



## Cancer Project 2018 Standing Committee

### COMMITTEE MEMBERS

#### **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 a member of the National Quality Forum's Measures Application Program in 2014 representing the PPS-Exempt Cancer Centers.

#### **Shelley Fuld Nasso, MPP**

##### *Co-Chair*

CEO, National Coalition for Cancer Survivorship  
Washington DC

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 the National Quality Forum's Consensus Standards Approval Committee and Measures Application 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, D.C., and in state capitals.

#### **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, Ph.D, 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 health care 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 a 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 health care. 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 3 and in her 30's. As a patient advocate, she has been on the Grants Review Board for the American Cancer society for more than 4 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 start up 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.

#### **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**

Co-Chair, Seattle Cancer Care Alliance Patient and Advisory Council  
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 health care 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. Since retiring in 2013, as a patient advisor he has worked with health care organizations including the Seattle Cancer 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.

**Ali McBride, Pharm.D., M.S., BCPS**

Clinical Coordinator, University of Arizona Cancer Center  
Tucson, Arizona

Ali McBride, Pharm.D., M.S., BCPS, is the clinical coordinator of Hematology/Oncology at the University of Arizona Cancer Center. His practice and research interests include acute and chronic leukemias, multiple myeloma, infectious diseases, oncologic emergencies, and pharmacogenomics. Previously, he served as the stem cell transplant pharmacist at the Arthur G. James Cancer Hospital and Richard J. Solove Research Institute at The Ohio State Medical Center and the hematologic malignancies/stem cell transplant pharmacist at Siteman Cancer Center at Barnes-Jewish Hospital. Dr. McBride has previously served on the Board of Trustees for the Association of Community Cancer Centers. He has been actively involved with the American Society of Health-System Pharmacists (ASHP), Arizona Pharmacy Association (AzPA) and the Hematology Oncology Pharmacy Association for which he served as the chair of the Legislative Affairs Committee. He received a B.S. degree in Neurobiology and Physiology from Purdue University, and M.S. in Biology from Indiana University-Purdue University, and a Pharm.D. degree from the University of Arizona College of Pharmacy.

**Benjamin Movsas, M.D.**

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.

**Diane Otte, RN, MS, OCN**

Mayo Clinic Health System - Franciscan Healthcare  
La Crosse, Wisconsin

Ms. Otte recently retired as director of the Cancer Center at Mayo Clinic Health System – Franciscan Healthcare in LaCrosse, WI. Her experiences in oncology inpatient, ambulatory, hospice, home care, cancer program administration/management and her volunteer leadership roles within the Oncology Nursing Society (ONS) have focused on improving the quality of care delivered to people with cancer. Her volunteer leadership roles have included serving on the Board of Directors of both ONS and the Oncology Nursing Certification Corporation. She has served as the ONS liaison to the American College of Surgeon's Commission on Cancer and led ONS quality measurement projects.

**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**

Director of Healthcare Quality for Oncology, J&J Healthcare Systems  
Horsham, Pennsylvania

Danielle Ziernicki, Pharm.D. is the Director of Health Quality for Oncology at Johnson & Johnson. Dr. Ziernicki ensures Janssen oncology strategies support the U.S. overarching quality and reimbursement direction in the changing healthcare environment. Dr. Ziernicki's breadth of experience includes clinical hospital pharmacy, medical information, health policy, and global regulatory policy and drug development. Dr. Ziernicki is a licensed PA pharmacist and received her B.S. and Pharm.D. 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.