



Cancer Standing Committee, Fall 2019

Committee Chairs

Karen Fields, MD

Co-chair

Medical Director, Strategic Alliances, Moffitt Cancer Center
Tampa, Florida

Dr. Karen Fields is the Medical Director of the Clinical Pathways Department at Moffitt Cancer Center. She is a Senior Member in Breast Medical Oncology at Moffitt and a Professor of Oncologic Sciences at the Morsani College of Medicine at the University of South Florida. She serves as Moffitt's PI for QOPI and is responsible for achieving Moffitt's initial and ongoing QOPI certification. She has been instrumental in designing and implementing Moffitt's value-based care strategies responsible for quality and outcomes reporting. She has served on several initiatives for NQF including the 2011 Cancer Endorsement Maintenance Project and as a member of the NQF's Measure Applications Partnership in 2014 representing the PPS-Exempt Cancer Centers.

Shelley Fuld Nasso, MPP

Co-chair

CEO, National Coalition for Cancer Survivorship
Washington, District of Columbia

Shelley Fuld Nasso, MPP, is Chief Executive Officer of the National Coalition for Cancer Survivorship. She serves as a member of the National Cancer Institute's National Council of Research Advisors, the American Society of Clinical Oncology's Cancer Survivorship Committee, and NQF's Consensus Standards Approval Committee and Measure Applications Partnership. Prior to joining NCCS, Shelley served in leadership roles at Susan G. Komen, where she leveraged Komen's grassroots network to strengthen the organization's reputation and visibility in Washington, DC, and in state capitals.

Committee Members

Afsaneh Barzi, MD, PhD

Associate Professor, USC – Norris Cancer Center
Los Angeles, California

Dr. Barzi is Assistant Professor in the Division of Medical Oncology, Keck USC School of Medicine. Board certified in hematology and medical oncology, she has applied lessons learned from AI and decision making with a personal quest to provide personalized care. Having a PhD in public health, she has a deep understanding of large datasets such as SEER, SEER-Medicare, Flatiron, and NCDB. In her work with the ADCC she has been involved in measure design and development. Her goal is to work with others to improve the value of care delivered to each and every patient.

Gregary Bocsi, DO, FCAP

Associate Director, University of Colorado Hospital Clinical Laboratory
Denver, Colorado

Gregary Bocsi, DO, FCAP, is the Associate Director of University of Colorado Hospital (UCH) Clinical Laboratory and an Assistant Professor in the Department of Pathology at the University of Colorado School of Medicine. His role is clinically oriented with most of his effort allocated as medical director of a few UCH clinical laboratories and to solid tumor analysis at the Colorado Molecular Correlates Laboratory. He is regularly involved in projects and committees related to quality management, process improvement, and optimal utilization of laboratory services. He is active in the education of medical students and pathology residents.

Brent Braveman, PhD, OTR/L, FAOTA

Director, Department of Rehabilitation Services, University of Texas M.D. Anderson Cancer Center
Houston, Texas

Dr. Braveman is an expert in rehabilitation services in oncology and chronic illness. He has extensive experience in program development, assessment development and outcomes research. He is nationally recognized for expertise in healthcare reform, social justice, and population health. He directs the largest oncology rehabilitation department in the country with over 130 therapy practitioners at five sites. Dr. Braveman recently participated in an NIH Subject Matter Expert Panel on oncology rehabilitation examining practice models and identifying evidence and practical considerations for the use of clinical, functional measurement tools and integration of rehabilitation services into the oncology continuum of care.

Steven Chen, MD, MBA, FACS

Director of Surgical Oncology, OasisMD
San Diego, California

Steven Chen, MD, MBA is a surgical oncologist and health services researcher.. His clinical interest is focused on breast cancer, melanoma, and endocrine diseases. He received an MBA from the University of Michigan focused on corporate strategy and operations analysis. Previously he has served as a member of the Care Transitions Workgroup and Clinical Decision Support Oncology Workgroup for the Physicians Consortium for Performance Improvement and served on the Cancer Technical Advisory Panel for phase II of the Efficiency:Resource Use project, as well as numerous committee memberships in various professional societies including most recently, President of the American Society of Breast Surgeons for 2017-2018. His research focuses on quality, cost-effectiveness, and outcomes in cancer care, and the greater health care system. In addition, he is the Chief Medical Officer of Avelas Biosciences, a biotechnology company headquartered in La Jolla, CA.

Matthew Facktor, MD, FACS

Director, Department of Thoracic Surgery, Geisinger Medical Center
Danville, Pennsylvania

Dr. Matthew Facktor is the Director of Thoracic Surgery and the Lung Cancer Clinic at Geisinger Medical Center (Danville, PA). Dr. Facktor is a member of the American College of Surgeons Commission on Cancer, and directs the Commission's Multi-Disciplinary Lung Cancer Collaborative with ProvenCare®. Dr. Facktor has interests in thoracic oncology and the reliable delivery of evidence-based healthcare. He studied percussion performance at The University of Michigan before completing medical school at

Wayne State University (Detroit), general surgery residency at Rush University & Cook County Hospital (Chicago), and thoracic surgery residency at George Washington University (Washington, DC).

Heidi Floyd

Patient Advocate

Washington, District of Columbia

Patient Heidi Floyd has been diagnosed with breast cancer twice. The first time, she was a pregnant mother of three and in her 30s. As a patient advocate, she has been on the Grants Review Board for the American Cancer society for more than four years, has been a keynote speaker at events for Google, Susan G. Komen, Indiana University, eyeforPharma, United States Navy, United States Army, Mass Mutual, Johnson & Johnson, among myriad others. For each of these events/meetings, she has been a passionate voice for the wise stewardship of fiscal distribution woven in the same tapestry of a patient-centered discussion. She will advocate for her fellow patients for the rest of her life, and do the best she can to educate them with the most current information that is available.

Bradford Hirsch, MD

CEO, SignalPath Research, Medical Oncologist, Texas Oncology

Dallas, Texas

Dr. Hirsch is Co-Founder and CEO of SignalPath Research, a startup leveraging technology to make clinical trials more efficient and effective for research sites and sponsors. He is also a practicing medical oncologist with Texas Oncology and a principal investigator. Prior to his present focus, he held leadership roles in technology companies and academics. He was Senior Medical Director for Flatiron Health, served as Medical Director of HEOR for McKesson Specialty Health, and was on the faculty of the Duke University School of Medicine and the Duke Clinical Research Institute. Across all of his roles, he has focused on the use of data and novel technologies to advance the frontier in medicine.

Jette Hogenmiller, PhD, MN, APRN/ARNP, CDE, NTP, TNCC, CEE

Oncology Nurse Practitioner

Idaho Springs, Colorado

Dr. Hogenmiller received her graduate degree from the University of Washington, Seattle, in the Oncology pathway. She has two years of public health graduate work, with a focus on cancer epidemiology and vulnerable populations from the University of Michigan. Her PhD is from the University of Nebraska, where she focused on psychometrics (reliable & valid tool development) and oncology. Some of her publications include “Patterns of Pap smear screening in women diagnosed with invasive cervical cancer” in the *Journal of Gynecologic Surgery*; “Self-efficacy scale for Pap smear screening participant in shelter women in Nursing Research”; and others.

She has developed a number of comprehensive oncology care programs/approaches (e.g., general oncology, gynecologic oncology), in a variety of settings (e.g., university, community-based). Currently, she and a medical oncologist are creating two new cancer programs to expand access in a rural and urban setting. As an advanced practice nurse (family/oncology nurse practitioner), she applies her skill set and a number of certifications to provide for holistic cancer care that engages and empowers the patient and family to be full partners in care to maximize healing. Some of her certifications include that of a diabetic educator, nutrition therapy practitioner, and trauma nurse, and training in functional medicine. She has served in the Army Nurse Corps for over 21 years.

Wenora Johnson

Research Advocate, Fight Colorectal Cancer
Joliet, Illinois

Wenora Johnson is a three-time cancer survivor, Volunteer with Fight CRC & FORCE Research/Patient Advocate, Caregiver/Provider, and Navy Veteran. Diagnosed with Lynch Syndrome, Wenora advocates for genetic testing and awareness. She serves on various panels and review boards with organizations such as College of American Pathologists, Clinical Trials Curator for Fight CRC, and Consumer Reviewer for DoD Peer Reviewed Cancer Research Program. She is a PCORI Ambassador and Clinical Trials Panel Member, a CPAT member for NCCS, and a participant with the AACR Scientist-Survivor Program. She has written various patient advocate blogs and participated as a guest speaker for the Powerful Patient Podcast.

J. Leonard Lichtenfeld, MD, MACP

Deputy Chief Medical Officer, American Cancer Society
Atlanta, Georgia

Dr. Lichtenfeld is Deputy Chief Medical Officer for the American Cancer Society. He joined the Society in 2001 and in 2002 assumed responsibility for managing the Society's Cancer Control Science Department. In 2014, he assumed his current role in the Office of the Chief Medical Officer. He is a frequent media spokesperson regarding the Society's positions on a number of important issues related to cancer. He has testified on legislative and regulatory issues, and participated on numerous panels regarding cancer care, research, advocacy, and related topics. He has a strong interest in issues related to health care including physician payment, medical care delivery systems, and health information technology.

Stephen Lovell, MS

Seattle Cancer Care Alliance: Co-Chair, Patient and Advisory Council; Patient Quality, Safety & Service Committee (Board of Directors committee); Clinic Design & Expansion Committee
Seattle, Washington

Mr. Lovell was diagnosed with a myelodysplastic syndrome and underwent a successful bone marrow transplant in 2010. Upon completing treatment, he has worked tirelessly to ensure that the patient perspective is represented in our healthcare system. Mr. Lovell is interested in utilizing metrics to measure success and using quantitative analysis to focus actions that will make a difference in patient safety, particularly in the ambulatory cancer treatment setting. As a patient advisor he has worked with healthcare organizations including the Seattle Cancer Care Alliance, Foundation for Health Care Quality, and the Comprehensive Cancer Center Consortium for Quality Improvement (C4QI). He works cooperatively with providers and clinical staff to evaluate and identify issues and assist in arriving at solutions that serve providers, clinical staff, and patients on an equal basis. He holds a bachelor of science degree from The University of Texas at Austin and master of science degree from Texas A&M University.

Jennifer Malin, MD, PhD

Staff Vice President, Clinical Strategy, Anthem, Inc.
Thousand Oaks, California

Jennifer Malin, MD, PhD, Staff VP, Clinical Strategy at Anthem, Inc. and Associate Professor of Medicine at the UCLA David Geffen School of Medicine, has authored more than 90 peer-reviewed articles and is widely recognized for her research on the quality of cancer care. She has extensive experience in developing and validating quality indicators for the assessment of all aspects of cancer care and has led

multiple studies to evaluate the reliability and validity of measures using diverse data sources. She continues her clinical practice by volunteering at the Veterans Affairs Greater Los Angeles Health Care System.

Jodi Maranchie, MD, FACS

Associate Professor, University of Pittsburgh, Department of Urology
Pittsburgh, Pennsylvania

Dr. Jodi Maranchie is a board-certified urologist and assistant professor of urology at the University of Pittsburgh School of Medicine. Dr. Maranchie graduated from Northwestern University Feinberg School of Medicine and completed urology residencies at Harvard University and Brigham and Women's Hospital in Boston as well as a postdoctoral fellowship in urologic oncology as an American Foundation of Urologic Diseases Scholar at the National Cancer Institute. An active researcher in basic and clinical research of urologic cancers with a special interest in kidney cancer, Dr. Maranchie focuses on cancers of the kidney, testis, bladder and prostate, including reconstructive nerve-and kidney-sparing procedures.

Denise Morse, MBA

Director of Quality and Value Analytics, City of Hope Cancer Center
Duarte, California

Denise is the Director of Quality and Value Analytics at City of Hope, an NCI designated cancer center. She has been in quality analytics and metric development for 11 years. She has an undergraduate degree from UCLA and a master's degree in business administration from Pepperdine University. She is the vice chair of the Comprehensive Cancer Center Consortium for Quality Improvement (C4QI), and an active member in the Alliance of Dedicated Cancer Centers (ADCC). She specializes in quality metric development and analysis in the field of cancer.

Benjamin Movsas, MD

Chair, Radiation Oncology, Henry Ford Health System
Detroit, Michigan

Benjamin Movsas, MD serves as Chair of the Henry Ford Hospital Radiation Oncology Department. He has served in many national leadership roles to enhance the quality of cancer care. As Chair of the American College of Radiology Radiation Oncology Appropriateness-Criteria, he developed national consensus measures for multidisciplinary quality cancer care. As co-chair of the National Cancer Institute (NRG) Patient-Centered-Outcomes-Committee, he strives to improve cancer outcomes and quality of life. As Chair of the American Society of Radiation Oncology (ASTRO) Scientific Program, he helps educate colleagues. He has 250 publications which primarily focus on his goal to improve the quality of cancer care.

Beverly Reigle, PhD, RN

Associate Professor, University of Cincinnati College of Nursing
Cincinnati, Ohio

Beverly Reigle, PhD, RN, is an Associate Professor at the University of Cincinnati College of Nursing and Director of the Cancer Survivorship Program at the University of Cincinnati Cancer Institute. Her main clinical and research focus is on cancer care and she has developed oncology-focused courses and conducted breast cancer and survivorship research in addition to teaching courses on quantitative methods and quality improvement and safety. As Director of the Cancer Survivorship Program Dr. Reigle oversees the educational, clinical, and research components of the program.

Robert Rosenberg, MD, FACR

Radiologist, Radiology Associates of Albuquerque
Albuquerque, New Mexico

Dr. Robert Rosenberg graduated from University of California Riverside with a BA in Chemistry and Biology. He received his MD from Washington University, then two years of internal medicine residency at St. Lukes Hospital in St. Louis, before completing a radiology residency at the University of New Mexico HSC. He has extensive research experience in mammography outcomes, founding the New Mexico Mammography Project, a pilot project of the Breast Cancer Surveillance Consortium. He is a Fellow of the American College of Radiology, and a Fellow of the Society of Breast Imaging.

David J. Sher, MD, MPH

Associate Professor, UT Southwestern Medical Center
Dallas, Texas

I grew up in Cleveland, Ohio and received my bachelor's and master's degrees in biochemistry from Yale University in 1998, and my MD degree from Harvard University in 2003. I completed a residency in radiation oncology at the Harvard Radiation Oncology Program, serving as Chief Resident in 2007-2008. During residency, I received a Health Services Research Fellowship from AHRQ and received my MPH in 2007. Following residency, I have been a practicing radiation oncologist, focusing on head and neck and thoracic malignancies. My research interests focus on the cost and comparative effectiveness of competing local therapies for cancer.

Danielle Ziernicki, PharmD

Head of Medical and Regulatory Strategy, The Dedham Group
New York, New York

Danielle Ziernicki has more than 19 years of pharmaceutical business experience. Currently, Dr. Ziernicki is the Head of Medical and Regulatory for The Dedham Group, a pharmaceutical strategy consulting firm. Prior to her current position, Dr. Ziernicki spent more than 17 years working at Johnson & Johnson in various roles. After completing a post-doctoral residency in drug information at Janssen, Dr. Ziernicki began in the Janssen Medical Information department, serving as a strategic partner to sales and marketing organizations by providing scientifically accurate medical information for marketed products. Next, Danielle transitioned to Janssen Global Regulatory Affairs and worked for almost 10 years as a director in the Global Regulatory Policy and Intelligence department developing regulatory product strategies across multiple therapeutic areas. After completing the Jefferson Health Policy certificate program, Dr. Ziernicki served as the commercial Health Quality Lead for the immunology and oncology portfolios at Johnson & Johnson, ensuring company strategies aligned with the U.S. overarching value-based care direction.

In addition to pharmaceutical industry experience, Dr. Ziernicki is currently an adjunct regulatory and clinical marketing professor at the University of the Sciences in Philadelphia. Dr. Ziernicki's experience also includes retail and hospital pharmacy; she worked for 10 years as an on-call hospital pharmacist. Dr. Ziernicki is a licensed PA pharmacist and received her BS and PharmD degrees at Philadelphia College of Pharmacy, University of the Sciences. Danielle completed a post-doctoral residency in drug information at Janssen and holds a graduate certificate in health policy from Thomas Jefferson University School of Public Health.