

Jonathan N. Kromm

PROFESSIONAL EXPERIENCE

Vice President, Strategic Market Research and Product Development 2017 – Present
CareFirst BlueCross BlueShield, Baltimore, MD

Oversee the division responsible for conducting research and analysis to advance CareFirst's understanding of consumers and market opportunities. Applying this analysis, the division works with corporate leadership and other divisions to develop and launch products, implement marketing and sales initiatives, and design advertising campaigns.

Deputy Executive Director/Acting Executive Director 2014 – 2017
Maryland Health Benefit Exchange, Baltimore, MD

Led day-to-day operations of Maryland's state-based health insurance marketplace with a staff of over 65 employees. Directly manage policy and finance and procurement departments, leading the development of the Agency's budget, Medicaid funding proposals, and regulatory process. Represent the agency on legislative matters, contract monitoring and negotiations, and matters pertaining to other state agencies and external stakeholders on a daily basis. Special projects include leading the transition of business operations to a new eligibility and enrollment platform for 2014/2015 open enrollment; procuring new contracts to oversee core enrollment and information technology operations; and working with the Maryland Department of Health and Mental Hygiene to establish new processes to manage Medicaid redeterminations in 2015. Served as Acting Executive Director from September 2016 through May 2017.

Deputy Director 2011 – 2013
Maryland Governor's Office of Health Care Reform, Annapolis, MD

Responsible for developing policy and conducting analyses to support health care reform implementation in Maryland, staffing the Maryland Health Care Reform Coordinating Council, and managing stakeholder processes and government relations efforts for the Governor's Office. Projects also included leading the selection process for the State's essential health benefits benchmark plan and directing the consumer assistance training program for the Maryland Health Benefit Exchange.

Research Public Health Analyst 2010 – 2011
RTI International, Washington, DC

Served as evaluator for state and federal contracts in RTI's public health policy research practice group. Responsible for evaluation planning and design, high-level project management, oversight of data collection and analysis, and management of client relationships. Projects included ongoing independent evaluation of two statewide comprehensive tobacco control programs, evaluation planning for U.S. Food and Drug Administration's tobacco control

activities, and evaluation of a U.S. Centers for Disease Control and Prevention pilot community-based intervention to reduce tuberculosis rates in priority populations.

Public Health Policy Researcher

2007 – 2010

Johns Hopkins Bloomberg School of Public Health (JHBSPH), Baltimore, MD

Provided research support and project management functions, led program design and development, and advised on dissemination strategies for a series of grants related to key public health policy issue areas including obesity, injury prevention, and evidence-based advocacy and policy-making. Directly involved in or provided oversight of qualitative and quantitative data collection and analysis, manuscript development, grant writing, and preparation and delivery of conference presentations.

Advocacy and Government Relations Consultant

2006 – 2007

Spitfire Strategies, Washington, DC

Provided policy analysis, advised on federal and state advocacy strategies, and led small research projects for a Vice President's client portfolio that focused on children's health issues, including the reauthorization of the State Children's Health Insurance Program (SCHIP).

Policy Specialist, Health Insurance

2005 – 2006

Centers for Medicare and Medicaid Services (CMS), Baltimore, MD

Led policy research and analysis for the revision of the regulation pertaining to the prospective payment system for the Medicare home health care benefit. Drafted regulation language; developed white papers, reports, and high-level agency correspondence; and provided technical assistance to senior leadership, CMS regional and state offices and contractors. (This position satisfied practicum requirement for master's degree.)

Manager, Policy Research

2003 – 2005

American Cancer Society (ACS), National Government Relations Department
Washington, DC

Managed the cancer research policy portfolio that included insurance coverage for clinical trials, genetic testing and discrimination, drug research and development, and quality of cancer care. Responsible for development of ACS position statements and the production of issue briefs, fact sheets, and background materials for use by advocates and lobbyists at the federal, state, and local levels. Represented ACS in meetings with partner organizations, policymakers, federal agency and congressional staff, and external working groups.

Policy Analyst, Policy Research

2002 – 2003

ACS, National Government Relations Department, Washington, DC

Provided policy research and analysis for the unit's portfolios with particular focus on access to care and issues of medically underserved populations. Supported the creation of ACS position statements, issue briefs, and government relations products for state mandated benefits for preventive services, patient navigation programs, medical transportation, association health plans, and consumer-directed health care. Participated in meetings with coalition partners and congressional staff.

EDUCATION

Doctor of Philosophy, Health Policy and Management Johns Hopkins Bloomberg School of Public Health, Baltimore, MD	2010
Master of Health Sciences, Health Policy and Management Johns Hopkins Bloomberg School of Public Health, Baltimore, MD	2006
Bachelor of Arts, Psychology University of Pennsylvania, Philadelphia, PA	2001

HONORS AND AWARDS

Sommer Scholar, JHBSPH, 2006 – 2010

Morris A. Mechanic Dissertation Grant, Mechanic Foundation, 2009

John C. Hume Doctoral Award, Department of Health Policy and Management (HPM), JHBSPH, 2008

Delta Omega National Public Health Honor Society, Alpha Chapter, Inducted 2006

PROFESSIONAL ACTIVITIES

Teaching Assistant (TA), JHBSPH

- Health Advocacy, 2007-2010 (Lead TA)
- Introduction to Qualitative Interviewing and Focus Group Research, 2009-2010
- Public Health and the Law, 2006, 2008-2009 (Lead TA)
- Health Policy II: Public Health Policy Formulation, 2007
- Making Change Through Policy, 2006-2009

Student Representative, Ad Hoc Curriculum Committee, HPM, JHBSPH, 2007 – 2008

Student Representative, Academic Policy and Admissions Committee, HPM, JHBSPH, 2006 – 2009

Member, American Public Health Association, 2005 – present

SELECTED PUBLICATIONS AND PRESENTATIONS

Vernick JS, Tung G, Kromm JN. (2012). Interventions to reduce risks associated with vehicle incompatibility. *Epidemiologic Reviews*, 34(1), 57-64.

Vernick JS, Tung G, Kromm JN. (2011) "Interventions to reduce risks associated with vehicle incompatibility." American Public Health Association, 139th Annual Meeting and Exposition, Washington, DC.

Royce RA, Kromm JN. (2011). "Addressing TB among African-Americans in the Southeast: From understanding to intervention." National TB Controllers Association, National TB Conference, Chicago, IL.

Royce RA, Harris SL, Swinson Evans TM, Maiuri AM, Colson PW, Maxwell L, Kromm JN, DeLuca N, Walton W. (2011). "Intervention to stop tuberculosis in the African-American community." American Thoracic Society International Conference, Denver, CO.

Kromm JN. (2010). *Bringing Science to Policy: The Use of Research by Public Health Advocacy Organizations to Advance Policy Solutions*. Dissertation. (Advisor: J Vernick)

Kromm JN, Frattaroli S, Vernick JS, Teret S. (2009). Public health advocacy in the courts: Opportunities for public health professionals. *Public Health Reports*, 124(6), 889–894.

Kromm JN. (2003). "Cancer and Pain Management Advocacy." American Alliance of Cancer Pain Initiatives Annual Meeting, Atlanta, GA.