NORA SUPER

HEALTH AND AGING POLICY EXPERT
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PROFESSIONAL SUMMARY

Well-regarded executive with three decades of experience building partnerships, managing people, and catalyzing change. Consensus builder with a strong history of developing actionable recommendations for policymakers, corporate leaders, and advocates for healthy aging, retirement security, mental health, and health and long-term care integration. Medicare and Medicaid payment expert with strong knowledge of alternative payment models, home- and community-based care, and innovative delivery solutions for complex care. Passionate about improving care for people living with dementia.

AREAS OF EXPERTISE

- ✓ Thought Leader
- ✓ Public Policy Expert
- ✓ Strategic Thinker
- ✓ Results-Driven Manager
- ✓ Proven Fundraiser
- ✓ Collaborative Partner
- ✓ Problem Solver
- ✓ Prolific Writer
- ✓ Popular Speaker
- ✓ Skilled Networker
- ✓ Project Manager
- ✓ Multitasker

CAREER HIGHLIGHTS

Founder, Alliance to Improve Dementia Care: Created and led a stakeholder coalition of 100+ partners.
Executive Director, White House Conference on Aging: Directed nationwide effort to identify and advance actions to improve the quality of life for older Americans.
Director, Federal Government Relations, AARP: Served as chief health legislative representative during negotiations of the Affordable Care Act on issues affecting older consumers (e.g., Medicare payment rules, health delivery reform).

PROFESSIONAL EXPERIENCE

CEO, NS Ideas, LLC | July 2019 – Present

Co-lead boutique consulting firm with health economist Len Nichols. Provide strategic advice to leaders in health care, long-term care, and aging fields.

- Write detailed policy briefs and market strategy roadmaps for companies, foundations, and government entities.
- Facilitate major events, with proven skills in producing meaningful outcomes and actionable recommendations.
- Manage multiple clients with competing deadlines.
- Author of widely read publications, op-eds, and blog posts.

Senior Fellow, Long-Term Quality Alliance | October 2022 – Present

Strategic adviser to non-profit whose members are large national organizations representing consumers, advocates, service providers, and long-term services and supports (LTSS).

- Conduct research to build the evidence base to advance development and continuous improvement of high-quality systems of integrated, person- and family-centered LTSS.
- Lead projects to advance comprehensive dementia care models within traditional Medicare, Medicare Advantage, and the Program for All-Inclusive Care for the Elderly (PACE).
- Raise visibility and broaden support for more widespread adoption of person-centered LTSS integration.

PROFESSIONAL EXPERIENCE CONTINUED

Chair, External Advisory Committee, National Dementia Care Collaborative | January 2024 – Present

Chair committee of external advisors, composed of subject matter experts, community-based leaders, government representatives, and persons living with dementia and their caregivers.

- Develop agendas, gather input, and provide recommendations to the Executive Committee, comprised of creators of six evidence-based comprehensive dementia care models.
- Serve as paid staff for the National Dementia Care Collaborative, which provides a community platform for health systems and other provider organizations that have already implemented a proven model of comprehensive dementia care or are seeking to establish a new program.

Executive Director, Center for the Future of Aging, Milken Institute | April 2018 – September 2022

Oversaw all aging-related programs and projects focused on healthy longevity, financial security, senior housing, and long-term services and supports. Raised funds to support work of Center.

- Directed Center staff in Washington, DC, and Los Angeles to produce research, events, and publications across three areas: healthy longevity, financial wellness, and dementia care.
- Created and led the Alliance to Improve Dementia Care – a stakeholder coalition of 100+ partners from health systems, provider groups, industry, advocacy, philanthropy, academia, government, and people living with dementia and their caregivers.
- Convened influential stakeholders across the health, long-term care, and retirement sectors, wrote issue briefs and roadmaps, and represented the Institute as spokesperson on all aging-related topics.

Chief, Programs & Services, National Association of Area Agencies on Aging (n4a) aka USAging | February 2016 – April 2018

Oversaw n4a's grant-funded programs, including resource centers on integrated care, managed LTSS, evidenced-based health promotion, age- and dementia-friendly communities, transportation, and information and referral services.

- Led n4a's training, technical assistance, research, and development efforts.
- Created and directed the National Aging & Disability Institute – an initiative to provide community-based organizations with the tools to contract with health care entities and improve access to evidence-based programs.
- Managed a 20-person staff, including senior project directors and information and referral specialists who operated the Eldercare Locator – a national call center that connects older adults to local aging services organizations.

Executive Director, White House Conference on Aging | July 2014 – February 2016

Directed a nationwide effort to identify and advance actions to improve the quality of life of older Americans.

- Developed short- and long-range objectives for the once-a-decade event; set policy and operational priorities; managed $3 million budget working across multiple agencies (e.g., HHS, HUD, DOL, DOJ) and the private sector.
- Created several new federal programs to address the needs of older adults, including Dementia-Friendly America and the Geriatric Workforce Enhancement Program.
- Developed policy and program recommendations in four areas: healthy aging, long-term services and supports, retirement security, and elder justice. Managed the release of 80 public- and private-sector initiatives during White House event, which included President Obama, several Cabinet Secretaries, and corporate leaders.

PROFESSIONAL EXPERIENCE CONTINUED

Director, Office of Public Affairs and Communications, Office of the National Coordinator (ONC) for Health Information Technology, US Department of Health and Human Services | October 2011 – July 2014

Conceptualized, developed, and implemented a communications and outreach plan for stakeholder engagement, public affairs, congressional relations, media relations, website (HealthIT.gov), and social media in support of the nationwide implementation of interoperable health information technology and electronic health records.

- Directed ONC's communications and public outreach strategy and a 12-member team.
- Awarded $3 million in grants and contracts annually.
- Managed stakeholder engagement outreach to physicians, hospitals, health plans, pharmacies, health IT vendors, and Members of Congress; advised National Coordinator on legislative and public affairs issues.

Director, Federal Government Relations, Health and Long-Term Care, AARP | March 2009 – September 2011

Led strategic government relations and advocacy team focused on health and long-term issues for the largest consumer organization in the United States (nearly 40 million members). Served as chief legislative representative during negotiations of the Affordable Care Act.

Director, Public Policy and Government Relations, Kaiser Permanente | January 2009 – August 2011

Directed and managed the political and health policy interests of the eight regional Permanente Medical Groups – representing more than 14,000 physicians of Kaiser Permanente – before Congress, the executive branch, and eight states. Presented legislative and marketplace trends to key executives of Kaiser Permanente, primarily related to health insurance reform, Medicare Advantage, health IT, prescription drug pricing, quality measurement, and dual-eligibles.

EDUCATION

George Washington University, The Trachtenberg School of Public Policy and Administration, Field of Study: Master of Public Administration with a concentration in health policy | 2003-2005
University of New Orleans, Tulane University, Field of study: Bachelor of Arts, Political Science | 1983 - 1987

CERTIFICATIONS

Gerontology Certificate, University of Southern California | 2015

Project Management Certificate, US Department of Health and Human Services | 2013

AWARDS

50-over-50 Women of Impact, *Forbes* | 2023

Spirit of Service Award, Mayor Muriel Bowser | 2019
Influencer in Aging, *Next Avenue* | 2016
Gala Honoree, Medicare Rights Center | 2016

PUBLICATIONS (2018-Present)

The Gerontologist
"NIA and the White House Conference on Aging: Decades of Collaboration"
Forthcoming

Health Affairs
Applying an Evidence-Based Approach to Comprehensive Dementia Care Under the New GUIDE Model
November 2023

Medium
The In-Between Space: Time
May 2023

JAMA Neurology
The Other Dementia Breakthrough – Comprehensive Dementia Care
May 2023

Generations
Improving the Lives of People Living with Dementia and Their Caregivers
April 2023

Health Affairs
Payment for Comprehensive Dementia Care: Five Key Recommendations
February 2023

Public Policy & Aging Report, The Gerontological Society of America
Multisectoral Collaboration to Improve Dementia Care
May 2022

Milken Institute
Roadmap for Investment in Dementia Care
April 2022

Retirement Income Institute, Alliance for Lifetime Income
New Approaches to Finance Long-Term Care in Retirement
March 2022

Health Affairs
Opening Up About My Struggle with Recurring Depression
November 2021

The Hill
How to Improve Care for People Living with Dementia
November 2021

Milken Institute
Scaling Comprehensive Dementia-Care Models
November 2021

UsAgainstAlzheimer's
Paid Family Leave Can Build Health and Economic Equity
May 2021

PUBLICATIONS CONTINUED

Convergence Center for Policy Resolution
Living with Dementia
May 2021

STAT
Routine cognitive screening can help detect early signs of dementia
May 2021

Milken Institute
Together Apart: Findings from the Social Isolation Impact Summit
October 2020

Pension Research Council, The Wharton School, University of Pennsylvania
Solving the Long-Term Care Financing Puzzle in the Wake of COVID -19
September 2020

Pension Research Council, The Wharton School, University of Pennsylvania
"Innovative Strategies to Finance and Deliver Long-Term Care"
May 2020

Milken Institute
"Market Scan: Future of Long-Term Care amid Current Landscape of Barriers and Opportunities"
May 2020

Gerontological Society of America, *Public Policy & Aging Report*
Three Trends Shaping the Politics of Aging in America
April 2020

Milken Institute
Reducing the Cost and Risk of Dementia: Recommendations to Improve Brain Health and Decrease Disparities
October 2019

Milken Institute
Age-Forward Cities for 2030 October 2019

Biden Forum
Americans Are Aging. Let's Make Sure We Can Afford It
January 2019

Quartz
When It Comes To Longevity, We Should Look To The East, Not The West
December 2018

Health Affairs
Health Care and Community-Based Organizations Have Finally Begun Partnering To Integrate Health and Long-Term Care
February 2018

Eldercare Locator
Consumer Needs in an Aging America
January 2018

SPEAKING ENGAGEMENTS (2018-Present)

Speak Up for Your Health: A Podcast with Dr. Archelle Georgio
"A Toast To Life After Trying To Take Mine: Nora's Story," August 2024

Home- and Community-Based Services Conference
"State Multisector Plans Pave Way for National Strategic Framework on Aging," July 2024

American Society on Aging
"Building a National Movement for All Americans to Age with Health, Dignity, and Connection," March 2024

John A. Hartford Foundation Comprehensive Dementia Care and Payment Reform Convening
"Review of Evidence-Based Dementia Care Models," November 2022

NYU BOLD Public Health Action to Advance Early Detection of Dementia Symposium
"Building Sustainable Cross-Sector Linkages to Advance Early Detection," October 2022

Milken Institute Global Conference
"Great Expectations: Retirement in the New Old Age," May 2022

Milken Institute Global Conference
"Caregiving in America: Time for Change," May 2022

Milken Institute Global Conference
"Tipping Point for US Health Care System Transformation," May 2022

Everyday Wealth with Jean Chatzky
"Aging: A Family Matter," April 2022

Prudential Financial Advisors Summit
"Dementia and Financial Advising," November 2021

Milken Institute Global Conference
"Age-Less: How Scientific Advances Will Upend 21st Century Aging," October 2021

Premier Brain and Memory Collaborative
"Policy Priorities and considerations in Alzheimer's disease care," October 2021

Milken Institute Future of Health Summit
"Bringing Health Home: The New Frontiers of Technology and Aging," June 2021

National Advisory Council on Alzheimer's Research, Care, and Services
"Alternative Models for Dementia Care," May 2021

Bipartisan Policy Committee
Private Roundtable on Long-Term Care Financing and Delivery, May 2021

Milken Institute European Senior Leaders Roundtable
"Investing in Mental Health," May 2021

Thought Leader Podcast by Ira Pastor
"Progress, Potential, and Possibilities," May 2021

SPEAKING ENGAGEMENTS CONTINUED

National Alzheimer's Plan Act Advisory Council Meeting
"Collaborative Dementia Care Models," May 2021

Your Money Map with Jean Chatsky Podcast, April 2021

American Psychiatric Association, Virtual Town Hall on Workplace Mental Health,
"Addressing Loneliness and Isolation Through Connection and Creativity," April 2021

Milken Institute Future of Health Summit Video Conference, December 2020

Milken Institute Alliance to Improve Dementia Care
"Building Workforce Capacity to Improve Screening and Diagnosis," Videoconference, December 2020

Gerontological Society of America
Annual Scientific Summit Videoconference, November 2020

Milken Institute Financial Innovation Lab
"Long-Term Care Financing and Delivery" Videoconference, November 2020

Milken Institute Alliance to Improve Dementia Care
"Reducing Health and Economic Disparities in Dementia Care" Roundtable
Videoconference, October 2020

Milken Institute Global Conference Videoconference, October 2020

Milken Institute Summer Series Videoconference, July 2020

Wharton Pension Research Council Symposium Videoconference, May 2020

Bank of America Partner Panel Discussion Videoconference, April 2020

Compass Real Estate National Agents Webinar, April 2020

Carlyle Group Longevity Event, Washington, DC, March 2020

Milken Institute Middle East and Africa Summit, Abu Dhabi, UAE, February 2020

John A. Hartford Foundation, New York, NY, December 2019

Gensler Future of Cities, New York, NY, December 2019

Gerontological Society of America Annual Scientific Summit Austin, TX, November 2019

National Patient Advocacy Leaders Roundtable Washington, DC, November 2019

International Conference on Active Aging Orlando, FL, October 2019

SCAN Foundation California Master Plan on Aging Summit Sacramento, CA, September 2019

One Mind Initiative, Napa Valley, CA, September 2019

SPEAKING ENGAGEMENTS CONTINUED

Alzheimer's Association International Conference Los Angeles, CA, July 2019

Falls Prevention Workshop Arlington, VA, June 2019

DC Villages, Washington, DC, May 2019

Healthy People 2030, Washington, DC, April 2019

American Society on Aging Conference, New Orleans, LA, April 2019

Milken Institute Global Conference, Los Angeles, CA, April 2019

National Association of Area Agencies on Aging, Annual Policy Briefing Washington, DC, March 2019

PRC, Mental Health Summit Fairfax, VA, January 2019

Milken Institute, Future of Health Conference Washington, DC, October 2018

Connected Health Conference Boston, MA, October 2018

TIAA Women's Institute for a Secure Retirement (WISER) Washington, DC, September 2018

US Chamber of Commerce, Global Initiative on Health and the Economy Washington, DC, June 2018

Columbia University, Health and Aging Policy Fellows Symposium Washington, DC, May 2018

American Society on Aging, Aging in America Conference San Diego, CA, April 2018

National Association of Area Agencies on Aging, Annual Policy Briefing Washington, DC, April 2018