

Team Name: Data Creatives

Persona name: Seema Verma, Administrator for CMS (Centre for Medicare and Medicaid services)



Location: 7500 Boulevard, Baltimore, Maryland, 21244

Educational Background:

Administrator Verma completed a Master's degree in Public Health with a concentration in health policy and management from Johns Hopkins University and a Bachelor's degree in Life Sciences from the University of Maryland. She was a consulting expert and played a key role in implementing many healthcare plans throughout USA and worked with companies like electronic data systems and Hewlett Packard, who are renowned names in technical field.

Socioeconomic background:

She is a first generation American of Indian origin from a modest household. Her parents are Indian immigrants to USA. Verma worked for the Health & Hospital Corporation of Marion County as vice president of planning and at the Association of State and Territorial Health Officials in Washington, DC.

She founded the health policy consulting firm SVC Inc. She is the president and CEO of the company, which has worked with state insurance agencies and public health agencies in preparation for the implementation of the Affordable Care Act (Obamacare), and assisted Indiana and Kentucky, in the design of Medicaid expansion programs under the ACA. Most of her work focusses on providing health care to people of lower socio-economic backgrounds. Aged 46, Ms. Verma is happily married to Dr. Sanjay Verma. She belongs to Upper middle class with her annual income estimated to be around \$200,000. She has two kids, Maya and Shaan.

Profession/job:

Administrator at CMS (Centres for Medicare and Medicaid services)

Skills:

Great decision making, Strategic planning and managerial skills.

Administrator Verma is known for her successful policy making decisions during the implementation of Affordable Care Act.

Her collaboration works with global medical data statisticians and actuaries to understand how demography affects the medical care, has won many accolades.

Interests:

Actively involved with various non-profit organizations like Meals on wheels association of America and Science teams against disease. A part of her income goes to the proceedings of these organizations.

Writes articles for academic and trade journals in her spare time.

Is a Classic Carnatic singer with emphasis on Veena (an Indian musical instrument)

Practices yoga on a regular basis. She along with husband, Dr. Verma, hosted many international yoga summits in Maryland.

Loves watching her son's Soccer games and her daughter's classical dance performances.

Loves Indian music (especially Bollywood) and is a big fan of A.R Rahman (popular Indian musician)

She is a vocal supporter of breast cancer awareness campaigns and programs.

Aims & goals:

Implementing Medicare/Medicaid Policies in an effective way with emphasis on lower socioeconomic groups. Her aim is to make a generalised plan which can be implemented all over USA.

Topic knowledge:

Administrator Verma is a health care policy expert best known for leading the design, negotiation, implementation, and expansion of Indiana's Medicaid waiver program. Ms. Verma has worked extensively on a variety of policy and strategic projects involving Medicaid, insurance, and public health, working with Governor's offices, State Medicaid agencies, State Health Departments, State Departments of Insurance, as well as the federal government, private companies and foundations.

She was recognized for her work previously to implement policy decisions for disbursement of Medicare funds based on the demographic information.

Seeking Information:

Ms. Verma, is collecting information to know about the overall status of each state with respect to healthcare so that she can help other state like Texas, New Jersey in customizing their own health plan, which would help the lower-income members to pay nominal fees for the care they receive.

Preferred information sources:

From government sources and reliable statisticians'/data analysts with solid statistical evidences.

Social media use (optional):

Active on LinkedIn, Twitter.