
From: Bowman, Thomas
Sent: Saturday, October 21, 2017 10:19 AM EDT
To: IP
Subject: RE: [EXTERNAL] Veteran's Affairs & Marvel - Closing Bell - 11.07.17 (I spoke to him)

Ike. Just tried to call you. What time would be convenient for you for me to call. Back in DC from Louisiana. My cell is 703. [Privacy] Thanks.

Sent with Good (www.good.com)

From: IP
Sent: Friday, October 20, 2017 6:09:22 AM
To: Bowman, Thomas
Subject: RE: [EXTERNAL] Veteran's Affairs & Marvel - Closing Bell - 11.07.17

Yes please call me after the ceremonies. Thank you

-----Original Message-----

From: Bowman, Thomas [<mailto:Thomas.Bowman@va.gov>]
Sent: Friday, October 20, 2017 7:46 AM
To: IP
Subject: RE: [EXTERNAL] Veteran's Affairs & Marvel - Closing Bell - 11.07.17

Ike. Very sorry I did not call you yesterday. Flying most of the day to Lake Charles Louisiana to dedicate a new VA clinic. Can I call you later this morning after the ceremonies?

Sent with Good (www.good.com<<http://www.good.com>>)

From: IP
Sent: Thursday, October 19, 2017 7:22:55 PM
To: DJS
Cc: Bowman, Thomas; Sandoval, Camilo J.
Subject: [EXTERNAL] Veteran's Affairs & Marvel - Closing Bell - 11.07.17

Secretary Shulkin,

As I shared with you on our recent call, we are now confirmed to ring the closing bell at the NYSE on November 7th.

We have arranged to have a costumed character version of Captain America to appear on stage to help ring the bell, and a costumed character version of Spider-Man on the trading floor. We will also have a team on the floor distributing Marvel product to the NYSE employees.

Attached you will find an image of the costumed character version of Captain America and a copy of the Closing Bell Ceremony Event Logistics Guide.

I have included a PSA commercial we worked on with Johnson & Johnson and the Veterans Affairs that includes Tom Hanks called #Be There / Leave No One Behind. Please click here to see the commercial. (click the blue "here") here<<https://urldefense.proofpoint.com/v2/url?u=http->

3A__postspots.com_d_j_f21435130d&d=DwMGaQ&c=M50t_wfPryPkL4C2Nv6aB3q8AWPHmcy6NXuZ7db1zq
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XC1F0lvIRWw&s=oNA8hn6TmT9ZBVTNzHRIZ7TjLcSkCp8nUdktDG3elWs&e=>.

We will have a images of the logo and the messaging for this event in a few days.

We look forward to you joining us for this special event. If you have any questions please email Camilo Sandoval who will be on point for this project.

This is very exciting news and is going to bring a lot of positive attention to Veteran Affairs.

All my Best,

Ike

From: DJS <vacodjs1@va.gov>
To: IP <[Privacy]>
Cc: "Bowman, Thomas" <Thomas.Bowman@va.gov>, L Perl
<[Privacy]>, "b [Privacy]" <[Privacy]>, "Marc
Sherman(m [Privacy])" <m [Privacy]>
Subject: RE: [EXTERNAL] FW: USA TODAY: VA conceals shoddy care and healthworkers' mistakes
Received(Date): Wed, 8 Nov 2017 19:35:37 +0000
[image003.jpg](#)
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[image005.jpg](#)
[image006.png](#)

Ike- I agree This is the old " hide and run VA"

I've completely changed our reporting policies and now we proactively report beyond statutory requirements

By the way yesterday on the exchange floor was great! Even Spider-Man and captain America had a great time

Thank you!

David

Sent with Good (www.good.com)

From: IP
Sent: Wednesday, November 08, 2017 7:46:25 AM
To: DJS
Cc: Bowman, Thomas; L Perl; 'b [Privacy]' Marc Sherman (m [Privacy])
Subject: [EXTERNAL] FW: USA TODAY: VA conceals shoddy care and health workers' mistakes

David,

I am forwarding an email I sent to Jared about yesterday's article in USA today. This type of publicity will negate all of the good headlines you have been achieving and must be dealt with. More importantly, if the article is accurate, this is a present danger to health and a substantive issue that needs to be dealt with from the top down in a strong system-wide mandate. Let us know if you would like to discuss it to strategize on ways to deal with the problem.

Ike

From: IP
Sent: Wednesday, November 08, 2017 9:36 AM
To: jared.c.kushner@who.eop.gov
Cc: 'Berkowitz, Avrahm J. EOP/WHO'
Subject: USA TODAY: VA conceals shoddy care and health workers' mistakes

Jared,
I have attached an article from yesterday's USA today. These culturally and historically accepted practices need to be reversed. I hope that Secretary Shulkin is developing and instituting explicit policies and procedures that will reverse and prevent these results in the future.

Ike

<https://www.usatoday.com/story/news/2017/10/11/va-conceals-shoddy-care-and-health-workers->

From: Bruce Moskowitz
Sent: Tuesday, February 28, 2017 4:10 PM EST
To: David shulkin
Subject: Re: VA Data Collection

Spoke with ip he does believe that you should bring this up yourself with the President. Can discuss offline anytime.

Sent from my iPad
Bruce Moskowitz M.D.

> On Feb 28, 2017, at 3:39 PM, David shulkin <Drshulkin@aol.com> wrote:

>

> Did you suggest this ? Is there a new fda commissioner yet i can speak to?

>

> Sent from my iPhone

>

>> On Feb 28, 2017, at 3:30 PM, Bruce Moskowitz <b [REDACTED] Privacy [REDACTED]> wrote:

>>

>> The FDA is about to commit to a medical device registry (I am a member of a meeting discussing this today and the information is in the public record by the FDA).

>>

>> Instead of looking at private companies and other organizations to put this together if the VA Partners with the 5 academic centers in our group it will save the administration a huge expenditure. It would give the President the ability of showing that he looked at the FDA and cut a huge expense and at the same time benefited the VA. This comes at a time when he is trying to demonstrate that he can increase defense spending by cutting waste in other agencies.

>>

>> Sent from my iPad

>> Bruce Moskowitz M.D.

>

From: Bruce Moskowitz
Sent: Monday, January 29, 2018 3:44 PM EST
To: Berkowitz, Avrahm J. EOP/WHO
CC: m Privacy IP; I Privacy
Subject: Re: [EXTERNAL] Follow up on call

Having you, Chris and Jared on the call was immensely helpful. I think when you meet **HCO** **HCOR/HVAC** they have the right stuff to get this agenda done to improve health care for the nation and reduce the cost to both the VA and CMS.

Sent from my iPad
Bruce Moskowitz M.D.

On Jan 29, 2018, at 3:36 PM, Berkowitz, Avrahm J. EOP/WHO <avi@who.eop.gov> wrote:

Let me know if/how I can help!

From: Bruce Moskowitz [<mailto:b> Privacy]
Sent: Monday, January 29, 2018 2:54 PM
To: Jeet.Guram@cms.hhs.gov; Seema.Verma@cms.hhs.gov; Donald.Rucker@hhs.gov; David Shulkin <secshulkin@gmail.com>; Berkowitz, Avrahm J. EOP/WHO <avi@who.eop.gov>; Liddell, Christopher P. EOP/WHO <Christopher.P.Liddell@who.eop.gov>
Cc: m Privacy
Subject: [EXTERNAL] Follow up on call

I want to thank everyone on the call for their valued input. Although the issue of interoperability is complex as is a patient centric medical EMR, with all the talent we have access to from government, industry and Academic Medicine, I believe that the problems can be solved in a cost efficient relatively quick time frame. We need to **come up with a mechanism that gets the appropriate individuals working in unison to solve each problem.**

For the issue of Telemedicine I suspect if we are good listeners there is considerable evidence based medicine to guide the future of this technology.

For the device registry I would recommend one meeting with manufacturers, foundations and both the VA and CMS. A voluntary not for profit initiative is the way to go.

Finally the VA and CMS needs a better understanding of how our academic partners are planning to produce their own generics.

Sent from my iPad
Bruce Moskowitz M.D.

From: Bruce Moskowitz
Sent: Friday, January 26, 2018 12:55 PM EST
To: Jeet.Guram@cms.hhs.gov; m[REDACTED] IP; Chris.Lidell; Seema.Verma@cms.hhs.gov; Donald.Rucker@hhs.gov
Subject: Agenda for CMS-VA CALL Monday 1:00 pm

1. EMR interoperability
2. Transforming the current EMR to a patient centric platform incorporating the following:
 - Patient wellness and disease prevention
 - Prevention of medical errors
 - Prevention of over utilization and medical diagnostic duplication
3. Telemedicine
4. Medical device registry
5. Reducing cost of pharmaceuticals

Sent from my iPad
Bruce Moskowitz M.D.

Healthy Heroes Project

a J&J and VHA Collaboration Project

PROJECT UPDATE DECK – JUNE 15, 2017

HCOR/HVAC



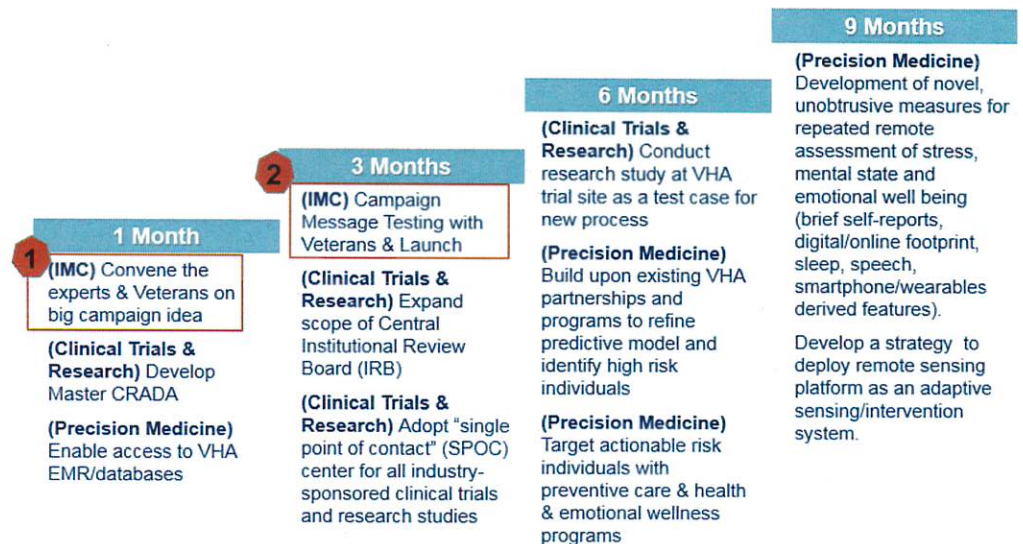
Workstream Update

16 June 2017

- 1 First draft of creative content provided to the team for feedback. Meeting held on 6/7 to consolidate the feedback for the creative to modify campaign idea
- 2 Aligned with team on a September launch for Mental Health Awareness month. Tom Hanks confirmed for campaign, working with Marvel to set up a team of celebrity ambassadors for campaign.

Meeting in mid July to finalize campaign idea, communication, and channels.

Firm up all the media channel details, social media, and partners facebook, marvel, etc. in July

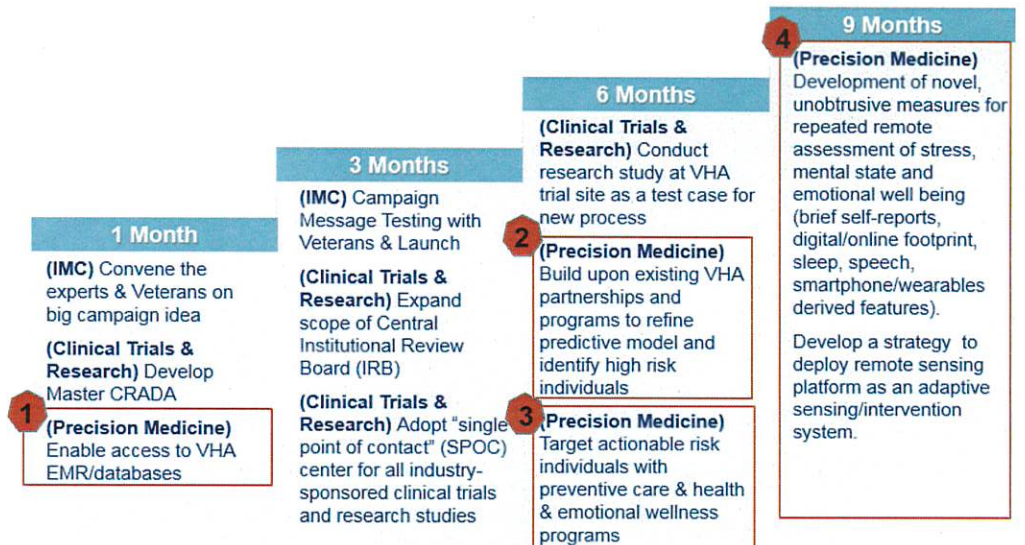




Workstream Update

16 June 2017

- 1 Statement of Work created and in legal review; team has defined scope of work for WOC individual at the VA to support this effort. In the interim J&J and VHA team leads have visited several VA sites to discuss capabilities of databases and VHA programs to be leveraged
- 2 Began conversations with Universities and organizations who have genetic and EMR data that could be leveraged.
- 3 Proposal being prepared for options to deploy the Human Performance Institute's (HPI) health and wellness programs
- 4 Proposal being prepared for options to deploy the Human Performance Institute's (HPI) health and wellness programs

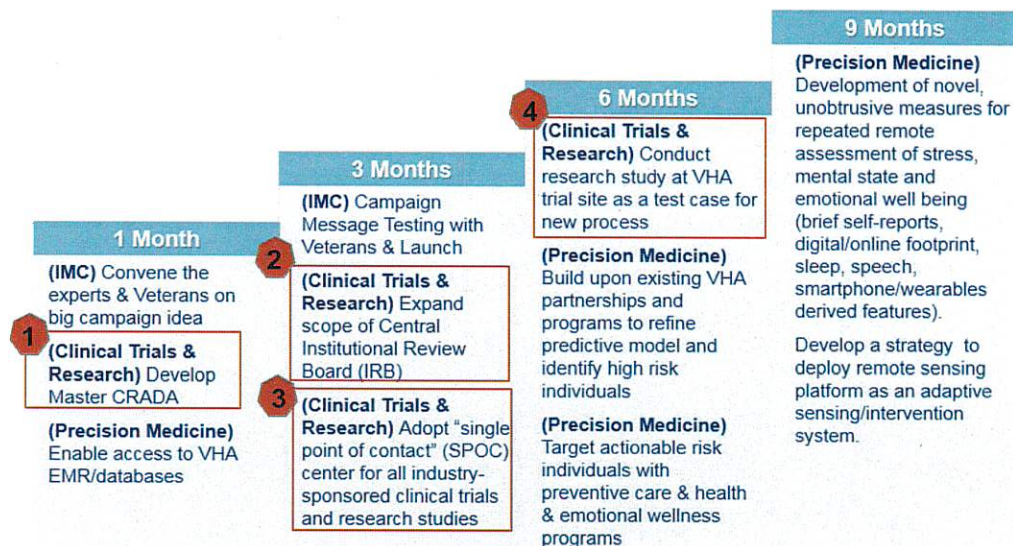




Workstream Update

16 June 2017

- 1 Leveraging oncology trial to develop a Master CRADA between J&J and the VA; both legal teams are in final conversations we anticipate having the Master CRADA in place soon.
- 2 Work has already done in this area; workshop held on 6/9 to understand the changes made and discuss how to best communicate those changes to Industry.
- 3 Workshop held on 6/9 to discuss how the National Association of Veterans' Research and Education Foundations (NAVREF) could support in this area.
- 4 Final determination on the trial to serve as the test case has not been made by the team, however there are a few options on the table



Challenges and Next Steps

- Need to accelerate pace of delivery on team milestones
- Work through legal barriers on getting access to VHA EMR databases
- Need support getting VHA resources for precision medicine team
- Next Step: Team face to face with all three workstreams planned for July 11th at the J&J DC office