

Centers for Medicare & Medicaid Services for 2025

OCTOBER 10, 2024

12:55PM: REGISTRATION

1:30PM: WELCOME



Shelley McGuire, Shelley's Events

1:45PM: PANEL #1 - ACQUISITION TRENDS & CONTRACT VEHICLE TRENDS



MODERATOR

Bryce Golwalla*
Softrams



Betsy Cerulo
AdNet/AccountNet Inc.



Lyandra Emmanuel
CMS



Jeanette Pawlak Miller
Publicis Sapient



Melissa Ramos
GSA FAS (HHS)

2:25PM: PANEL #2 - TOP INITIATIVES IN 2025



MODERATOR

Bhuvana Sivasubramanian
Code360, Inc.



Anita Allen
HHS-CMS & NIH



Denise Rainey
Rainmakers Strategic Solutions

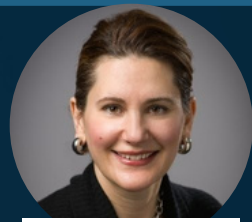


Bridget Rineker
CMS



Krista Yager
National Government Services

3:05PM: PANEL #3 - EMERGING TECHNOLOGIES AND STRATEGIES

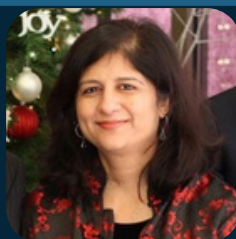


MODERATOR

Gina Wolery
Index Analytics



Melissa Fannin*
Hermes Consulting LLC



Nandita Gududuri
A P Ventures LLC



Anne Simon
Noridian Healthcare Solutions



Seema Sreenivas*
Boostaro

3:45PM: PANEL #4 - WHAT DOES CMS LOOK LIKE MOVING FORWARD?



MODERATOR

Beth Parish
CMS



Dana Boritz
CMS



Anita Griner*
Accenture Federal Services



Katie Shequen
Noridian Healthcare Solutions



Molly VandeVoort*
Coforma

4:45PM: OFFSITE NETWORKING HAPPY HOUR - Sparksoft Corporation

Speaker Biographies

PANEL #1 - ACQUISITION TRENDS & CONTRACT VEHICLE TRENDS

MODERATOR



Bryce Golwalla, Chief Strategy Officer, Softrams

**(former Contracting Officer and IT Specialist, CMS)*

Bryce Golwalla is the CSO for Softrams. He has been with them since 2019 supporting mission delivery and growth. His previous experience with CMS spans a decade as a Contracting Officer and Product Manager on agency digital transformation efforts.



Betsy Cerulo, CEO & Founder, AdNet/AccountNet, Inc

Betsy Cerulo is the CEO & founder of AdNet/AccountNet, Inc, - Advocates for Workplace Excellence & Equity which is 8(a), LGBTE & WBE certified. AdNet is a management consulting firm focused on Professional Staffing, Human Capital Management and Executive Search services. Betsy is a Founding Member & Board President of the Maryland LGBTQ Foundation and Co-Founder and Past President of the Maryland LGBTQ Chamber of Commerce. Betsy is a passionate activist pushing for equal rights for women and all diverse groups. Betsy is a published author of Shake It Off Leadership and a children's book titled Miss Crabapple and Her Magical Violin.

Betsy holds a Bachelor's Degree in Business from Catholic University and a Master's Degree in Integrative Health Science from Capital University of Integrative Medicine. Betsy is a certified Executive Coach.

Betsy and AdNet have been recognized as the 2024 Baltimore Business Journal's Best Places to Work, 2023 Baltimore Business Journal's Top 50 Woman Owned Business & Fast 50, 2022 National LGBT Chamber of Commerce (NGLCC) LGBT Supplier of the Year, 2022 Small Business Administration (SBA) Maryland Woman-Owned Business of the Year; 2022 Baltimore Business Journal's Top 50 Woman Owned Business and Fastest Growing Woman Owned Business, 2020 Top 100 Women by The Daily Record; 2019 Business Equality Magazine's Legacy Leaders Over 50, 2018 Top 100 MBE in the Mid-Atlantic Region, Baltimore Business Journal's 2018 Leaders in Diversity and The Daily Record as 2017 Most Admired CEO's in Maryland.

Betsy is married with 2 children, 3 grandchildren and a loving 4 legged Weimaraner to round out the family.



Lyandra Emmanuel, Group Director, Customer Relations Group (CRG), CMS

Lyandra began her career in public service at the Department of Energy in Oak Ridge, Tennessee. Then transferred to the Department of Defense, Army Missile Command in Huntsville, Alabama. Since joining the Centers for Medicare and Medicaid Services (CMS), she has served in a variety of roles including Contracting Officer, Division Director and now Group Director within the Office of Acquisitions and Grants Management. Lyandra is a Federal Executive Institute Alumni and holds a Bachelor of Science degree in Business Administration from Alabama Agricultural & Mechanical University.

Speaker Biographies



Jeanette Pawlak Miller, Director Business Development, Publicis Sapient

Ms. Jeanette Pawlak Miller is a highly accomplished business development leader with a proven track record of securing government contracts, demonstrating a deep understanding of CMS acquisition trends.

Passionate about Federal acquisition trends: She closely follows and is deeply invested in understanding the evolving landscape of Federal acquisition and contracting, recognizing its direct impact on winning work and successfully delivering on missions and citizen services.

Her expertise and particular areas of interest are:

- **Intimate knowledge of CMS contract vehicles and practices over nearly 20 years**
- **Loves helping uncover the path from Legislation, Administration Policy/Regulations to how it creates new pipeline opportunities and impacts partnering and team building**
- **Targeted pipeline development of emerging work beyond recompetes particularly leveraging forward technologies to achieve efficiencies and cost savings. Ask her about Gen AI Powered Knowledge Management for Enhanced Citizen Services**
- **Strong relationships with key stakeholders:** An esteemed network that includes contracting officers, OSDBUGs, and both small and large business partners, demonstrating her understanding of the importance of collaboration and strategic partnerships in securing contracts and assuring contract fulfillment

Jeanette loves growing things, is fascinated by older home restoration, and passionate about increasing competition.



Melissa Ramos, Customer Service Director, Department of Health & Human Services Accounts, Office of Customer and Stakeholder Engagement, Federal Acquisition Service, U.S. General Services Administration

Melissa Ramos is an Army Veteran with 17 years of federal service, having worked across several agencies, including the Department of Defense (DoD), the Department of Veteran Affairs (VA), the Federal Bureau of Prisons (BOP), the Department of Labor (DOL), and the General Services Administration (GSA). During the latter part of her career, she served as an 1102 Contracting Officer before transition to her current role as a Customer Service Director at GSA.

In her position at GSA, Melissa supports customers at the US Department of Health & Human Services (HHS) with market research, scope reviews, and training on a wide range of acquisition topics and GSA solutions. She also provides subject matter expertise to ensure effective acquisition outcomes. Although Melissa primarily works, government to government, she is passionate about helping businesses excel in the government space and works diligently with industry and agencies for shared mission success.

Melissa holds a bachelor's degree in English from Thomas Edison State University and is currently pursuing a master's degree in the Psychology of Leadership from Penn State University. Notable achievements and certifications include FAC-C Certified, COR Certified, Dare to Lead certified, 7 Habits of Highly Effectively Leaders certified, Leadership Excellence for Acquisition Professionals (LEAP) certified, and graduating the Federal Law Enforcement Training Academy (FLETC).

Above all, Melissa is a proud mother of two, Elina-12 and Santino-8.

Speaker Biographies

PANEL #2 - TOP INITIATIVES IN 2025

MODERATOR



Bhuvana Sivasubramanian, Vice President, Code 360

Bhuvana possesses an impressive history of consistently delivering excellence in client engagement, team dynamics, on-time delivery, client satisfaction, and product delivery. Her unwavering commitment to nurturing and strengthening client relationships is exemplified in her work. She has a remarkable ability to lead and inspire high-performing teams by cultivating a culture that prioritizes innovation and accountability.



Anita Allen - Small Business Specialist, HHS/CMS & NIH

Anita has over 35 years of Government Service. She served as a Contract Specialist (CS) and Contracting Officer (CO) at USDA Agriculture Research Service and Social Security Administration for almost 18 years. She joined HHS as a Small Business Specialist in 2007 and currently supports the Centers for Medicare and Medicaid Services (CMS) and the National Institute on Drug Abuse (NIDA) at National Institute of Health (NIH). She also supported HRSA, PSC/OAMS, NIH NHLBI and FDA during her 17 years at HHS.



Denise Rainey, President & CEO, Rainmakers Strategic Solutions LLC

Denise Rainey is a dynamic entrepreneur who founded Rainmakers Strategic Solutions in 2008. With over 30 years of experience in the healthcare and government contracting industry, Denise is passionate about bringing strategic value and excellence to clients. As President and CEO, she leads Rainmakers in delivering exceptional services to its federal clients while focusing on continued growth. Denise's expertise has enabled her to assist federal agencies in training, strategic planning, program evaluation, which has solidified her reputation as a respected leader in the industry. Prior to starting Rainmakers Strategic Solutions, she served as Vice President of Federal Programs for a prominent Blue Cross/Blue Shield plan, where she managed multiple large government healthcare programs, including Federal Employee Health Benefits Program (FEHBP), Medicare Fee for Service and Medicare managed care, national accounts, and the development of a multi-billion-dollar TRICARE Managed Care Support contract.



Bridget Rineker, Contracting Officer and Division Director, Division of Financial Services, CMS

Bridget has over 30 years of experience in government acquisition, serving as an administrative and divisional administrative Contracting Officer (CO) with the Defense Contract Management Administration (DCMA) and procuring CO with the Social Security Administration (SSA) and the Centers for Medicare and Medicaid (CMS). For the past decade, she's had the privilege of serving in CMS's Office of Acquisition and Grants Management (OAGM) as a Division Director, leading CMS's most talented and creative acquisition professionals in the Medicare Administrative Contractor (MAC) Group and in her current role as Division Director, Division of Financial Services. She specializes in FAR 15 negotiated procurements, cost accounting standards (CAS) administration, postaward administration, and contract funds management.

Speaker Biographies



Krista Yager, Chief Digital Officer, National Government Services

Ms. Yager leads National Government Services' Digital Health Strategy and Contracts for federal health agencies. As a strategic business management executive with over 30 years of dedicated Health IT experience in federal and commercial healthcare, she is known for leading innovative, enterprise strategies and award-winning, performance-driven solutions for healthcare clients. She leads a billion dollar transformational high-value digital portfolio, by championing growth, vision, strategy and execution. Ms. Yager has a record of proven results in creating technological and operational advantages, strategic partnerships and internal process and product improvements. Ms. Yager has served on several boards of directors and received multiple leadership recognition awards in addition to industry recognition as a published author. She currently serves as the National Contract Management Association Woodlawn Chapter President, and on the FORUM Advisory Council.

PANEL #3 - EMERGING TECHNOLOGIES AND STRATEGIES

MODERATOR



Gina Wolery, Chief Operating Officer, Index Analytics LLC

Gina Wolery is the Chief Operating Officer, Index Analytics LLC. Gina's career spans 25 years of Federal consulting experience across civilian and defense health markets. As Index Analytics' COO, she ensures the company scales for rapid growth, continues to delight its customers, and take care of its employees.



Melissa Fannin, Senior Consultant, Hermes Consulting LLC

**(former CMS and FDA Leader)*

Melissa Fannin is a seasoned C-Suite Health Care Executive with more than 30 years' experience in the health care industry. She spent 12 years at the Centers for Medicare and Medicaid Services (CMS) and the Food and Drug Administration (FDA) and then transitioned into the private sector assuming positions in operations, growth and strategy. Melissa Fannin holds a Bachelors in Nursing from the University of MD, a Master's of Science in Health Policy and Law from the University of MD, a Master's in Business Administration from the University of Baltimore, a Masters in Applied Health Informatics from Johns Hopkins University and a Master's Certificate in Project Management from the George Washington University.

Currently, Ms. Fannin is a Senior Consultant with Hermes Consulting LLC and enrolled in the Global Health Care Leaders Program at Harvard University.



Nandita Gududuri, President & Co-Founder, A P Ventures LLC

Nandita Desai Gududuri, President and co-founder of A P Ventures, LLC (APV), has transformed her company from a home-based business into a thought leader and thriving Women-owned small business. Under her leadership, APV now employs over 125 full-time staff that supports Health, FedCiv and DoD clients. This remarkable growth highlights her drive for excellence and her passion for delivering common-sense solutions to complex problems. Nandita has cultivated a culture of creativity, leadership, and empowerment, resulting in a high retention rate of over 90% and making APV a place where employees feel like they can 'Always Provide Value' and are encouraged to innovate and think outside the box.

(cont'd)

Speaker Biographies

Nandita Gududuri (cont'd) Nandita's hands-on leadership style has been instrumental in APV's success. She actively engages with clients, employees and partners fostering a collaborative environment that drives outstanding outcomes for clients and high performance and accountability for APV personnel. As an astute businesswoman, Nandita is laser-focused on improving government operations by leveraging the right tools and technology, powered by highly motivated and skilled staff, to ensure tasks are completed correctly the first time. Along with other leaders at APV, she co- led the creation of APV's Emerging Technology Lab (ETL) in 2019 as a research and development division and has deployed several AI (artificial intelligence) and RPA (robotics process automation) solutions for several federal clients. APV successfully partnered with several health and human services and have solved many challenges that federal agencies faced during pandemic.

After earning her bachelor's degree from Maharaja Sayajirao University, Baroda, India, Nandita moved to the United States and is currently a native to the East Coast. She's earned two master's degrees, including an MBA from Newport University and a Master of Science from Capitol Technology University. Now residing in Ellicott City, Maryland, Nandita enjoys growing organic vegetables and fruits in her free time. Moreover, she also aspired to be an Air Force pilot and underwent a rigorous 4-year training program as an Air Cadet in the Indian Air Force.



Anne Simon, Vice President, Customer Experience, Noridian Healthcare Solutions LLC

Anne Simon is vice president of customer experience at Noridian Healthcare Solutions and has been with the company since 2007. She leads an elevated customer experience for government and private enterprise clients and oversees all Noridian contact centers, as well as provider outreach, education and enrollment. Simon's 17 years of experience at Noridian include roles with increased responsibility, from starting as a customer service specialist to managing more than 200 staff in her previous role as director of operations. Her extensive experience includes leading multiple operational teams and ensuring all performance standards are met.



Seema Sreenivas, Chief Executive Officer, Boostaro

**(former Program Manager, CMS)*

As the CEO of Boostaro, I bring a wealth of experience from my tenure at the Centers for Medicare & Medicaid Services (CMS), where I led transformative initiatives in healthcare administration. My journey at CMS instilled in me the importance of vision, agility, and the relentless pursuit of excellence—values I now channel into driving innovation at Boostaro.

At Boostaro, our mission is to make emerging technologies like AI, machine learning, and blockchain accessible and impactful across various sectors. We don't just adopt these technologies; we integrate them in ways that fundamentally reshape business practices, fostering trust, transparency, and accountability.

My leadership is deeply committed to not just adapting to the rapid changes in our work environment but actively shaping the future of work. We emphasize flexibility, continuous learning, and the importance of reskilling to ensure that everyone can thrive in a technology-driven world.

Together, we are on a journey to leverage technology for positive change, ensuring that its benefits are universally accessible and that it elevates humanity in all aspects of life.

Speaker Biographies

PANEL #4 - WHAT DOES CMS LOOK LIKE MOVING FORWARD?

MODERATOR



Beth Parish, Director of the Payment Policy and Financial Management Group (PPFMG), CMS

Elizabeth (Beth) Parish is the Director of the Payment Policy and Financial Management Group (PPFMG) where she oversees marketplace policy, payment operations and data related to the implementation of premium stabilization programs for the individual and small group health insurance markets.

Since joining PPFMG in 2015, Beth has been responsible for ensuring the integrity of billions of dollars across the individual and small group markets. She led the implementation of the Policy Based Payment system that makes subsidy payments to Marketplace issuers each month, and oversees Marketplace payments and the risk adjustment program in the individual and small group markets. Beth has been a Marketplace implantation lead since joining CCIIO in 2011. She has served in a variety of leadership positions including managing Marketplace operations and reporting, overseeing the first year of certifying Qualified Health Plans for sale on the Marketplace, implementing Form 1095-A generation and corrections, and overseeing the first year of IRS reporting.

Prior to joining CMS, Beth was an engagement manager at McKinsey and Company working with health insurance issuers. Beth is a graduate of Princeton University and the UVA Darden School of Business.



Dana Boritz, CCSQ ISG Information Systems Group, Division of Acquisition & Budget, Centers for Medicare and Medicaid Services

Dana Boritz joined the Centers for Medicare and Medicaid Services (CMS) in July 2010 and currently serves as the Director of the Division of Acquisition and Budget within the Information Systems Group (ISG) under the Center for Clinical Standards and Quality (CCSQ). Her previous positions include Deputy Division Director of the Division of PQRS and EQRS Systems (DPES) and ISG's Lead Lean Ambassador, where she played a pivotal role in fostering a lean culture within CCSQ that resulted in saving taxpayers millions of dollars. With over 14 years of experience in continuous process improvement, Dana has been recognized with six CMS Honor Award since 2017. She has been instrumental in ISG's leadership in small business acquisitions. Before transitioning to a federal employee role, Dana worked as a contractor for CMS, supporting projects like the Drug Data Processing System (DDPS) and other Medicare Part D systems.



Anita Griner, Managing Director - Civilian Health, Accenture Federal Services

**(former Director, Data Sharing & Partnership Group-CPI, CMS)*

Anita Griner is a Managing Director at Accenture Federal Services in the Civilian Health Portfolio. Anita's entire career has been dedicated to public health programs

supporting CMS and related agencies, striving to deliver quality program outcomes for America's most vulnerable citizens. Prior to joining AFS earlier this year, Anita was the General Manager for Civilian Health for Cognosante where she oversaw the business unit dedicated to CMS and other HHS Agencies. While at CMS in her Federal career, she worked in OIS/OIT, CMMI and CPI for 10 years focused on running large-scale PMOs and programs including implementations of Part D, HITECH, and the ACA. Anita holds a MBA and BA in organizational psychology and management information systems and lives locally in Annapolis Maryland with her husband and two high-school aged children.

Speaker Biographies



Katie Shequen, Vice President, Clinical Services, Noridian Healthcare Solutions

Katie Shequen is the vice president of clinical services at Noridian Healthcare Solutions. She is responsible for creating clinical review strategies vital to Noridian's customers' operational services. A registered nurse, Shequen joined Noridian in 2010 as a clinical reviewer and previously served as the director of medical review. Leveraging her 14 years of experience at Noridian, she is passionate about people leadership, operational effectiveness, and health care innovation.



Molly VandeVoort, Senior Principal, Health Data Subject Matter Expert, Coforma

**(former Health Insurance Specialist-CCIIO, CMS)*

Molly brings twenty years of experience in healthcare, research, and policy to her position at Coforma. In her role, she capitalizes on her competencies in epidemiology and the US healthcare system from provider, payor and regulator perspectives, developed through hands-on experience in health services delivery, clinical research, bioinformatics, evidence-based policy development, and federal oversight.

**JOIN US FOR OUR OFFSITE NETWORKING HAPPY
HOUR IMMEDIATELY FOLLOWING SESSIONS**

Sparksoft Corporation

**Located just 1.3
miles from
The Meeting House**

Scan for Directions

