



SPEAKER BIOS

OPENING SPEAKERS



Representative John Lawn, Chairperson, Joint Committee on Health Care Financing

John. J. Lawn, Jr. represents the 10th Middlesex District, 10th Middlesex, which includes portions of Newton, Waltham, and Watertown, since winning a special election in May 2011. He is House Chair of the Joint Committee on Health Care Financing and Chair of the Massachusetts Irish American State Legislators Caucus. He served as a Watertown Town Councilor from 2006 to 2012. Chair Lawn is a champion for the most vulnerable populations, including seniors, veterans, and those with disabilities. He is a staunch advocate, heavily involve in healthcare legislation and for children, survivors of child sexual abuse, and seniors. While serving as Chair of the Committee on Veterans Affairs, he led the passage of the BRAVE Act. This legislation provides crucial resources, property tax exemptions, and expanded support for veterans and their families. He was recognized as the Massachusetts Chapter of the National Academy of Elder Law Attorneys (MassNAELA) Legislator of the Year.



David Seltz, Executive Director, Health Policy Commission

David Seltz is the first Executive Director of the Massachusetts Health Policy Commission (HPC), the first-in-the-nation independent state government agency charged with bending the health care cost curve and providing data-driven policy recommendations regarding health care delivery and payment system reform. The HPC's goal is better health and better care – at a lower cost – for all residents across the Commonwealth of Massachusetts. Prior to leading the HPC, David was the Special Advisor on health care for Governor Deval Patrick (MA) and Senate President Therese Murray. Through these positions, David advised the passage of historic health care access reform legislation in 2006, a forerunner to the Affordable Care Act of 2010. As Executive Director, David has led the HPC through its growth into a nationally-recognized leader in landmark health policy and health care reform efforts. He is the Co-Chair of the state's Primary Care Access, Delivery, and Payment Task Force with Dr. Kiame Mahaniah, Secretary, Executive Office of Health and Human Services.

PRIMARY CARE LEGISLATIVE OVERVIEW



Dr. Wayne Altman, President-Elect, Massachusetts Academy of Family Physicians and Founder, MA Primary Care Alliance for Patients

Dr. Wayne Altman Dr. Wayne Altman, President-elect, Massachusetts Academy of Family Physicians; Founder, MA Primary Care Alliance for Patients, and served as the Jaharis Family Chair and Professor of Family Medicine at Tufts University School of Medicine for close to a decade. Dr. Altman received 35 teaching awards and citations during his 28 years at Tufts. He has also been recognized as a Boston Top Doc 15 times. Dr. Altman's research interests include health policy, wellness group visits, medical education, medical scribes, and vaccine hesitancy. Dr. Altman practices at Family Practice Group (FPG) in Arlington where he is President and co-owner of the practice. At FPG, Dr. Altman has co-led close to 100 Wellness Groups over 17 years. He is the Co-Founder of Wellness Campaign, a non-profit created to promote wellness in communities, as well as with patients and clinicians. Dr. Altman is the founder of MAPCAP (MA Primary Care Alliance for Patients) which advocates for health policy that features an emphasis on Social Determinants of Health, a prospective global payment for primary care, and the doubling of primary care investment.

Dr. Altman cofounded Care That Matters, a multi-disciplinary group of health care professionals across the country advocating for pay for performance quality measures that are both patient-centered and evidence-based. Dr. Altman is a Board member and President-Elect for the Massachusetts Academy of Family Physicians and serves as their Legislative Committee Chair. He was presented with the 2023 Advocacy Award by the Massachusetts Academy of Family Physicians.

PANEL I: MULTI-STAKEHOLDER REACTION

MODERATOR:



Olivia Liao, M.D., F.A.C.S., Immediate Past President, Massachusetts Medical Society

Dr. Olivia Liao currently serves as the Immediate Past President of the Massachusetts Society, after serving as the 143rd president from 2025 to 2026. She is an ophthalmologist at Lexington Eye Associates, a multi-specialty, physician-led private practice. Prior to ophthalmology residency, she completed a residency in Internal Medicine at Brigham and Women's Hospital. She is very focused on rebuilding the physician workforce, especially in primary care.

PANELISTS:



Lora Pellegrini, President & CEO, Massachusetts Association of Health Plans

Lora Pellegrini Lora M. Pellegrini, Esq., has been President and CEO of the Massachusetts Association of Health Plans (MAHP) since February 2010. Under her leadership, MAHP has focused on providing access to high-quality, affordable, and equitable health care for all Massachusetts residents. During her tenure at MAHP, Lora has served as a member of the Health Policy Commission's Advisory Council, and on the Legislature's 2017 Special Commission on Provider Price Variation. Most recently, Lora was appointed by Governor Healey to serve on the Health Care Affordability Working Group and she also serves on the Administration's Primary Care Task Force.

Prior to joining MAHP, Lora was the Vice President of Government Affairs and Community Relations at Harvard Pilgrim Health Care, where she oversaw over \$1M in community giving annually.

In 2018, she was awarded the Women's Bar Association's Lelia J. Robinson Award, the organization's most prestigious award which recognizes women who, like Robinson, are pioneers in the legal profession, experts in their fields and have made a difference in their community. The WBA recognized Lora's work to ensure that Massachusetts women have access to contraceptive coverage as part of their insurance coverage when that coverage was threatened federally. Lora was named to the Boston Business Journal's (BBJ) 2017 and 2018 Power 50, the BBJ's list of the 50 most powerful individuals in Boston-area business. She was also named as one of the 50 Most Powerful Women in Boston by *Boston Magazine*.



Maura Sullivan, CEO, The Arc of Massachusetts

Maura Sullivan is the Chief Executive Officer for The Arc of Massachusetts. She took on this role in November 2024 after leading Government Affairs for The Arc for a decade. She is also the Director of Operation House Call, a nationally recognized training program and partnership between The Arc and all major Massachusetts Medical Schools. Maura is the first parent of children with disabilities to lead The Arc since our founder, 70 years ago.

Maura's Government Affairs and health equity work includes leading the advocacy for the passage of several significant legislative achievements, and she has been instrumental in securing increased funding for the Department of Developmental Services (DDS) budget, the direct support workforce, and MassHealth.

A former LEND Fellow, Maura holds a master's degree in public administration from Suffolk University. She is also a devoted mother of three, including her two sons who have autism and intellectual disabilities.



**Renee Crichlow, MD, Chief Medical Officer,
Codman Square Health**

Dr. Renee Crichlow is a distinguished healthcare leader serving as Chief Medical Officer at Codman Square Health Center in Boston and Vice Chair for Health Equity at Boston University's Department of Family Medicine. With over 20 years of experience in family medicine and obstetrics, she has emerged as a national expert in health equity and the intersection of artificial intelligence with healthcare delivery. She additionally serves as a lecturer at the Harvard

T.H. Chan School of Public Health, teaching leadership in health equity and health policy to health system executives.

As Medical Editor for Diversity, Equity, and Inclusion at the American Family Physician Journal and immediate past president of the Society of Teachers of Family Medicine, She is also the immediate past Chair of the AAFP Commission on Federal and State Policy, where she guided the Academy's federal advocacy program and supported constituent chapters in their state-level advocacy efforts.

In 2011, Dr. Crichlow founded The Ladder, an innovative program providing cascading mentorship to students from underrepresented groups interested in healthcare careers. The program creates a structured environment for service learning and leadership development, connecting students from fourth grade through practicing physicians.

She held the inaugural Mac Baird Endowed Chair for Family Medicine Advocacy and Policy and completed specialized training through Harvard's Crisis Leadership Higher Education Program.

Throughout her career, Dr. Crichlow has focused on practice redesign, payment reform, and building primary care workforce capacity, particularly emphasizing providing comprehensive health services to underserved communities. Her expertise in equity in artificial intelligence has positioned her as a leading voice in healthcare's technological transformation.



Kim DeRoche, MD, Chief of Primary Care, Mass General Brigham

Kim DeRoche, MD joined Mass General Brigham (MGB) as the inaugural MGB Chief of Primary Care in February 2026. In this role, Dr. DeRoche oversees all aspects of primary care delivery across the AMC practices and the MGB

Medical Group, while also working closely with the leadership of our primary care affiliates in our Community Physician Group. She comes to MGB from her role as President and Chief of Primary Care at Fairview Health Services, a large nonprofit community and academic health system in Minnesota affiliated with the University of Minnesota.

A practicing primary care physician and experienced physician executive, Dr. DeRoche has expertise in physician/provider leadership, practice model change management, quality improvement, and process improvement methodology. In her previous health system, she has achieved continuous improvements in quality, patient experience, financial efficiency,

and provider engagement. Throughout these efforts, Dr. DeRoche has maintained focus on workforce development, research support, and primary care training. She has led initiatives to integrate practices across varying care settings and implement team-based care models that connect patients with the right care team at the right time. Through this work, she has maintained a consistent focus on keeping the perspectives of patients, frontline clinicians, and the communities being served at the heart of every decision.



Latisha Goullaud, Director of Recovery, Institute for Health and Recovery

Latisha Goullaud is a leader in the field of parents and families impacted by substance use. She is an accomplished harm reductionist and passionate public speaker committed to transforming systems of care by bringing the voices of people with experiential understanding and living experience to the table. An innovator in peer workforce development, family-centered recovery supports, and statewide collaboration, her expertise derives from professional recovery coach tenure and lived experience as a parent in recovery.

An industry luminary, Latisha is continually working to advance compassionate, equitable approaches to recovery for women, children, and families.

PANEL II: THE FUTURE OF PRIMARY CARE PANEL

MODERATOR:



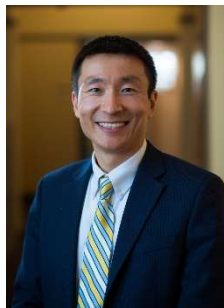
Glavielinys Cruz, Psy.D., LMHC, Owner, Wellness Way Psychological Services; Lynn Community Health Center

Glavielinys Cruz is a Lawrence, MA native and an accomplished clinician dedicated to advancing equitable, culturally responsive mental health care. With extensive experience providing bilingual and bicultural services, she supports children, adults, and families across Massachusetts. Dr. Cruz serves as Behavioral Health Manager at Lynn Community Health Center where in addition to her work with adults, she oversees the largest elementary school-based health center within Lynn Public Schools, where she coordinates the delivery of comprehensive behavioral health services. She is also the Director of Behavioral Health at the Integrated Center for Group Medical Visits (ICGMV) in Lawrence, where she provides individual and group therapy, conducts

diagnostic evaluations, and collaborates with an interdisciplinary team to deliver patient-centered, integrated care.

Deeply committed to community engagement, Dr. Cruz serves as a Board Director for Waystone Health and Human Services and the Integrated Center for Group Medical Visits, advancing access to equitable care in the Greater Lawrence community and Merrimack Valley. She is also a Clinical Instructor at Tufts University School of Medicine and the Owner and CEO of Wellness Way Psychological Services, LLC. Glavielinys Cruz earned her undergraduate degree from Dartmouth College and holds both a Master's and Doctorate in Clinical Psychology from William James College. Her clinical prowess, leadership, and commitment to service distinguish her as a leader in the field—bringing both expertise and passion to her work while empowering individuals and communities to thrive.

PANELISTS:



Zirui Song, MD, Associate Professor, Health Care Policy and Medicine, Harvard Medical School

Zirui Song, M.D., Ph.D. is an Associate Professor of Health Care Policy and Medicine at Harvard Medical School and a general internist at Massachusetts General Hospital, where he practices primary care and attends on the inpatient medicine teaching service.

Dr. Song's research focuses on the health and economic effects of financial incentives, public policies, and private sector interventions in the health care system. Related work examines issues that affect the delivery system and public health, including primary care and injury prevention.

Dr. Song directs the Health Policy concentration in the MGH Internal Medicine Residency Program, and has several teaching and mentorship awards from Harvard and Mass General Brigham. He currently advises medical trainees and Ph.D. students.

Dr. Song has worked on Medicare payment policy at the U.S. Department of Health and Human Services. He works with state policymakers on health care access and affordability, including on the Massachusetts Health Care Affordability Working Group. He is an Associate Editor of JAMA Health Forum and Editorial Board member of Health Affairs and Health Services Research.

Dr. Song is an elected member of the American Society for Clinical Investigation and National Academy of Social Insurance. His work has been recognized by AcademyHealth, Society of General Internal Medicine, American College of Physicians, National Institute for

Health Care Management, and International Society for Pharmacoeconomics and Outcomes Research.

Dr. Song trained in internal medicine (primary care track) at MGH. He received an M.D. magna cum laude from HMS and Ph.D. in Health Policy (economics track) from Harvard, where he was a fellow in Aging and Health Economics at the National Bureau of Economic Research.



Danna Mauch, President & CEO, Massachusetts Association for Mental Health

Danna Mauch, PhD is President and CEO of the Massachusetts Association for Mental Health (MAMH). Dr. Mauch brings organizational leadership, operations management, evaluation research, and strategic consulting experience gained in private and public sector enterprises to inform her public policy, knowledge dissemination, and legislative advocacy work for MAMH. She is dedicated to the MAMH mission - eliminating stigma and discrimination to ensure full social, economic, and political inclusion for people at risk for or living with behavioral health conditions. Throughout her career, her work has focused on providing community housing and services support to people who are otherwise at risk of homelessness, incarceration, and institutionalization.

Her prior service in the nonprofit and private sectors includes ten years as Senior Fellow/Principal at Abt Associates, Inc. Dr. Mauch was Chief Administrative Officer for Comprehensive NeuroScience, Founding President and Chief Executive Officer for Magellan Public Solutions, Founder and President of Integrated Health Strategies, Homelessness Policy Project Director at MAMH; and Executive Director of Cambridge Somerville Community Residences. Dr. Mauch worked in government, insurers, and health foundations, providing specialty health plan services or policy, evaluation, and implementation assistance in multiple states across the US. Work addressed insurance benefits, service delivery, housing affordability, and financing reforms targeted to individuals with complex health risks and conditions, including publications addressing integration of behavioral health and primary care in government insurance markets and integration of low demand housing and behavioral/health services in solving chronic homelessness.

Dr. Mauch's prior service includes Special Master for the U.S. District Court of the District of Columbia; Executive Director of the Rhode Island Department of Behavioral Health, Developmental Disabilities and Hospitals; Assistant Commissioner of the Massachusetts

Department of Mental Health, leading Divisions of Mental Health, Drug Rehabilitation, and Forensic Medicine; and Policy Expert on Homelessness for NIMH and SAMHSA.

Dr. Mauch is a published author of government and foundation reports, book chapters and journal articles on the organization, financing, and delivery of healthcare and housing to vulnerable populations.

She is a member of the CEO Alliance for Behavioral Health Reform.



Robyn Riseberg, MD, Founder, Boston Community Pediatrics

Dr. Robyn Riseberg, Founder of Boston Community Pediatrics (BCP), has dedicated her career to caring for underserved children and families with the most urgent needs and bringing innovative, patient-centered programs to medicine. BCP is the first nonprofit pediatric private practice in Massachusetts and one of the first in the country, and is the culmination of Dr. Riseberg's career-long focus on advancing health equity through direct service to marginalized families. BCP

brings the highest-quality care to all children, regardless of their insurance coverage or ability to pay.

Dr. Riseberg is the recipient of the Greater Boston Chamber of Commerce 2026 Pinnacle Award for Achievement in Health Care, a Commonwealth Heroine Award from the Massachusetts Commission on the Status of Women; and an Extraordinary Women Advancing Healthcare Award, from The Women's Edge (formerly The Commonwealth Institute). She served on the Board of Directors at Casa Myrna Vazquez for more than six years and is currently on the National Advisory Council for Room to Grow. In addition, she serves as the health care consultant for numerous early childcare organizations and camps in the city of Boston.

Prior to founding BCP, Dr. Riseberg was Head of Pediatrics at the South End Community Health Center (SECHC) and the Founding Medical Director of the school-based health center at the Blackstone Elementary School at the Dr. Gerald Hass Center in the South End.



Katie Ahn, Pre-med Student, Tufts University

Katie Ahn is an incoming senior at Tufts University double majoring in Biopsychology and Chemistry on the pre-medical track. Passionate about health equity, she is focused on improving access to mental health services and preserving the integrity of patient-provider relationships through primary care. Outside of her academics, Katie is on the executive board for a multidisciplinary Boston student group called the Coalition for an Integrated Mental Health System (CIMHS) and is an intern with the Perinatal Substance Use Research and Advocacy (PRISM) group at Massachusetts General Hospital. Katie has worked closely with Dr. Wayne Altman and Tufts Project SHARE (Spreading Health Access, Resources, and Education) in support of PC4YOU, the major Massachusetts primary care legislation, and is committed to bringing the student perspective to the future of medicine.



Asaf Bitton, MD, MPH, Executive Director, Ariadne Labs

Asaf Bitton Asaf Bitton, MD, MPH is the Executive Director of Ariadne Labs, a health systems innovation center of over 100 staff and faculty at the Harvard T.H. Chan School of Public Health and Brigham and Women's Hospital in Boston, MA. He is an Associate Professor of Medicine and Health Care Policy at Harvard Medical School and the Harvard T.H. Chan School of Public Health. He leads Ariadne Labs' efforts to design, test, and spread scalable solutions that make domestic and global health systems more effective, safe, and integrated. Ariadne's solutions (checklists, technologies, clinical protocols and other interventions) focus on childbirth, primary care, surgery, home hospital, population genomics, and serious illness care reach over 148 million patients every year around the globe.

He has served as a Senior Advisor for Primary Care and Payment Policy at the Center for Medicare and Medicaid Innovation in the US since 2012, helping to design and implement six major federal initiatives representing the largest tests and implementations of combined primary care payment and clinical practice transformation work in the United States. He was a core founder and leader of the Primary Health Care Performance Initiative, an 8-year partnership between the Gates Foundation, WHO, World Bank, and UNICEF, that included more than 30 countries dedicated to improving the measurement and global provision of primary health care. Dr. Bitton practices primary care internal

medicine at Brigham and Women's South Huntington clinic, a team-based community primary care practice in Boston that he helped found in 2011. He currently serves on the board of the National Committee for Quality Assurance (NCQA), and is a part of the Center for Strategic and International Studies Bipartisan Commission on Strengthening America's Health Security. He is also a member of the Executive Forum at the Health Care Payment Learning and Action Network (HCP-LAN), and co-chairs their Prevention Working Group.

He was a member of the National Academies of Sciences, Engineering, and Medicine committee that produced the widely cited report *Implementing High-Quality Primary Care: Rebuilding the Foundation of Health Care* in 2021, and currently serves on the National Academies Standing Committee for Primary Care, co-chairing the Payment Workgroup. He is an elected member of the International Academy of Quality and Safety and was the recipient of the 2023 Barbara Starfield Primary Care Leadership Award.

CLOSING SPEAKERS



Senator Cindy Friedman, Chairperson, Joint Committee on Health Care Financing

Cindy F. Friedman was elected to the Massachusetts Senate in 2017 to represent the Fourth Middlesex District, which includes Arlington, Billerica, Burlington, Woburn, and precincts 1-2 and 4-7 in Lexington. Cindy's legislative agenda is informed by her decades of public activism, dating back to when she first marched to protect women's reproductive rights in the 1970s and she has grown to be a vocal champion for lowering prescription drug prices and expanding access to timely, quality health care, particularly mental and behavioral health care.

She previously served as the Chairperson of the Joint Committee on Mental Health, Substance Use and Recovery and currently serves as the Chairperson of the Joint Committee on Health Care Financing and the Chairperson of the Senate Committee on Steering and Policy, tasked with leading the Senate's RESPONSE 2025 initiative to respond to threats to the Commonwealth's residents from the federal government.

Senator Friedman has received the Primary Care For All American's 2025 Primary Care Champion Award, was honored at the 2025 Abigail Adams Awards, and received Advocates for Autism of Massachusetts 2025 Legislator of the Year award. Prior to becoming a state Senator, Cindy worked as a public school teacher, an executive in the high-tech industry, and later served for nearly a decade as chief of staff to the late Senator Ken Donnelly.



Rushika Fernandopulle, CEO, Liza Health

Rushika Fernandopulle is a practicing physician who is the CEO of Liza Health, a startup building a new AI-enabled platform for Primary Care. He was the co-founder and CEO of Iora Health, an early innovator in Primary Care redesign which was acquired by Amazon in 2023. Prior to this, Rushika was the first Executive Director of the Harvard Interfaculty Program for Health Systems Improvement and Managing Director of the Clinical Initiatives Center at the Advisory Board Company. He is a member of the Schweitzer, Ashoka, Aspen, and Salzburg Global Fellowships, on faculty at Harvard Medical School. He serves on the boards of the Asian American Foundation, Families USA, and Premera Blue Cross, and is a member of the Lancet Commission for Person Centered Care.