

Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Samantha Burch		
2. Your Title: Senior Director, Congressional Affairs		
3. The Entity(ies) You are Representing: Healthcare Information and Management Systems Society (HIMSS)		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No X
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2013. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. "Universal Solutions in Telemedicine" - Deployment for European Health Care (data security was one aspect of the grant). United4Health - funded by the European Union. Grant Agreement No. 325215. January 2013 - December 2015.		
6. Please attach your curriculum vitae to your completed disclosure form. See Attached.		

Signature: 

Date: 5/23/2016

SAMANTHA BURCH

CONTACT INFORMATION

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

EMPLOYMENT HISTORY

HEALTHCARE INFORMATION & MANAGEMENT SYSTEMS SOCIETY (HIMSS)

ARLINGTON, VA

Senior Director, Congressional Affairs

April 2015 - Present

- Serve as primary representative to identify, establish, and strengthen partnerships with key Congressional committees and offices
- Identify opportunities for HIMSS representatives to engage with Congress through Congressional testimony, technical feedback, subject matter meetings, and other vehicles
- Working with appropriate HIMSS personnel and committees, oversee development of HIMSS health IT legislative principles, priorities, specific policies and overall legislative policy agenda
- Work with HIMSS Foundation Executive Director to cultivate Institute for e-Health Policy Senate and House Steering Committee, identify topic areas and execute Capitol Hill health IT education programs
- Work with HIMSS communications team and subject matter experts to craft messages targeted to the press and serve as on-the-record spokesperson
- Design and execute legislative strategies to achieve HIMSS policy priorities including building partnerships with external healthcare organizations to advance shared goals
- Manage Congressional Affairs team, including strategic leadership, budgeting, and human resources functions

FEDERATION OF AMERICAN HOSPITALS (FAH)

WASHINGTON, DC

Vice President, Legislation & Health Information Technology (HIT)

January 2013 – April 2015

- Represented the FAH before Members of Congress and their professional staff on a wide range of priority policy issues for the hospital industry including Medicare and Medicaid payment, Affordable Care Act (ACA) implementation, HIT, cybersecurity, Veterans Health Administration reform, immigration/workforce and quality and patient safety policy
- Worked collaboratively with FAH Legislative Team to execute local advocacy strategy, including in-district events with member hospitals and Members of Congress
- Supported policy/message development and production of advocacy and education materials for priority issues
- Represents the FAH at public forums and coalition meetings to cultivate partnerships and advance policy priorities
- Advised the FAH President and CEO on a wide range of healthcare legislative and regulatory policy issues
- Served as regulatory policy and government relations lead for HIT and cybersecurity portfolios

Vice President, Quality & Health Information Technology

January 2012-January 2013

Director, Healthcare Policy & Research

September 2008 –January 2012

- Researched, analyzed and developed written comments and proposals about existing and emerging health policy issues, including implementation of the ACA (insurance and delivery/payment reforms), HIT, privacy and security, quality measurement and patient safety
- Staffed the HIT Task Force and Quality Committee in their advisory role to the FAH Board of Directors
- Served as the liaison to policymakers in the Office of the National Coordinator for HIT, the Centers for Medicare and Medicaid Services, the Centers for Disease Control and the Food and Drug Administration
- Developed member education programs and resources and provided technical assistance to FAH members on compliance with the HITECH, HIPAA, and ACA laws

OFFICE OF CONGRESSMAN AL GREEN (TX-9)
Legislative Assistant

WASHINGTON, DC
September 2006 – September 2008

- Advised the Congressman on healthcare legislation and federal programs (also covered education and women's issues)
- Managed the Congressman's Labor-HHS appropriations work
- Represented the Congressman at meetings with local and national stakeholders including associations, government agencies and community organizations
- Successfully secured emergency increased funding for the National Center for Health Statistics (CDC)
- Managed legislative process for all sponsored healthcare legislation

Press Secretary

January 2008 - September 2008

- Briefed and advised the Congressman on important messages
- Wrote press releases, media advisories and op-eds for placement in national and local media, as well as influenced national stories about key issue areas for the Congressman
- Scheduled press interviews, prepared briefing materials and coordinated logistics for press events
- Wrote and targeted e-newsletters, email updates and postal mailings
- Cultivated and maintained a network of regional, trade and national press contacts

AMERICAN CANCER SOCIETY

WASHINGTON, DC

Project Manager, National Government Relations Department

September 2005 - September 2006

- Worked with Senior Director of External Affairs and the Business Development and Marketing Team on fundraising (corporate and individual), donor relations and maintenance for ACS CAN (501(c)(4))

ACADEMYHEALTH

WASHINGTON, DC

Research Assistant

July 2004 - September 2005

- Provided background research for Agency for Healthcare Research and Quality (AHRQ) Knowledge Transfer Contract in the substantive areas of care management, value-based purchasing and decreasing healthcare disparities

EDUCATION

JOHNS HOPKINS UNIVERSITY

WASHINGTON, DC

MA in Government (Political Communications Concentration)

May 2009

THE OHIO STATE UNIVERSITY

COLUMBUS, OH

BA in International Studies

May 2004

PRESENTATIONS (Select)

"The Path to Digitization: Making Sense of a National Electronic Health Records System"

Wall Street West

Presenter, August 2009 Webinar

"Health IT Implementation Strategies & Considerations"

Institute for Health Technology Transformation

Panelist, Summer Health IT Summit 2010

"HACs, VBP, Readmissions"

American Health Lawyers Association

Presenter, Medicare & Medicaid Institute 2011

"Meaningful Use: The Long Journey to Attestation"

Institute for Health Technology Transformation

Panelist, Health IT Summit in New York 2012

“Meaningful Use: Attestations, Audits & Appeals”

American Health Lawyers Association

Presenter, Medicare & Medicaid Institute 2014

PROFESSIONAL APPOINTMENTS

Alliance for Ethical International Recruitment Practices

Standing Surrogate, Board of Directors (2009-2014)

Institute for Health Technology Transformation

Member, Advisory Group (2012 – 2015)

Office of the National Coordinator for Health Information Technology, HHS

Member, Certification & Adoption Workgroup Workforce Subgroup (2012-2013)

Workgroup for Electronic Data Interchange (WEDI)

Member, Board of Directors (2012 –2015)

Co-Chair, Innovative Payment Models Workgroup (2014-2015)

PUBLICATIONS

Kahn, Charles N. III *et al.* “Addressing Medicare’s Hospital Pay-for-Performance Programs and whether they are Achieving their Goals.” *Health Affairs* 34, No. 8 (2015): 1281-1288.