobleksi is also a licensed clinical psychologist and serves on the clinical faculty of the Neuropsychology Clinic in the Indiana University School of Medicine Department of Psychiatry. She completed a doctorate in clinical psychology at the University of Kansas where she was a National Institutes on Aging Predoctoral Fellow in Communication and Aging. She completed her postdoctoral studies at the University of California, Irvine, Institute for Brain Aging and Dementia.



The Next 20 Years in Caregiving

The 10th Annual National Conference of Caregiver Advocates

SPEAKER BIOS

DEMENTIA—SPEAKERS, CONT.

Katie Maslow, MSW, is a Visiting Scholar at the Gerontological Society of America, with a primary focus on care-related issues for older people with cognitive impairment, dementia, and co-existing medical conditions. Before joining the GSA in 2016, Ms. Maslow was a scholar-in-residence at the Institute of Medicine (IOM). She previously worked for the Alzheimer's Association and the U.S. Office of Technology Assessment (OTA), a congressional research agency.



Ms. Maslow has a bachelors degree in Sociology and Psychology from Stanford University and a masters degree in social work from Howard University. She is a member of the American Geriatrics Society, the Gerontological Society of America, the American Society on Aging, and the National Association of Social Workers.

BUSINESS CASE FOR CAREGIVING—MODERATOR

Dr. Sandra Timmermann is currently the Visiting Professor of Gerontology and Retirement Living at the American College of Financial Services, a Special Advisor to the Board of the Retirement Income Industry Association, and a consultant on retirement issues. She is nationally recognized for her work in aging, retirement and the application to business.



Dr. Timmermann was a Vice President at MetLife and the Founder and Director of the MetLife Mature Market Institute, the company's focal point on aging research and education, until it was disbanded in 2013. Much of the MMI's research, in partnership with NAC, focused on employers and on working caregivers. She has been in the aging field for over 35 years, holding senior positions at the American Society on Aging, AARP and SeniorNet.

Dr. Timmermann's many leadership roles in the field of aging include serving as Chair and member of the National Alliance for Caregiving Board of Directors and Chair of the Business Forum on Aging. She has recently been appointed as Representative to the United Nations for the International Federation on Ageing, is a Fellow of the Gerontological Society of America and holds ASA's Cavanaugh Award for Excellence in Education. She received a BA from the University of Colorado and MA and EdD degrees from Columbia University.



The Next 20 Years in Caregiving

The 10th Annual National Conference of Caregiver Advocates

SPEAKER BIOS

BUSINESS—SPEAKERS, CONT.

John Knoebel, Senior Vice President for Government and Affiliate Relations at DaVincian Healthcare.

DaVincian Healthcare arose out of a vision to improve worldwide access and affordability of healthcare by leveraging mobile technology and analytics, to facilitate engagement and improve healthcare outcomes. DaVincian is best known for utilizing machine learning in telemedicine and mobile health to help deliver patient and clinician engagement solutions improving health.

Former CEO of Building Healthier Communities, the program side of Michelle Obama's "Let's Move!"

campaign serving over 50 million citizens in 10 major cities, Mr. Knoebel has created public-private alliances with key Fortune 100 companies such as Nike, Microsoft, Accenture, Blue Cross Blue Shield and United Healthcare, and is an active member of Harvard Alumni and Athletic Leadership.



James Murphy, Vice President of Medicare & Retirement at UnitedHealthcare, leads Innovation Strategy on behalf of UnitedHealthcare's Medicare & Retirement division. Mr. Murphy has over 20 years of experience in product development and marketing of highly regulated products and services—much of this time has been focused on health care offerings to senior audiences. Prior to taking this role within UnitedHealthcare, he led marketing for XLHealth/Care Improvement Plus—now a UnitedHealth Group company. In this role, he was responsible for communications to many audiences including: members/prospects, caregivers, providers, agents, and regulators.



For the decade prior to joining XLHealth, Mr. Murphy served in a number of different account supervisor & account planning roles in marketing/public relations firms including Planit and Weber Shandwick Worldwide, focusing on clients in the healthcare and financial services arenas.

He holds a Bachelor of Arts degree in English with a concentration in business and technical writing from the University of Delaware, and a Master of Science in Marketing from Johns Hopkins University.



The Next 20 Years in Caregiving

The 10th Annual National Conference of Caregiver Advocates

SPEAKER BIOS

BUSINESS—SPEAKERS, CONT.

Sherwin Sheik, Founder and CEO of CareLinx has worked within healthcare industry for over 18 years and decided to launch CareLinx in 2011 after witnessing his family's struggles with finding and managing quality home care for his sister who has MS, and his uncle who had ALS. Today, CareLinx is the leading nationwide professional caregiver marketplace, empowering families to easily find, hire, manage and pay caregivers who match their specific needs and budget via web and mobile.



CareLinx is currently operating in the top 50 metropolitan areas within the United States with 100,000+ professional licensed caregivers. The CareLinx platform helps families and caregivers easily manage all the administrative tasks of their caregiving needs via its web & mobile solutions; including scheduling, time tracking and care coordination.

CareLinx won the AARP consumer vote at their national conference and has been featured in 'O, The Oprah Magazine', PBS, TIME, AARP Magazine, INC., Forbes, BusinessWeek, Bloomberg and more.

NAC STAFF

Rick Greene, MSW, is Executive Advisor to the National Alliance for Caregiving. He started his career in aging at the New Jersey Department of Health and Senior Services. As a result of his state successes, the U.S. Administration on Aging selected Mr. Greene in 2000 to be the first Director of the National Family Caregiver Support Program. In 2009, he transferred to the U.S. Department of Veterans Affairs. He currently serves as an Executive Advisor to the National Alliance for Caregiving, and to the International Alliance of Carer Organizations, where he convenes an international body of caregiving advocates from 13 member nations.

C. Grace Whiting, JD, Director, Strategic Partnerships currently manages the organizational brand of the Alliance and relationships with corporate, non-profit, and government partners. Prior to joining the Alliance, she served as the Director of Strategic Initiatives & Communications and the Special Assistant to the Executive Director at the Alliance for Home Health Quality and Innovation in Washington, D.C. She is a licensed attorney with the D.C. Bar and a member of the American Society of Association Executives and the American Society on Aging.

Charlotte Dodge, MPP, is the Advocacy Coordinator where she leads the Caregiving Champions Program, supports outreach to more than 80 state and local caregiving coalitions in the U.S., and monitors current caregiving policy initiatives on the state and federal levels. She has previously interned in the office of U.S. Senator Tammy Baldwin. Ms. Dodge received her undergraduate degree from Virginia Commonwealth University, and her Master's degree in Public Policy from George Mason's School of Policy, Government, and International Affairs.