



AMERICA'S ESSENTIAL HOSPITALS

2015 Government Relations Academy | *Influencing Public
Policy: Enhancing the Voice of Essential Hospital Advocates*

Speaker Biographies

Barbara Eyman, JD
General Counsel, America's Essential Hospitals
Principal, Eyman Associates

Barbara Eyman serves as General Counsel to America's Essential Hospitals, whom she has represented for over twenty years. In that capacity, she has advocated on behalf of essential hospitals before Congress and federal agencies, and has developed legislation, regulations and other policy proposals and positions to achieve the association's advocacy goals.

In addition to her work with the association, Eyman represents hospitals and health systems, academic medical centers, physician group practices, trade associations, states and other clients on health care law and policy matters. Her practice focuses on Medicaid, Medicare, the Children's Health Insurance Program, and the development and implementation of a wide variety of programs under the Affordable Care Act (ACA)—including Medicaid expansion options and safety net provider issues related to health care marketplaces. She has a long and successful track record in assisting provider clients in developing Medicaid funding programs, including disproportionate share hospital (DSH) and upper payment limit (UPL) programs, graduate medical education (GME) payments, supplemental physician payments and waiver-based payment mechanisms. Her Medicaid work has also been focused on delivery system reform, including waiver-based Delivery System Reform Improvement Pools (DSRIPs). She is also particularly experienced in the area of complex Medicaid financing mechanisms.

Eyman founded Eyman Associates in November 2011, after resigning a partnership with Ropes & Gray, LLP.

Carl Graziano
Director of Communications
America's Essential Hospitals

Graziano came to America's Essential Hospitals in May 2012 with more than 20 years' experience in association communications and media relations. Previously, he served six years at the Care Continuum Alliance, a trade group for wellness and population health management, and managed government communications for 13 years at the 18,000-member College of American Pathologists. From 1985 to 1993, Graziano worked as a reporter and editor at several newspapers, including The News and Observer, of Raleigh, N.C., and the suburban Washington Journal chain. He received a journalism degree from the University of Maryland, College Park.

Shawn Gremminger, MPP
Director of Legislative Affairs
America's Essential Hospitals

Gremminger joined America's Essential Hospitals in April 2009 and oversees all federal government relations activities for the association. He came to America's Essential Hospitals from the National Association of Children's Hospitals, where he served as associate director, federal legislative affairs.

Since January 2012, Gremminger has served as chair of the Partnership for Medicaid, a nonpartisan, nationwide coalition made up of organizations representing physicians, health care providers, safety net health plans, counties, and labor. Gremminger holds a master of public policy from The George Washington University and a bachelor's degree in political science from Mary Washington College.

Sandy Laycox, MFA
Senior Writer and Editor
America's Essential Hospitals

Laycox has more than 10 years of experience as a writer and editor covering a range of topics and industries. She has spent the past four years at America's Essential Hospitals developing a consistent voice and style for the organization along with rich content that showcases essential hospitals and the issues they face. Her work during this time earned her a 2013 Rising Scholar Award from the Angerosa Research Foundation and a 2015 Platinum Hermes Creative Award for her work co-creating the association's new online magazine *Walls Down*. Her previous experience includes work with the National Institutes of Health, the Institute of Medicine, heritage management agency The History Factory, the Corporate Executive Board, and independent publisher

Walkabout Press. She received a BA in History and Philosophy from the University of North Carolina at Chapel Hill and an MFA in Creative Nonfiction Writing from the University of New Orleans.

Maya Linson, MS, UXC
Manager of Communications
America's Essential Hospitals

Linson has been spearheading the association's online presence and other communications efforts since November 2009. She is the organization's voice on social networks, manages web content and design, investigates and integrates new digital tools such as the online Member Network, and leads new website development. Linson came to the association with a master's degree in journalism from Northwestern University, where she focused on new media storytelling and media business management. Linson has conducted independent research on the use of social media for nonprofits, underscoring how a variety of online tools and engagement can enable organizations to better meet specific offline goals. Her background also includes user experience strategy (UXC refers to User Experience Certified), web and graphic design, reporting, photography, and videography. Linson also holds a bachelor's degree in writing, with a minor in law, from the University of California, San Diego.

Sarah Mutinsky, JD, MPH
Deputy General Counsel, America's Essential Hospitals
Founding Senior Advisor, Eyman Associates

Mutinsky has represented America's Essential Hospitals since 2006. In that capacity, she has advocated on behalf of essential hospitals before Congress and federal agencies, and has developed legislation, regulations and other policy proposals and positions to achieve the association's advocacy goals. In addition to work on a range of Medicaid and safety net financing issues, Sarah serves as a policy advisor on technical and advocacy issues about the 340B Drug Pricing Program.

In addition to her work with the association, Mutinsky represents hospitals and health systems, academic medical centers, physician group practices, national and state trade associations, and other clients on health care law and policy matters. She has particular expertise in helping clients with state and federal Medicaid program issues, including compliance, development of programs to support expanded coverage and improved care delivery, supplemental payments, and complex financing issues. Mutinsky's practice also includes legal, strategic, and operational advice related to a range of programs and requirements under the Affordable Care Act, the 340B

program, the Medicare program, and health information technology payment programs. She joined Barbara Eyman in founding Eyman Associates in November 2011, after several years as an associate in the health care group at Ropes & Gray, LLP.

Liz Schroyer
Consultant to America's Essential Hospitals
President, Schroyer & Associates, Inc.

Schroyer & Associates, Inc., is a political consulting firm in Washington, DC, created with an eye toward helping nonprofit organizations, trade associations, and businesses create strategies and organizational structures to engage citizen advocates and advance their public policy agendas.

Before starting the firm in 1995, Schroyer served 11 years as national political director for the American Israel Public Affairs Committee, where she played a significant role in creating and leading the Jewish community's national political operation. Schroyer has worked on Capitol Hill and in state government, and has helped organize activists in all 50 states. In addition, Schroyer serves as the founding executive director of the U.S. Global Leadership Coalition, a broad-based coalition of 400 businesses and nongovernmental organizations chaired by former Secretary of State Colin Powell. Schroyer graduated from the University of Michigan with a double major in political science and American studies.

Stacie Spector
Vice President of Strategy and External Relations
Nutrition Science Initiative (NuSI)

Spector has an extensive background in political campaign communications, strategic planning, grassroots networking, advocacy, and management. She currently serves at NuSI, a nonprofit organization that aims to reduce the economic and social burden of obesity and obesity-related diseases.

Previously, Spector served as chief communications officer at the Salk Institute for Biological Studies, as associate vice chancellor for communications and public affairs at the University of California–San Diego, and as deputy campaign manager and director of strategic operations for the Gore 2000 campaign. For the 1997 presidential inauguration, she managed all celebratory events. During the 1996 Clinton/Gore presidential re-election campaign, she was deputy director of communications, and she served as deputy assistant to the president and deputy director of communications at the White House during the Clinton administration. Spector is a graduate of Columbia University.

Amanda Walsh, JD
Manager of Legislative Affairs
America's Essential Hospitals

Walsh works as a lobbyist on Capitol Hill to further America's Essential Hospital's legislative priorities and educate policymakers on the importance of essential hospitals. She also works to engage members of America's Essential Hospitals in federal advocacy. Walsh came to America's Essential Hospitals from Capitol Hill where she worked for Rep. Richard Hanna (R-NY) as legislative assistant and education policy advisor and Sen. David Vitter (R-LA) as legislative correspondent. Walsh holds a bachelor's degree from James Madison University and a law degree from the University of the District of Columbia.

Jocelyn Wiles
Manager of Legislative Affairs
America's Essential Hospitals

Wiles helps implement America's Essential Hospitals' advocacy efforts, primarily as a lobbyist on Capitol Hill. Wiles collaborates with other associations and interest groups, particularly around the 340B Drug Pricing Program and children's issues. Wiles came to America's Essential Hospitals from the Health Resources and Services Administration HIV/AIDS Bureau, Division of Policy and Data. She has also worked for several members of Congress including Reps. Kathy Castor (D-FL), Barbara Lee (D-CA), and Danny Davis (D-IL). Wiles holds a bachelor's degree in American studies from the University of Maryland.