



## Strategies for Improving Public Understanding of FDA-Regulated Products

October 5, 2023 | 10:30 AM – 12:30 PM ET

### Speaker Bios

#### Speakers

##### **William Alvarez, Jr., PharmD, BCPS**

##### **Director of Content Harmonization, Wolters Kluwer**



William (Bill) Alvarez, Jr., received his undergraduate pharmacy degree and Doctor of Pharmacy degree from The Ohio State University (OSU) College of Pharmacy. After completing a specialized residency in Cardiology at The OSU Medical Center, he went on to hold a position at The Johns Hopkins Hospital (JHH) for 7 years as their Cardiovascular Clinical Specialist. His areas of practice included advanced cardiac life support, anticoagulation,

cardiothoracic surgery, coronary care, critical care, and heart failure. He was actively involved with pharmacy resident training, cardiology physician fellowship training, and was the Program Director for the Pharmacotherapy Specialty Residency during his time at JHH.

He also served as a residency accreditation surveyor for the American Society of Health-System Pharmacists during his time as program director. He has been a Clinical Instructor for The OSU College of Pharmacy, the University of the Sciences in Philadelphia College of Pharmacy, and the University of Maryland School of Pharmacy, and served as adjunct faculty in Advanced Pharmacology for Malone University. He has authored journal articles, coordinated the publication of the Anesthesia and Critical Care Drug Handbook, has given numerous educational programs for various organizations including the Maryland Society of Health-System Pharmacists and the American Association of Critical Care Nurses. He has also conducted numerous clinical research projects and been a Board-Certified Pharmacotherapy Specialist for over 20 years.

Bill has been with Lexicomp, now a division of Wolters Kluwer, since 2007 and has served in various roles including Clinical Specialist in Cardiology/Critical Care. Most recently, he now directs the Content Harmonization efforts with a multidisciplinary team that includes both Lexicomp and UpToDate pharmacist and physician editors. He is a member of the American College of Clinical Pharmacy and the American Society of Health-System Pharmacists.

## **Richard Baron, MD, MACP**

### **President and Chief Executive Officer, American Board of Internal Medicine**



Dr. Richard Baron, board certified in internal medicine and geriatric medicine, is President and Chief Executive Officer of the American Board of Internal Medicine (ABIM) and the ABIM Foundation. He was a former Chair of the ABIM's Board of Directors and served on the ABIM Foundation Board of Trustees.

Dr. Baron practiced general internal medicine and geriatrics for almost 30 years at Greenhouse Internists, P.C., located in Philadelphia. Greenhouse was a pioneer in the comprehensive adoption of electronic health records in the small-practice environment. Following that, from 2011 to 2013, he served as Group Director of Seamless Care Models at the Centers for Medicare and Medicaid Services Innovation Center, where he led efforts related to accountable care organizations and primary care. Until joining the federal government, Dr. Baron also served on the board of the National Quality Forum and their Health Information Technology Advisory Committee, as well as the Standards Committee of the National Committee for Quality Assurance.

Dr. Baron served as Chief Medical Officer of Health Partners, a not-for-profit Medicaid HMO set up by four teaching hospitals in Philadelphia, from 1988 to 1996. He was the architect of the Best Clinical and Administrative Practices program, funded by the Robert Wood Johnson Foundation and the Center for Health Care Strategies, working with medical leadership of Medicaid health plans across the country in learning collaboratives to improve the quality of care for their members. This program reached plans serving more than half of the Medicaid managed care population in the United States. He is currently a member of the Aspen Institute Health Strategy Group.

Dr. Baron received a bachelor's degree in English from Harvard College and his medical degree from Yale University. He completed house staff training at New York University-Bellevue Medical Center and served a three-year commitment in the National Health Service Corps in rural Tennessee.

## **Raven Baxter, PhD**

### **President and Founder, The Science Haven**



Dr. Raven Baxter is a renowned molecular biologist and leader in science education. Popularly known as Dr. Raven the Science Maven, she is credited with progressing perceptions of science by leveraging creative outlets in music, fashion, and popular culture to translate complex science into engaging narratives.

Dr. Baxter couples her advanced degrees in molecular biology and science education to aid scientists and scientific organizations in crafting effective science communication and brand strategy. As the Executive Director of The Science Haven, she leads powerful initiatives that break barriers to participation in science.

As a multi-award-winning science communicator recognized in *Forbes* 30 Under 30, *Fortune* 40

Under 40, and *EBONY* Power 100, Dr. Baxter is celebrated for her innovation, inclusivity, and dedication to science education. Her work continues to inspire a global passion for science, truly embodying her mission to make science an exciting and inclusive discipline for all.

### **Lori Freeman, MBA**

#### **Chief Executive Officer, National Association of County and City Health Officials**



Lori Tremmel Freeman has been the Chief Executive Officer (CEO) for the National Association of County and City Health Officials (NACCHO) since May 2018, having returned to the organization after previously serving as its Associate Executive Director from 2010-2014. In the CEO role, Freeman works to ensure our country's nearly 3,000 local health departments have the capacity to deliver essential health services to their communities, advocates for local public health within the US governmental public health system and assures strategic alliances and partnerships with a wide variety of federal, state, local, public and private agencies and organizations to advance the health of our nation. Prior to joining NACCHO, she served as CEO for the Association of Maternal & Child Health Programs (AMCHP) where she provided direction and leadership to protect and promote the optimal health of women, children, and families and actively advocated for sustainable and long-term funding for maternal, child, and adolescent health through the federal Title V grant program. While at AMCHP, she received the distinguished HHS Maternal & Child Health Bureau Director's Award for noteworthy contributions to the health of infants, mothers, children, adolescents, and children with special health care needs.

Freeman is a career non-profit executive, having enjoyed three decades of working in senior association leadership and management roles. Her career includes holding additional CEO and senior leadership positions with the International Test and Evaluation Association (ITEA); Association for the Advancement of Medical Instrumentation (AAMI); the Society of Nuclear Medicine and Molecular Imaging (SNMMI); the American Public Health Association (APHA); and Grant Thornton LLP. She also serves on numerous national advisory groups and boards related to public health. She received a bachelor's degree in Management Science from Lock Haven University and a master's degree in Business Administration and Marketing minor from Indiana University of Pennsylvania. She currently resides in Haymarket, Virginia with her husband and twin children.

### **Meher Kalkat**

#### **Class of 2025 MD Candidate, Johns Hopkins University School of Medicine**



Meher Kalkat is a third-year medical student at the Johns Hopkins School of Medicine. In her time at Johns Hopkins, she has worked to create a peer support line for students that need support or help with resource navigation. She has written about the importance of dismantling required mental health reporting in medical licensing bodies and building trust with patients. She is passionate about trainee and provider wellness and providing equitable mental health care for communities. In her free time, she enjoys baking, photography, and exploring new places.

**Elina Kurkurina, MPH**

**Class of 2026 MD Candidate, Frank H. Netter MD School of Medicine, Quinnipiac University**



Elina Kurkurina is a second-year medical student at the Frank H. Netter MD School of Medicine at Quinnipiac University with a concentration in Healthcare Management and Organizational Leadership. Prior to attending medical school, she worked on quality measurement projects aimed at improving hospital performance. Elina holds a bachelor's degree in Sociology from the University of Florida and a master's degree in Social and Behavioral Sciences from the Yale School of Public Health. Originally from Key West, FL, her diverse experiences have instilled in her a drive for improving access to high quality care. In her free time, she can be found hiking with her husband and rescue dog, mastering sailing knots, or exploring a new destination.

**Emily Moyer, PhD**

**Vice President of Regulatory Compliance and Global Food Safety Standards, International Fresh Produce Association**



Dr. Emily Moyer is the VP of Regulatory Compliance and Global Food Safety Standards at the International Fresh Produce Association (IFPA). In this role, she leads various initiatives to support the association's scientific and policy objectives at a global scale. She also helps develop technical resources and provides member support on a variety of topics including Listeria and environmental monitoring, FSMA implementation, import regulations, organic policy, and chemical food safety hazards such as heavy metals

Prior to IFPA, Dr. Moyer earned her doctoral degree in Food Science from Cornell University as a USDA National Needs Fellow in Food Safety for a Global Economy. She also previously worked as a Quality Engineer for General Mills after earning her bachelor's degree in Food Science and Technology from Iowa State University. Dr. Moyer serves on the Technical Committee for the Center for Produce Safety, she is a member of the U.S. Delegation for Codex Committee on Food and Hygiene (CCFH), and she co-chairs the Regulatory Affairs Working Group for the Food and Beverages Issues Alliance (FBIA).

**Michael Wagner, PhD**

**Professor of Journalism and Mass Communication, University of Wisconsin-Madison**



Dr. Michael W. Wagner is Helen Firstbrook Franklin Professor of Journalism and Mass Communication at the University of Wisconsin-Madison where he directs the Center for Communication and Civic Renewal. Dr. Wagner's research explores how individuals' experiences in their local, state, and national information ecologies influence what they believe, what they want, and what they do. His scholarship has been published in outlets such as Cambridge University Press, Science, Journal of Communication, International Journal of Press/Politics, Annual Review of Political Science, and many others. Dr. Wagner edits the Forum section of the journal Political Communication, which brings together scholars, practitioners, and political elites to contribute to discussions about contemporary issues. He has published public-facing work in outlets including the Washington Post, the Brookings Institution's TechStream, the Scholars Strategy Network, Vox, Mischiefs of Faction, and PBS' MediaShift. He has given more than 350

public talks across the globe about misinformation, polarization, and democracy. Dr. Wagner is on the Scientific Board of Advisors for the General Social Survey, is Associate Editor of Public Opinion Quarterly and has won several awards for teaching, public service, and research.

## Moderator

**Susan C. Winckler, RPh, Esq.**

**CEO, Reagan-Udall Foundation for the FDA**



Susan C. Winckler, is CEO of the Reagan-Udall Foundation for the FDA, the non-profit organization created by Congress to advance the mission of the FDA. Prior to accepting the Foundation post, she served as President of Leavitt Partners Solutions, a healthcare strategy firm founded by Gov. Michael O. Leavitt, former Secretary of the U.S. Department of Health and Human Services. Winckler directly advised C-suite executives of a wide range of organizations on public policy and regulation, business strategy, investments, and other major business matters. As Chief of Staff for the U.S. Food and Drug Administration (2007-2009), she managed the Commissioner's Office, served both Republican and Democratic commissioners as their senior-most staff adviser, analyzed complex policy challenges and represented FDA with myriad government entities and external stakeholders. Her earlier career service included more than a decade at the American Pharmacists Association in a series of positions of increasing responsibility.