Jen Madsen, MPH
Executive Leader
Biographical Sketch, 2024
Jenmadsenmph@gmail.com
202-465-1949

Jennifer (Jen) Madsen is a senior life sciences and healthcare industry strategic advisor, impact investor and consulting executive. Her passion is improving health outcomes and patients' experience with the healthcare system. She has expertise in accelerating biomedical innovation, regulatory modernization, and health system redesign. Jen has a 25-year track record of impactful engagements with government, nonprofit and industry leaders in Washington, DC. Her key skills span strategic planning, portfolio management, policy development, philanthropic strategy, coalition building and impact measurement.

Jen has served as a strategy consultant to ARPA-H, CMS, FDA, and NIH; advocated for policy changes as a government affairs and policy representative for patient advocacy organizations, industry trade associations, coalitions, and companies; and held senior business development roles in several strategy consulting firms. She has managed individual consultants, teams, and departments, including staff from entry level to Principal and Director levels.

Jen was most recently the Health Practice Leader at BMNT, Inc., a global innovation consultancy for governments and their partners. Jen served as Program Manager for BMNT's contracts with the new federal Advanced Research Projects Agency for Health (ARPA-H) and was responsible for business development across a portfolio of federal health agencies and offices. Changes in strategic direction at BMNT have led Jen to seek new roles; she is available for consulting, fractional executive and Board roles through her own Diagonal Health LLC.

From 2019 to 2023, Jen was a Principal, Senior Principal and Department Manager at the MITRE Corporation, a nonprofit that operates the only federally funded research and development center (FFRDC) devoted exclusively to healthcare. As the Health FFRDC's Department Manager for Health Policy and Operations, Jen was responsible for all aspects of business development, project leadership, and people management for a team of 17 professional staff and a $25 million book of business. Her portfolio included the Centers for Medicare and Medicaid Services (CMS) Office of the Administrator, which in 2022 requested strategic support for 10 project teams performing parallel four-month sprints to stand up new cross-cutting initiatives.

Jen's past MITRE work with the National Institutes of Health (NIH) and Food and Drug Administration (FDA) focused on accelerating biomedical innovation. She led a MITRE technical paper with recommendations for ARPA-H that could, if implemented, accelerate biomedical innovation across the federal government, powered by an interoperable digital data infrastructure.

During the COVID-19 pandemic, she advised the NIH Rapid Acceleration of Diagnostics for COVID-19 (RADx) "Shark Tank" program and brokered a novel working relationship across NIH and FDA to prioritize and accelerate reviews for emergency use authorization. The project's impact includes authorizing the first COVID-19 test for use at home without a prescription and shortening the timeline for developing a new diagnostic test from seven years to seven months.

Jen was MITRE's Project Leader for a novel Innovator Support project for the NIH Office of the Director, Small business Education and Entrepreneurial Development (SEED) office, piloting entrepreneurship coaching and regulatory and reimbursement consulting services for small business and academic

innovators. She was also Project Leader supporting a new alternative payment model (APM) for the Center for Medicare and Medicaid Innovation (CMMI). Both projects received MITRE's highest honor, the Program Recognition Award, in 2022 and 2020, respectively.

Since 2021 Jen has served as a member of the Board of Directors for Mental Health America (MHA), the nation's largest community-based nonprofit organization for mental health. MHA is focused on next generation prevention: on the health and well-being of future generations, systemic reforms, and embracing new frontiers of science. MHA's work is guided by the voices and wisdom of lived experience. Jen co-chairs the public policy committee, which recently updated MHA's position on reducing gun violence and developed a new position on social determinants of mental health. These statements describe MHA's thinking on the impact of systemic racism and threats to reproductive health on the mental health of the nation's youth.

Prior to joining MITRE in 2019, Jen was chief of staff to the CEO at Food Allergy Research and Education (FARE) and advocated for people with life-threatening food allergies. She led development of the Food Allergy Safety, Treatment, Education and Research (FASTER) Act, enacted in 2021; and raised awareness of a national shortage of epinephrine, which convinced the FDA to recognize the shortage and approve new generics, making headlines in *The Washington Post* and *New York Times*.

From 2010 to 2018, Jen was a senior leader in the advocacy community for developers of advanced diagnostic laboratory tests with algorithms, during a critical period of regulatory and reimbursement uncertainty and change.
- Advised innovative diagnostic lab Theranos and makers of cell and gene therapies on market access at international law firm Arnold & Porter LLP.
- As Senior Director for Economic and Regulatory Affairs at the College of American Pathologists led a 10-person team focused on FDA, Medicare, and commercial payer policy for molecular pathology and next-generation sequencing.
- As vice president for policy at the American Clinical Laboratory Association, led critical negotiations with FDA and physician societies on regulation and reimbursement for molecular genetic tests.
- Advised nationally known clinical laboratories and health insurers on the Affordable Care Act as a principal at the Podesta Group, a bipartisan lobbying firm.

From 2003 to 2009, Jen held progressively responsible roles in a startup consulting firm, Avalere Health, and advised biopharmaceutical companies and patient advocates on the implementation of the Medicare prescription drug benefit. As a member of the firm's Leadership Team during a period of rapid growth, her responsibilities spanned client relationship management, business development, marketing and public affairs. She authored peer-reviewed papers and spoke at many conferences, corporate training programs, and briefings for Members of Congress.

Jen's first job in Washington was as a health economist with the Congressional Budget Office of the U.S. Congress, where she estimated private sector costs of federal mandates on health insurers. She earned an MPH in Health Policy with honors from Yale University, a BA in Biochemistry from Rice University and did post-baccalaureate public health research in Kenya on an endowed travel scholarship.

An Atlanta native, Jen did molecular biology research at the Centers for Disease Control as a high school student, winning awards in the Science Talent Search and International Science and Engineering Fair. She lives in Arlington, Virginia, with her husband Dana and two dogs.

Over her career, Jen has advised the following organizations:

Advanced Research Projects Agency for Health (ARPA-H)

Agency for Health Research & Quality (AHRQ)

American Cancer Society

American Clinical Lab Association

American Geriatric Society

Amgen

AstraZeneca

Centers for Medicare & Medicaid Services (CMS)

College of American Pathologists

CVS

Endocrine Society

Elsevier

Food Allergy Research & Education (FARE)

Food and Drug Administration (FDA)

Juvenile Diabetes Research Foundation (JDRF)

Labcorp

Mental Health America (MHA)

Merck

Myriad Genetics

National Institutes of Health (NIH)

National Multiple Sclerosis Society

NovartisOffice of the National Coordinator for Health IT (ONC)

Pfizer

PhRMA

Quest

RehabCare

Roche

Theranos

Walmart

Wellcare