



ADVANCED ADVOCACY ACADEMY

THE LEARNING EXPERIENCE

*Foundations of Advocacy and the
Future of Liver Health*

2024 Program



#A3experience



HISTORY OF ADVANCED ADVOCACY ACADEMY (A3)

The Advanced Advocacy Academy (A3) was founded to address a critical gap in the liver community: the need for patients and caregivers to gain the skills, knowledge, and confidence necessary to effectively advocate for themselves and others and put them in the driver's seat of healthcare progress.

Patient and liver transplant survivor, Donna R. Cryer, JD, founder of Global Liver Institute (GLI), learned on her patient journey about the fragility and challenges faced by those confronting complicated liver conditions and the profound lack of adequate support or guidance in navigating complex healthcare systems. Drawing from her personal experience as an individual with chronic disease, Mrs. Cryer created A3 to equip patients and caregivers with the same advocacy skills learned over her years of experience. Through effective communication, negotiation, and the creation of real change, advocates can positively affect those living with liver disease and serve the memories of those who have lost their battle with liver disease.

Since its inception in 2017, A3 has grown from a group of 17 advocates into a program attracting participants from across the United States and beyond. The A3 program includes a comprehensive accompanying textbook with self-guided activities, updated each year to reflect the ever-changing liver health ecosystem.

The first in-person A3 training took place at Mrs. Cryer's alma mater, Georgetown University Law Center (GULC) on Capitol Hill. The location and venue were carefully selected to immerse participants in the legislative process, so they might feel connected to the corridors of power where meaningful change happens. Each fall, A3 provides a meticulously crafted, 4-day, hybrid learning experience that encompasses the 5 Pillars (core courses) of A3:



- 1. Liver Literacy**
- 2. Media and Storytelling**
- 3. Clinical Research and Development**
- 4. Navigating Digital Health**
- 5. Understanding Policy and Meeting with Policymakers**

These 5 key modules are designed to align with areas of advocacy that individuals may encounter along their health journeys so that they are equipped with the tools and strategies needed to advocate for themselves and effect change in their lives and communities.

A3's innovative approach has yielded significant results. Graduates have participated in hundreds of congressional meetings and have achieved remarkable milestones, including speaking at FDA hearings, reviewing Department of Defense grants, developing clinical guidelines and trial protocol revisions, becoming research advisors and principal investigators, and even writing and passing state legislation. By equipping participants with these vital skills and experiences, A3 seeds the healthcare ecosystem and nurtures the growth of highly effective advocates. These A3 graduates are well-equipped to positively disrupt healthcare as we know it, thereby serving patients and families and bettering outcomes. Mrs. Cryer's A3 legacy and vision will continue to prioritize new eras of patient-centered advocacy in liver health and beyond.



2017

A3 GRADUATING CLASS

*Georgetown University
Law Center*

2018

A3 GRADUATING CLASS

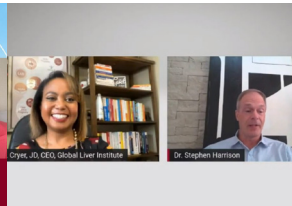
*Georgetown University
Law Center*



2019

A3 GRADUATING CLASS

*GLI Headquarter Office,
Washington, DC
(last in-person A3 prior to
COVID-19)*



2020, 2021, 2022

A3 VIRTUAL EDITION



2023

A3 GRADUATING CLASS

*The Royal Sonesta, Washington, DC
(first in-person A3 post COVID-19)*

We invite all attendees to capture the memorable moments and connections they make during the A3 Learning Experience by using our dedicated hashtag, #A3Experience. Throughout the event, we have numerous photo opportunities that allow you to document your journey, from insightful sessions to meaningful encounters with fellow advocates. Share your unique perspective and let's make these moments last forever!



DAY 1

SATURDAY, SEPTEMBER 14, 2024

The Armature Ballroom

The Morrow, Washington, D.C.

7:00 AM - 4:30 PM ET

EMCEES: Jeff McIntyre and Karen Hoyt, with special guest, Kristin Hatcher

7:00 - 8:30 AM

Badge Pick-up and Breakfast

8:30 - 8:35 AM

Housekeeping & Welcome Address

Gina Bartes
*VP Patient & Community Engagement,
Global Liver Institute*

8:35 - 8:45 AM

What Does it Take to Make History?

Donna R. Cryer, JD
Founder, Global Liver Institute

8:45 - 9:15 AM

Keynote Address

Jason Resendez
*President and CEO,
National Alliance for Caregiving*

9:15 - 9:45 AM

Liver Literacy

Sophie Hansen, Alisa Corry, NP,
and Lisa Stoddard, NP

9:45 - 10:05 AM

BREAK

10:05 - 10:35 AM

From Patient to Advocate: Empowering Ourselves and the Community

Moderator: Lorinda Gray-Davis
Panelists: LQ Goldring and Tony Villiotti

10:35 - 11:05 AM

Negotiating Your Care

Kristin Hatcher
Program Director, Pediatric and Rare Liver Diseases, Global Liver Institute

11:05 - 11:45 AM

Confident Negotiation in Action

Moderator: Kristin Hatcher
Panelists: Dr. Cecilia Dueñas, Jon Potter,
and Kim Martinez

11:45 - 12:00 PM

After A3: What Comes Next

Meg Didier
*Patient Engagement Manager,
Global Liver Institute*

12:00 - 1:30 PM

LUNCH AVAILABLE

12:00 - 2:00 PM

EXPO HALL OPEN

2:00 - 2:30 PM

Advocacy and Self-Care

Wendy Lo
Wendy Lo Consulting, LLC

2:30 - 3:00 PM

Strategies for Crafting Your Own Narrative

Christine Maalouf
*Director of Communications,
Global Liver Institute*

Laurie Mobley
*Executive VP, BRG Communications
GLI Board of Directors*

3:00 - 3:30 PM

Storytelling across Advocacy

Moderator: Karen Hoyt

Panelists: Stephen Silva-Brave, Jason Crutchley, Gary Miller, and Betsy Villiotti

3:30 - 4:00 PM

Crafting and Tailoring Your Story for Different Audiences

Group Facilitators: LQ Goldring, Karen Hoyt, Jeff McIntyre, and volunteer GLI Ambassadors

4:00 - 4:20 PM

Fireside Chat

Donna R. Cryer, JD

Founder, Global Liver Institute

Melodie Narain-Blackwell

President & Founder, Board Chair,

Color Of Gastrointestinal Illnesses

GLI Board of Directors

4:20 - 4:30 PM

Closing Session

Joel Ballew

Director of Development, Global Liver Institute



DAY 2

SUNDAY, SEPTEMBER 15, 2024

The Armature Ballroom

The Morrow, Washington, D.C.

7:00 AM - 5:00 PM ET

EMCEES: Jeff McIntyre and Karen Hoyt, with special guest, Michael Betel

7:00 - 8:30 AM

BREAKFAST

8:30 - 8:35 AM

Welcome Day 1 Recap

Michael Betel
*Founder & CEO, Fatty Liver Alliance,
Chair, GLI Liver Action Network*

8:35 - 9:15 AM

**Regulating Drug Company Promotion:
Influencers and Social Media**

Sneha Dave
Executive Director, Generation Patient

9:15 - 10:00 AM

Demystifying Clinical Trials and Research

Dr. Ahmad Anouti and Michael Betel

10:00 - 10:20 AM

BREAK

10:20 - 11:20 AM

**Empowering Your Healthcare Journey:
Navigating Patient Portals and
Advocating for Your Rights**

11:20 - 12:00 PM

**What is Your Role in Policy as an
Advocate: Making Hill Day Impactful**

Moderator: Lorrinda Gray-Davis
Panelists: Bruce Dimmig, Dr. Cecilia Dueñas,
and April Hubbard

12:00 - 1:30 PM

LUNCH AVAILABLE

12:00 - 2:00 PM

EXPO HALL OPEN

2:00 - 2:30 PM

Understanding Policy: A3 Hill Day Briefing

Larry R. Holden
President & CEO, Global Liver Institute

Sara van Geertruyden
Partner, Thorn Run Partners

2:30 - 3:00 PM

Mastering Hill Day Meetings through Role-Playing

Karen Hoyt & Lorrinda Gray-Davis
Facilitators: Cat Evans, April Hubbard, Bruce Dimmig, Gina Villiotti Madison, and Scott Salvaggio

3:00 - 3:10 PM

Commencement Address

Larry R. Holden
President & CEO, Global Liver Institute

3:10 - 3:40 PM

Graduation Certificates Presented to A3 Class of 2024

3:40 - 3:50 PM

Closing Session

4:00 - 5:00 PM

2024 Graduating Class Photo

Shuttle service will be in front of The Morrow Hotel - to take a group photo on the steps of Capitol Hill





DAY 3

MONDAY, SEPTEMBER 16, 2024

Capitol Hill Day

7:00 - 9:00 AM

Breakfast - Rooftop at the Morrow Hotel

9:00 - 2:00 PM

HILL DAY

Hill Day isn't just an ordinary event; it's a chance for passionate individuals like you to make a real impact on healthcare and patient-related issues by engaging with legislators and policymakers at both state and federal levels. The heart of Hill Day is advocacy, where we push for changes in legislation, funding, and policies that can truly make a difference in patients' lives and healthcare outcomes.

As an important part of the Advanced Advocacy Academy, graduates of the program have an opportunity to actively participate in a Hill Day on the last day of the event. This serves as a platform to apply and refine the advocacy skills learned throughout the weekend. Prior to this event, you have all been thoughtfully organized into groups to visit various legislative offices, where you will have the chance to share your story and experiences within the liver community to drive change.

For more detailed information please refer to the provided group visit schedules - these will be provided during our policy briefing session.

Join our 2024 Advanced Advocacy Academy (A3) patient and caregiver "WhatsApp" group to connect with fellow A3 participants for dinner plans and additional activities. Check your pre-event email for restaurant and activity recommendations, along with details on how to join the WhatsApp group.



MEET THE KEYNOTE

JASON RESENDEZ

Jason Resendez is the President and CEO of the National Alliance for Caregiving, where he leads research, policy, and programmatic initiatives to build health, wealth, and equity for America's 53 million family caregivers. Jason is a nationally recognized expert on the intersections of caregiving, aging, and the science of inclusion in research. In 2023, he was named one of the most consequential leaders in health, science, and medicine by STAT News. Prior to joining NAC, Jason was the founding executive director of the UsAgainstAlzheimer's Center for Brain Health Equity and was the principal investigator of a Healthy Brain Initiative cooperative agreement with the Centers for Disease Control and Prevention (CDC). While at UsAgainstAlzheimer's, he pioneered the concept of Brain Health Equity through peer-reviewed research, public health partnerships, and public policy.

Jason has advised federal agencies and organizations working to advance equity for communities of color, including the National Institute on Aging, the National Academies of Medicine, the Administration for Community Living, and the Congressional Hispanic Caucus Institute (CHCI). He has also served as a volunteer policy advisor for the presidential campaign of President Joe Biden. Earlier in his career, Jason worked at the nation's leading Latino civil rights organizations UnidosUS and the education arm of the League of United Latin American Citizens (LULAC).

His efforts to champion health and racial justice for patients and caregivers have earned national recognition and in 2020, he was named one of America's top influencers in aging by PBS's Next Avenue alongside Michael J. Fox and Surgeon General Dr. Vivek Murthy. Jason has received the Service Award for Caregiving from the National Hispanic Council on Aging (NHCOA), the LULAC Presidential Medal of Honor and the HerMANO Award from MANA—A National Latina Organization—for his advocacy on behalf of the Latino community. He has been quoted by The New York Times, The Washington Post, The Wall Street Journal, STAT News, Time, Newsweek, and Univision on issues related to caregiving, health equity, and research inclusion.

Jason is from South Texas and graduated from Georgetown University.

MEET THE SPEAKERS



LARRY R. HOLDEN

*President & Chief Executive Officer,
Global Liver Institute*

Larry R. Holden has spent most of his personal and professional life acting as a public servant, in one capacity or another. He has a special connection to liver health, as several of his family members are affected by it and continue to face ongoing struggles. A tireless advocate for the patient's voice, he now uses his years of political experience and his vast network of congressional contacts to serve the public good.

Mr. Holden served for over a decade in politics and policy positions in Washington, D.C. In that time, he worked for U.S. Senator Hank Brown (CO), helped negotiate international security agreements with foreign governments, started a political Internet company, served as Chief of Staff to U.S. Congressman Shays (CT), and was President of the Medical Device Manufacturers Association.

In addition to his political work, Mr. Holden has over 15 years' experience creating and running small businesses. He started three for-profit businesses that were all sold successfully to investors. He believes that using for-profit models to drive efficiencies in the nonprofit world gives charities the best chance for success and the best outcomes for the patients served. Believing strongly in servant leadership, he guides, counsels, and mentors many in the field.



DONNA R. CRYER, JD

*Founder
Global Liver Institute*

Donna R. Cryer, JD, is the Founder of Global Liver Institute (GLI), the premier patient-driven liver health nonprofit operating with offices and partnerships across five continents. Moved by her own experience as a 28-year liver transplant recipient, Mrs. Cryer serves as a fierce advocate for the transformative potential of patient engagement in health policy, research, data, and system design.

Her expertise and effectiveness in advancing the voice of patients in defining and designing equitable healthcare has been recognized by the United States Congress and the White House. In 2021 Mrs. Cryer received both the Global Genes RARE Champions of Hope Founder's Award and the American Association for the Study of the Liver (AASLD) Distinguished Advocacy Service Award.

Mrs. Cryer serves on the Boards of Directors for the Council of Medical Specialty Societies (CMSS), Sibley Memorial Hospital/Johns Hopkins Medicine, and the Color of Crohns and Chronic Illness (COCCI). She was the first patient to serve on the American Board of Internal Medicine Gastroenterology Specialty Board.

Mrs. Cryer received an undergraduate degree from Harvard and a Juris Doctorate from the Georgetown University Law Center.



AHMAD ANOUTI, MD

*Postdoctoral Research Fellow in Hepatology,
University of Texas Southwestern*

Dr. Ahmad Anouti, is a Postdoctoral Research Fellow at the University of Texas Southwestern. Dr. Anouti brings a unique and personal perspective to his work as both a biliary atresia patient and a liver transplant recipient.

His career aspirations are deeply rooted in pediatric hepatology, liver research, and patient advocacy. Dr. Anouti's commitment extends beyond his research; as he actively collaborates with organizations such as Global Liver Institute, American Liver Foundation, and BARE Inc. to advance patient advocacy initiatives and improve the lives of individuals affected by biliary atresia and liver transplantation.





JOEL BALLEW

*Director, Strategic Partnerships
Global Liver Institute*

Joel Ballew serves as the Director of Strategic Partnerships at Global Liver Institute, where he is responsible for overseeing high-level collaborations across a wide range of industries, including healthcare, consumer products, and biotech. His work focuses on cultivating long-term relationships with corporate partners, foundations, and stakeholders. He also plays a key role in shaping GLI's fundraising strategy, working closely with the leadership team to ensure financial sustainability and growth.

Joel is an innovative and dynamic leader with extensive experience in the nonprofit sector, particularly in navigating organizations through periods of significant growth and transformation. With a passion for developing meaningful partnerships and fostering collaborative relationships, Joel has dedicated his career to advancing the missions of various organizations through strategic leadership, resource mobilization, and organizational development. He believes that meaningful change will require creativity, collaboration, and communication that is mindful of the past — but bold enough to transcend barriers of exclusion, injustice, and boring ways of thinking.

Prior to his work at Global Liver Institute, Joel held executive leadership positions in homelessness services and religious outdoor ministries nonprofit organizations. Joel holds degrees from the University of Pennsylvania and certifications from the Wharton School. He also earned a Master of Divinity in Counseling, adding a unique perspective on leadership and human connection to his skill set. With a deep commitment to social impact, Joel brings a blend of strategic thinking, relationship-building, and compassionate leadership to the organizations he serves.



MIKE BETEL

*President and Founder
Fatty Liver Alliance*

Michael Betel is the President of Fatty Liver Alliance, a not-for-profit, registered charity, that raises awareness and educates the public about fatty liver disease. He is based in Toronto, where he increases the visibility of the disease and advocates for more research and resources to help patients in need.

Michael is a passionate advocate for those living with fatty liver disease and is dedicated to improving the lives of those affected by the condition. He has been instrumental in organizing events and initiatives to educate and inform the public about the disease and its impact on individuals and families.

In addition to his work with Fatty Liver Alliance, Michael is also a respected speaker and commentator on fatty liver disease and related topics. He has been featured in various media outlets, including newspapers, radio, and television, and has spoken at conferences and other events to raise awareness about the disease.

With 20+ years in Virology, GI, Oncology and Healthcare, Michael prepares organizations for the future with thoughtful short and long-term planning, designed to support the corporate mission with challenging goals. Lead organizations through periods of substantial growth and transition, with full accountability for budgeting, management, and reinforcing fiscal responsibility. Experienced in profit and nonprofit organizations, including pharmaceutical and healthcare.



GINA BARTES

*Vice President, Patient &
Community Engagement
Global Liver Institute*

Gina Bartes oversees the patient and community engagement aspects for Global Liver Institute, driven by the mission to improve the lives of individuals and families impacted by liver disease through promoting innovation, encouraging collaboration, and scaling optimal approaches to help eradicate liver diseases. Gina has worked extensively in leading liver health education, advocacy training, development, marketing & campaigns, and creative programming across the globe with stakeholders at every level.

Gina advocates for patients, caregivers, and the community and joins a network of colleagues and liver champions across the globe from many different academic centers, liver clinics, and organizations to work toward eliminating stigma and promoting access and normalization of liver health equity and inclusion.

Gina is co-founder of the Hep Free AZ Coalition, an Arizona state-wide advocacy effort convening stakeholders in viral hepatitis elimination efforts and elimination plan implementation, and United Liver Arizona & New Mexico, focusing on increasing health equity, access, and linkage to care to those affected by liver disease. She serves on the American Association for the Study of Liver Diseases (AASLD) Practice Guidelines Committee, the Donate Life Arizona (DNAZ) Medical Executive Committee, the National Viral Hepatitis Roundtable (NVHR) Viral Hepatitis Diagnostics Working Group, the United Liver Board of Directors, and several advocacy and research related advisory boards across the globe.



ALISA CORRY, NP

Intermountain Medical Center

Alisa Corry graduated from nursing school in 2011 and has since gained extensive experience working primarily in transplant, bone marrow, and liver care. In 2021, she earned her Master of Science in Nursing (MSN) and became a Family Nurse Practitioner (FNP-C) through Gonzaga University. Alisa is a proud mother of two children and cherishes her role as a mom. One of her favorite aspects of her job at Intermountain Transplant Services is witnessing the transformative impact of care, as patients find renewed hope and brighter futures through their transplant journeys





SNEHA DAVE

*Founder and Executive Director
Generation Patient*

Sneha graduated from Indiana University in May 2020 where she majored in chronic illness advocacy as well as journalism. She created the Generation Patient and its program the Crohn's and Colitis Young Adults Network (CCYAN) to create support systems for adolescents and young adults with chronic conditions across the U.S. and internationally. She is proud to work with a team composed entirely of young adults with chronic medical disabilities and to keep Generation Patient transparent and independent from the pharmaceutical and insurance industry.

Sneha has completed an undergraduate research fellowship in health policy at Harvard T.H. Chan School of Public Health. She has also interned at numerous places such as Pfizer Global Headquarters in health economics and outcomes research for Inflammation and Immunology. Sneha has spoken on Capitol Hill, featured nationally on C-SPAN, and is a past contributor for U.S. News and World Report. She has served on the Democratic National Committee Disability Policy Subcommittee and she is part of the Midwest Comparative Effectiveness Public Advisory Council, an independent appraisal committee of the Institute for Clinical and Economic Review. Sneha also serves on the patient engagement collaborative for the FDA. She was previously a national policy fellow at RespectAbility and now serves as the youngest director on the board for the national nonprofit. Sneha was awarded two academic fellowships with the Association of Health Care Journalists. For her work, Sneha was selected as one of the most influential teenagers in 2018 by the We Are Family Foundation and she was been recognized as an American Association of People with Disabilities Emerging Leader in 2020.



MEG DIDIER

*Manager, Patient Engagement
Global Liver Institute*

Meg Didier is a dedicated patient advocate and leader within Global Liver Institute, where she leads patient engagement efforts, including, A3 and the Ambassador Program. With a mission to bridge the gap between patients, caregivers, clinicians, and researchers, Meg fosters collaboration to enhance healthcare and amplify patient voices. Born with Hypoplastic Left Heart Syndrome and impacted by rare liver disease, her over 15 years of experience as a global speaker and patient engagement specialist in healthcare advocacy has fueled her dedication to education, peer support, and systemic change.

Meg is the co-founder of the Single Ventricle Patient Day with the Fontan Outcomes Network and co-chair of the Community Building and Engagement workgroup for the network. Additionally, she serves as a Board Member and Director of Patient Engagement and Advocacy with Sisters by Heart, focusing on improving outcomes and patient education tools for individuals born with single ventricle heart disease, including those who have developed Fontan Associated Liver Disease (FALD).

Meg's advocacy extends to international platforms, with her work being featured on 60 Minutes Australia and presentations at events such as the World Congress of Pediatric Cardiology and Cardiac Surgery. She has also contributed to the American Board of Pediatrics' Roadmap for Emotional Health and Wellbeing, encouraging general practitioners and specialists to be a part of the solution for addressing mental health in pediatrics. Additionally, Meg has presented at top institutions, including Johns Hopkins, the Children's Hospital of Philadelphia, Stanford and the Mayo Clinic. Her expertise in patient-provider engagement has been recognized by the American College of Cardiology, and her advocacy efforts have been highlighted on MTV. Through her healthcare journey captured on her social media page, Meg was selected as one of the "Women Who Inspire Cincinnati", and continues to empower and support others navigating complex health challenges.



SOPHIE HANSEN

*Transplant Research Coordinator
Primary Children's Hospital*

Sophie Hansen, 22, from Bountiful, Utah, has been living with the challenges of liver disease for nearly her entire life. Diagnosed at the age of 3 with primary sclerosing cholangitis (PSC), a chronic liver disease, Sophie's health has been a lifelong battle. At 11, her condition worsened, and she was placed on the liver transplant waiting list, ultimately receiving her first transplant at 15.

Despite the transplant, her PSC returned, and in 2024, Sophie faced the need for a second liver transplant. Fortunately, this time she did not have to wait long, and the successful surgery gave her a new lease on life.

Just weeks after her second transplant, Sophie was back to doing the things she loves—hiking, finishing her college education, and presenting research papers. Her journey with liver disease has inspired her to pursue a career dedicated to liver disease research. Now a transplant research coordinator at Intermountain Primary Children's Hospital, Sophie is driven by the hope of helping others like herself.

Her personal experience fuels her passion for advocacy and research, as she works to improve the lives of patients navigating the complexities of liver disease and transplantation.

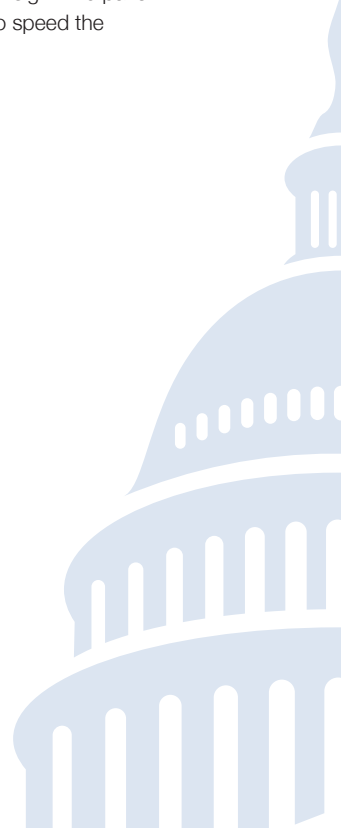


KRISTIN HATCHER

*Program Director, Pediatrics and
Rare Liver Diseases
Global Liver Institute*

As the Director of Pediatric and Rare Liver Diseases, a Global Consortia of rare liver stakeholders, Kristin is tasked with improving the lives of individuals and families impacted by liver disease through promoting innovation, encouraging collaboration, and scaling optimal approaches to help eradicate liver diseases.

Prior to joining GLI, Kristin was the Deputy Director of Operations at COMBINEDBrain, a consortium of over 100 rare, genetic neurological pediatric patient advocacy groups with the mission of creating biomarkers and outcome measures. During her time COMBINEDBrain, she developed a passion for the patient role in drug development, a love of the use of data to gain insight into patient perspectives, and learned the power of combining rare diseases to speed the pathway to treatment and cures.





KAREN HOYT

*Educator and Patient Advocate
Founder, ihelpc LLC*

Karen lives every day with a grateful spirit and the positive attitude to be an encouragement. She has always lived a healthy life despite being born with only one kidney. Karen was active in her community as a full-time teacher, volunteer, and Sunday school teacher at her church. In 2010, she learned that her liver was failing, and she was later diagnosed with the Hepatitis C virus. By the end of the next year, end-stage liver failure and liver cancer loomed over Karen. As she waited on a new lease on life, Karen underwent several procedures to shrink the cancer to keep her as healthy as possible for a lifesaving transplant. In April 2015, Karen received her liver from a selfless donor; a donor that she learned was the same age as many of the students she once taught in school.

Karen is a motivation to many. She encourages others waiting to receive their life saving transplant, and she spends her time teaching nutrition classes. The classes help those struggling with kidney or liver disease learn to eat better to live a healthier life. In addition, she also serves on a variety of boards and committees to help people with health needs and those in the transplant community. Additionally, since her health was renewed, Karen is thrilled to be back in the classroom teaching full-time.



WENDY LO

*Principal Owner
Wendy Lo Consulting, LLC*

Wendy is a patient advocate, speaker and consultant for liver health, patient inclusion, and hepatitis elimination.

As someone living with a chronic liver disease, she is a health seeker turned health coach, mindfulness practitioner and personal fitness trainer. Bilingual in Chinese and English, she passionately supports others in their wellness journey through lifestyle interventions and the power of self-efficacy.

Wendy is also a seasoned educator and strategic thinker with business and technology acumen. Her previous career spans 20+ years in the software industry with roles in global education services, go-to-market enablement, and information technology (IT) consulting.





CHRISTINE MAALOUF

*Director, Communications
Global Liver Institute*

As Global Liver Institute's Communications Director, Christine supports GLI's diverse programs by creating appropriate strategies, messaging, maintaining a cohesive brand identity and using the different media tools to impact patients and reach wider audiences.

Christine is a multilingual communications expert with a diverse experience in the field spanning different industries. She has been a speaker in many conferences around the world, led workshops, and has had media appearances in local television and news outlets in Lebanon and the region.

Prior to joining GLI, Christine has worked with international organizations such as the United Nations, the National Diabetes Organization - DiaLeb, and the International Diabetes Federation. She has worked extensively in the field of diabetes awareness, focusing on healthy lifestyle changes to prevent and better manage diabetes.

Christine is a member of Ellevate Network, Public Relations Society America (PRSA) and their National Washington DC chapter. She is also a member of Catalyst 2030 and their Lebanon Chapter. She was one of the first members and co-contributors of Catalyst's Youth Engagement Initiative. She is also a member of International Diabetes Federation's Blue Circle Voices (BCV).



JEFF MCINTYRE

*Vice President, Liver Health Programs
Global Liver Institute*

Jeff McIntyre is the Vice President of Liver Health Programs for Global Liver Institute in Washington, DC. As Vice President, Jeff supervises GLI's diverse liver health program portfolio - including NAFLD/NASH, liver cancer, pediatric and rare diseases, and GLI's worldwide 'Liver Health is Public Health' campaign. Working with GLI Program Directors, Jeff identifies patient advocacy opportunities in all areas of patient and care pathways including drug development, regulatory input, biomarker development, and awareness and educational opportunities while addressing disparities in screening and treatment in the US and globally.

Jeff currently serves on the Board of Tufts University School of Nutrition's Food & Nutrition Innovation Council, the Nairobi-based Wellness for Greater Kenya, and just finished his term on the American Association for the Study of Liver Disease's Practice Guidelines Committee. Jeff has formerly been a member of the White House Task Force on Childhood Obesity, an Advisor to the Robert Wood Johnson Roundtable on Childhood Obesity, and PBSKids Board of Advisors.

He has frequently given invited testimony before the U.S. Senate and House of Representatives Committees, and multiple federal agencies, and spoken at the Global NASH Congress, EASL Liver Congress, AASLD Liver Meeting, Paris NASH, and the NAFLD and NASH Primary Care Summit, and Biomarkers for NASH Symposium. Jeff's publications include articles in the Journal of the American Behavioral Scientist, Journal on Discovering Popular Culture, The Oxford Handbook of Media Psychology, Runner's World, and the National Enquirer.

Jeff graduated from American University with a Master's Degree in Philosophy. In his personal time, he enjoys competing in triathlons, whitewater kayaking, reading non-fiction, and meeting all the dogs.



Laurie Mobley

*Health Communications & Patient Advocacy Leader
Co-Chair, Global Liver Institute Board Development
Executive Vice President, BRG Communications, Inc.*

Laurie Mobley's more than 25-year communications career spans public health and agency leadership roles working across every aspect of healthcare. No matter the communications goal, she's harnessed the power of patient advocacy to move critical conversations forward to change lives. From working across multiple stakeholders supporting leading pharmaceutical and medical devices, to leading CDC's global health initiatives to developing award-winning campaigns focused on health equity and women's health.

Today, as an executive vice president at BRG Communications, an award-winning, woman-owned boutique public relations firm focused on safety, health and wellness, Laurie provides strategic counsel for clients looking to start dialogues across the health continuum - between patients and providers, medical societies and academic health systems as well as leading health brands. She is known for translating complex data and creating compelling public awareness campaigns around frequently mis-understood and stigmatized health conditions.

Laurie is an active member of Global Liver Institute's (GLI) board of directors and serves as faculty for the annual GLI Advanced Advocacy Academy. She was drawn to the educational mission of GLI after her father's death from liver disease. She also serves as a member of Citrine Angels, a venture capital (VC) fund focused on early-stage investment of female-founded companies in the Washington, DC area.



MELODIE NARAIN-BLACKWELL

*President & Founder
Color of Crohn's & Chronic Illness*

Melodie Narain-Blackwell is a passionate health advocate, educator, mobilizer, and the founder of Color of Crohn's & Chronic Illness, a nonprofit dedicated to health equity and BIPOC communities that are challenged with digestive diseases and chronic illnesses. After suffering with stomach pain since the age of 6 (six) and rectal bleeding since age 13 (thirteen), Ms. Narain-Blackwell was diagnosed with Crohn's disease in 2018, at the age of 36 (thirty-six). The year prior to her diagnosis, Ms. Narain-Blackwell suffered 4 months of non stop rectal bleeding, burning, rectal tearing, hair loss, recurring rectal abscesses, arthritis, urgency, fatigue, and so much more. A colorectal surgeon evaluated her and told her nothing was wrong. Three weeks later, she was admitted to the hospital with a temperature of 104.3 degrees and a golf-ball-sized abscess burst in her rectum during examination; she was immediately scheduled to have her first surgery that would take place the next morning. Ms. Narain-Blackwell's personal mission is to support the development of tools and opportunities to prevent anyone from ever having to endure the journey that was set before her. A Black and Indian woman and entrepreneur, she has been sharing her health journey—from being misdiagnosed with gout to being told that she needed to squeeze her inflammation out of her lips by a physician—since 2013 with an engaged and committed community. Once she was diagnosed with Crohn's disease and shared that with her following, the response was unforeseen: she began to receive an influx of questions and petitions for help. Ms. Narain-Blackwell began to help where she could and research to find opportunities for others who were suffering with health challenges.

Having followed an unconventional path from patient to patient-leader, Ms. Narain-Blackwell is a trailblazer who has been featured in Everyday Health, Guide to Living with IBD, Healthline, BlackDoctor.Org, Black Love Doc on OWN, and more. She has participated in numerous podcasts, interviews, and panels, and hosted events, spreading the importance of health equity and educating on the barriers to inclusion in research. Ms. Narain-Blackwell graduated from Berkeley College in Manhattan, NY, with an Associate in Applied Science Degree in Fashion Marketing and Management, and a BA in Business Administration. She is currently pursuing a Master of Science in Health Education and Behavior. She currently resides in the Washington Metropolitan area with her husband Ronald, and 2 children (Zaden & Zarie).



LISA STODDARD, NP

Intermountain Medical Center

Lisa Stoddard graduated with a Bachelor of Science in Nursing (BSN) from Azusa Pacific University in 2006 and worked as an ICU nurse for 15 years, gaining experience in various states including California, Hawaii, Colorado, Pennsylvania, and Utah. In 2021, she completed her Master of Science in Nursing (MSN) and became a Family Nurse Practitioner (FNP) through Georgia Southwestern State University. Since then, Lisa has been working as a Hepatology and Transplant Nurse Practitioner with Intermountain Health in Murray, Utah.

Outside of her professional career, Lisa is married and a mother of four children, ages 13, 10, 9, and 6. She volunteers with USA Gymnastics and enjoys hobbies like reading, singing, musicals, hiking, growing succulents, and spending quality time with her family.





SARA VAN GEERTRUYDEN

Partner, Thorn Run Partners

Sara Traigle van Geertruyden joined Thorn Run Partners in January 2011 as a healthcare and welfare policy expert with 14 years of experience. Sara began her career on Capitol Hill, working for former Senator John Breaux (D-LA) from 1996-2003, first as a projects assistant handling Congressional appropriations and advising constituents on the federal grant process, and ultimately spending over 3 years as a legislative assistant overseeing Senate Finance Committee issues for health and welfare.

Sara handled important lobbying efforts related to the Medicare Modernization Act of 2003 (MMA) and the recently-passed Patient Protection and Affordable Care Act for clients. Sara was actively engaged in drafting regulatory comments for her clients during the implementation of the MMA and continues to assist clients seeking to influence the regulatory process.

Among her greatest professional accomplishments, in 2005-2006 Sara managed the Medicare Rx Education Network, a coalition of over 80 national associations brought together by a mutual goal of educating seniors about the new Part D benefit under Medicare. In 2009-2010, Sara successfully represented a Louisiana-based coalition of healthcare providers seeking to avoid a dramatic reduction in Medicaid payments after Hurricanes Katrina and Rita as part of the new health reform law. After being deeply involved in efforts to reauthorize the Temporary Assistance for Needy Families (T.A.N.F.) law during her tenure on Capitol Hill, Sara continues to work on issues related to the health and welfare of low income families and children.

Sara has a strong reputation on both sides of the political spectrum, having staffed Senator Breaux in his efforts to pass legislation that he championed with former Senator Bill Frist (R-TN) to modernize the Medicare program, and in his efforts to raise bipartisan ideas for health reform and T.A.N.F. reauthorization. Sara also has expertise in counseling clients through the Congressional appropriations process.

A3 AMBASSADORS FACILITATORS AND PANELISTS



Jason Crutchley



Bruce Dimmig



Dr. Cecilia Dueñas



Cat Evans



Lorrinda Gray-Davis



April Hubbard



Kim Martinez



Gary Miller



Jon Potter



Scott Salvaggio



Stephen Silva-Brave



Betsy Villiotti



Tony Villiotti

THANK YOU TO OUR GENEROUS A3 SPONSORS!

BURGUNDY



GOLD



SILVER



CONTRIBUTORS





www.globalliver.org



@GlobalLiver



@GlobalLiverInstitute



Global Liver Institute

Global Liver Institute (GLI) is a 501(c)3 nonprofit organization founded in the belief that liver health must take its place on the global public health agenda commensurate with the prevalence and impact of liver illness. GLI promotes innovation, encourages collaboration, and supports the scaling of optimal approaches to help eradicate liver diseases. Operating globally, GLI is committed to solving the problems that matter to liver patients and equipping advocates to improve the lives of individuals and families impacted by liver disease. GLI holds Platinum Transparency with Candid/GuideStar, is a member of the National Health Council, and serves as a Healthy People 2030 Champion.





LEARN MORE

