

Alan Balch, PhD
CEO
Patient Advocate Foundation
National Patient Advocate Foundation

Dr. Balch is the Chief Executive Officer of Patient Advocate Foundation and National Patient Advocate Foundation.

Dr. Balch has nearly fifteen years of executive leadership in the non-profit sector with an emphasis on consensus-building and collaboration. He has led numerous federal advocacy efforts on a range of issues both at the legislative and regulatory level over the years. He became the CEO of both PAF and NPAF in 2013. From 2006 – 2013, he served as the Vice President of the Preventive Health Partnership — a national health promotion collaboration between the American Cancer Society, American Diabetes Association, and American Heart Association. Prior to his work with the Preventive Health Partnership, Dr. Balch was the Executive Director of Friends of Cancer Research.

Dr. Balch has served on the Executive Board of the Patient Advocate Foundation and National Patient Advocate Foundation since 2007. Dr. Balch also serves on numerous advisory boards and committees.

Kate Berry
Senior Vice President
America's Health Insurance Plans

Kate Berry is Senior Vice President of Clinical Innovation with America's Health Insurance Plans (AHIP). AHIP is the national association whose members provide coverage for health care and related services to millions of Americans every day. Through these offerings, we improve and protect the health and financial security of consumers, families, businesses, communities, and the nation.

Ms. Berry oversees clinical programs such as chronic disease prevention and management and works with AHIP member health plans to highlight their innovative programs in areas including behavioral health, women's health, diabetes prevention, asthma management, telehealth, and the social determinants of health and develop policy recommendations. She leads AHIP's member engagement with health plan chief medical officers including their efforts related to the COVID-19 pandemic.

Ms. Berry was the Chief Executive Officer of National eHealth Collaborative (NeHC), a public-private partnership to encourage widespread adoption of health information technology to improve patient-centeredness and drive greater value. Prior to that, Ms. Berry was Senior Vice President of Surescripts, a national network for electronic prescribing and health information exchange. While at Surescripts, Ms. Berry created and led the Center for Improving Medication

Management, a collaborative focused on leveraging technology to improve medication management outcomes.

Ms. Berry had a career in healthcare management consulting and as a non-profit executive. As a consultant with McManis Associates for a decade, Ms. Berry conducted strategic planning engagements to develop integrated health systems and managed care strategies. At the American Red Cross, Ms. Berry was Chief of Staff and Executive Vice President of External Affairs.

Ms. Berry holds a master's degree in public policy from Duke University and a Bachelor of Arts degree in political science and English from Goucher College in Maryland.

Jay Scott

Director, Managed Care

Minnesota Oncology

Jay has worked in the health care industry for the last twenty years. His time has been split between the payer and provider community. Data analytics are the foundation of his health care career. From there he developed expertise in quality improvement, patient experience, operations and managed care innovation. Recently he played a role in the 5 year partnership between BCBS-MN and MN Oncology. At the time of the agreement several years back, he worked for Blue Cross. Now he is the Director of Managed Care for MN Oncology where he leads payer strategy and value-based care initiatives.

Minnesota oncology has nine locations and over 80 practicing oncologists in the Twin Cities. Has been serving the area since 1995.

Robin Zon, MD, FACP FASCO

Chair, ASCO Pathways Taskforce

President, Finance & Quality

Chair, Michiana Hematology, PC

Dr. Zon worked as a pharmaceutical research investigator and manager of medical diagnostic product research and development prior to medical school. Dr. Zon earned her medical degree from Indiana University School of Medicine, completed her residency at St. Vincent Hospital and Health Care Center in Indianapolis, and a fellowship in medical oncology and hematology at Indiana University Cancer Center. Dr. Zon maintains an active certification in medical oncology. Dr. Zon served as past Medical Director of Oncology Research at Memorial Hospital and NCI CCOP Associate and then Principal Investigator until 2013 for the Northern Indiana Cancer Research Consortium, the only NCI designated Community Cancer Oncology Program in the state of Indiana. She has published over 65 articles, many as first or senior author. Dr. Zon volunteers as a leader for the American Society of Clinical Oncology (ASCO), the world's premier global oncology professional organization; she has served as Chair of the Government Relations Committee, Chair of the Clinical Practice Committee, served on the Board of Directors from

2010 to 2013, Chair of the Pathways Taskforce, and Chair of the Oncology Practice Conference, along with many other ASCO related responsibilities. Dr. Zon is a Fellow of the American Society of Clinical Oncology. Dr Zon served as the last President of Michiana Hematology Oncology and serves on the Trinity Oncology Excellence Committee. Additional volunteer activities included being Vice-Chair of the Hoosier Cancer Research Group (formerly Hoosier Oncology Group), and past Board member of RiverBend Cancer Services and the Center for Hospice and Palliative Care. Dr. Zon has received the ASCO Distinguished Achievement Award in 2020 and ASCO's National Advocate of the Year Award; she has been called upon by the Institute of Medicine, the National Cancer Institute and the federal government to offer guidance and share her expertise. Dr Zon meets local federal government elected officials on a routine basis to promote cancer care policies.