

Tom Koutsoumpas

Tom Koutsoumpas has long been recognized as one of the nation's leading experts and advocates in health care policy. He is also a recognized leader in issues related to Medicare, elder care, advanced illness and hospice care. With a career that spans from the U.S. Senate and the Indiana Governor's Office to leading the development of the nation's largest health care companies Washington presence, Tom has worked to ensure that private and public health care programs and organizations are prepared to meet the ongoing opportunities and challenges related to health system transformation, with a primary focus on high quality patient care delivery.

Tom co-founded and currently co-chairs the Coalition to Transform Advanced Care. In addition, Tom currently serves as President and CEO of the National Partnership for Hospice Innovation and a Principal at Healthsperien, a Washington-based policy and legal services organization. Previously, he served as Senior Vice President and Founding Executive Director of the Mintz Levin Center for Health Law & Policy, a part of the Mintz Levin law firm. Before joining Mintz Levin, Tom served as Corporate Vice President of UnitedHealth Group, one of the nation's largest healthcare companies. Tom joined United as Senior Vice President at Ovations, United's then-Medicare division. At Ovations Tom developed and oversaw federal and state government relations during implementation of Part D and the expansion of the Medicare Advantage program.

Tom is also the current Chairman of the Board of Directors of Capital Caring and the Immediate Past Chairman of the Board of Directors of The National Coalition for Cancer Survivorship. In addition, Tom served as a member of the Advisory Council of the National Center for Medical-Legal Partnership and he previously served on the Board of Directors of the National Hospice and Palliative Care Organization and on the Board of Trustees of the National Hospice Foundation. He has also been a member of the Business-Government Relations Council in Washington DC.

Prior to his work with UnitedHealth Group, Tom was Executive Vice President and Chief of Public Affairs at VITAS Healthcare Corporation. Tom's work experience prior to VITAS included serving as Senior Advisor and Executive

Assistant/Federal Affairs to former Indiana Governor (and later Senator) Evan Bayh. Tom also worked as a health policy advisor with the Health Practice Group of the Hogan Lovells law firm (formerly Hogan and Hartson law firm), where he was instrumental in creating and developing the Medicare Hospice Benefit. He began his career working in the United States Senate and also served as an associate in public affairs for Burson Marsteller.

Tom is a graduate of Georgetown University in Washington, DC where he previously served on the Board of Regents.

William D. Novelli

Bill Novelli is a professor in the McDonough School of Business at Georgetown University. He teaches in the MBA program and created and leads the Global Social Enterprise Initiative at the School. He also is Co-Chair of the Coalition to Transform Advanced Care (C-TAC), a national organization dedicated to reforming advanced illness/end of life care by empowering consumers, changing the health care delivery system, improving public policies and enhancing provider capacity. From 2001 to 2009, he was CEO of AARP, a membership organization of 40 million people 50 and older. During his tenure, AARP achieved important policy successes at national and state levels in health, financial security, good government and other areas. It also doubled its budget, added five million new members and expanded internationally.

Prior to AARP, Bill was President of the Campaign for Tobacco-Free Kids, whose mandate is to change public policies and the social environment, limit tobacco companies' marketing and sales practices to children and serve as a counterforce to the tobacco industry and its special interests in the U.S. and abroad. He now serves as chairman of the board.

Previously, he was Executive Vice President of CARE, the international relief and development organization. He was responsible for all operations in the U.S. and abroad. CARE helps impoverished people in Africa, Asia and Latin America in health, agriculture, environmental protection and small business support. CARE also provides emergency relief to people in need.

Earlier, Bill co-founded and was President of Porter Novelli, now one of the world's largest public relations agencies and part of the Omnicom Group, an international marketing communications corporation. He directed numerous corporate accounts as well as the management and development of the firm. Porter Novelli was founded to apply marketing to social and health issues, and grew into an international marketing/public relations agency with corporate, not-for-profit and government clients. He retired from the firm in 1990 to pursue a second career in public service. He was named one of the 100 most influential public relations professionals of the 20th century by the industry's leading publication.

He is a recognized leader in social marketing and social change, and has managed programs in cancer control, diet and nutrition, cardiovascular health, reproductive health, infant survival, pay increases for educators, charitable giving and other programs in the U.S. and the developing world.

He began his career at Unilever, a worldwide-packaged goods marketing company, moved to a major ad agency, and then served as Director of Advertising and Creative Services for the Peace Corps. In this role, he helped direct recruitment efforts for the Peace Corps, VISTA, and social involvement programs for older Americans.

He taught marketing management for 10 years in the University of Maryland's M.B.A. program and also taught health communications there. He has lectured at many other institutions. He has written numerous articles and chapters on marketing management, marketing communications, and social marketing in journals, periodicals and textbooks, as well as two books: *Fifty Plus: Give Meaning and Purpose to the Best Time of Your Life* (with Boe Workman, updated 2008) and *Managing the Older Worker* (with Peter Capelli, 2010).

Bill serves on a number of boards and committees, including: Healthways, Strategic Partnerships, Campaign for Tobacco-Free Kids, Bipartisan Policy Center Action Network, Comeback America Initiative, the Philips Center for Health and Well-Being, KaBoom!, the Institute of Medicine's Committee on Transforming End of Life Care and IOM's Roundtable on Value & Science-Driven

Health Care. He and his wife, Fran, live in Bethesda, Maryland. They have three adult children and seven grandchildren.

Education

- Bachelor of Arts --University of Pennsylvania
- Master of Arts --University of Pennsylvania, Annenberg School for Communication