

Adam Greenleaf Searing

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Education

1994 JD, University of North Carolina Law School
1994 MPH, Health Policy, University of North Carolina School of Public Health
1994 Admitted to the North Carolina Bar
1989 BA, Philosophy, University of California, Santa Cruz

Awards

2012 White House Champion of Change – Health Care
2012 FamiliesUSA, Washington, DC – Consumer Health Advocate Award (National Health Advocate of the Year)
2008 NC Pediatric Society – Tom Vitaglione Award
2004 Pi Sigma Alpha National Political Science Honor Society
2003 Delta Omega Honorary Public Health Society
2000 North Carolina Primary Health Care Association Dr. Evelyn D. Schmidt Award for Outstanding Service
2000 Raleigh News and Observer "Tarheel of the Week"
1999 North Carolina Public Health Association Distinguished Service Award
1998 Independent Newspaper Citizenship Award (As a member of the Coalition for the Public Trust)

Employment

Associate Professor of the Practice, Georgetown University, 2014-present

Lead the Medicaid project at the Georgetown Center for Children and Families, a part of the University's McCourt School of Public Policy. The Center provides research, develops strategies and offers solutions to improve the health of America's children and families, particularly those with low and moderate incomes. Work through this project includes:

- Work with other national partners to consult on best practice strategies around communication, use of policy research, and policy implementation around state and federal Medicaid activities.
- Lead national research in multiple states to examine voter views of Medicaid policy issues and the most accurate and informative ways to present these issues to the public and policymakers.
- Write and publish policy analyses and commentaries to inform policy development around Medicaid issues.
- Work with state partner organizations in multiple states to increase their understanding of the complex policy issues around Medicaid, the broad range of tools and strategies

available to affect policy development and the relevant similarities and differences in environment, strategy and tactics between states considering Medicaid changes.

- Act as co-principal investigator on 2015-17 Medicaid expansion and investigation grant to the Center for Children and Families.
- Present research and overview of Medicaid policy issues at national and state conferences.
- Work with national and state media to accurately report policy issues, include recent research and provide a national perspective regarding Medicaid and health care for children and families.

***Health Director, North Carolina Justice Center, Raleigh, North Carolina.
1997 - 2014***

Oversaw health work at the independent 501(c)3 nonprofit North Carolina Justice Center. The Justice Center advocates for low-income North Carolinians on issues ranging from housing to taxes. Responsible for the following areas:

1. Directed the Justice Center's Health Access Coalition and other health coalitions.

The Justice Center's Health Access Coalition is a statewide consumer health policy and advocacy group. The Coalition is dedicated to improving health care for all North Carolinians, especially vulnerable and underserved people. Its members include over 50 organizations such as the MS Society, AARP and the NC Pediatric Society as well as smaller community groups and many individuals. Accomplishments include:

- Lead the Coalition in effectively representing consumer interests and helping create new agencies, laws, and programs to improve health care for every person in North Carolina. Examples include enactment of nonprofit conversion legislation, managed care consumer protections, a children's health insurance program, expansion and protection of Medicaid, preservation of tobacco settlement money for health, and passage of the federal Affordable Care Act.
- Developed North Carolina's first statewide grassroots health information and action network.
- Raised substantial grants and in-kind donations to run and grow the Coalition for over a decade.
- Increased the Coalition's membership, participation, and public visibility.
- Represented the Coalition by speaking to and working with numerous community groups and other organizations on critical health care issues from the Affordable Care Act to Medicaid privatization.

- Worked frequently with other major nonprofits, foundations, and coalitions both in North Carolina and nationally to collaboratively win improvements in health care for the citizens of North Carolina.

2. *Oversaw the Justice Center's state and federal direct and grassroots lobbying on health care issues.*

Led the Justice Center engagement in substantial direct and grassroots lobbying efforts on virtually every major health issue affecting low-income people in North Carolina from 1997-2014. Work included:

- Extensive experience working directly with members of the NC General Assembly, the NC Attorney General, the NC Commissioner of Insurance, the NC Governor's office and other state officials to find solutions on health issues that are acceptable to both allies and opponents.
- Working directly with offices of federal policymakers on health issues of concern to North Carolinians from the enactment and implementation of the Affordable Care Act to budget decisions around Medicaid and other health care programs.
- Work with federal DHHS administrators in NC's region and at the federal Center for Medicaid and CHIP services to provide rule comments, state-level feedback and improvements to health policy affecting low-income people.
- Helping design and implement health-related lobbying efforts with national groups such as Families USA, Community Catalyst, the Center on Budget and Policy Priorities, Georgetown Center for Children and Families, and the National Women's Law Center.
- Using a grassroots lobbying effort developed through community and coalition work to complement and enhance direct lobbying activities.

3. *Oversaw health work with traditional media, social media and video production as part of the Justice Center's NC Policy Watch/Progressive Pulse media project.*

The Justice Center's social media project is branded under the NC Policy Watch website and the blog *Progressive Pulse*. The website and blog averages visitor numbers and page views comparable to many traditional state media outlets - by far the most successful unique visitor numbers of any state-level policy group in the United States. Health care work as part of this effort included:

- Original writer and frequent contributor to the *Progressive Pulse* blog and NC Policy Watch, playing a key role in taking this media site from inception to its current broad viewership.
- Establishment of the first consistent use of short video production in public policy advocacy in North Carolina.
- Initiation and oversight of national project with Georgetown University Center for Children and Families to train and equip state-level children's advocates in 15+ states

with useful and effective video production knowledge and equipment for their advocacy efforts.

- Development of long-term relationships with state and national reporters from the *New York Times* to the *Roanoke Rapids Daily Herald* in order to give visibility to consumer views on key health issues.

Adjunct Teaching Appointments, Duke University Sanford School of Public Policy UNC-Chapel Hill School of Public Health (Adjunct Assistant Professor)

2006 – 2014: Public Health Policy and Politics

Developed and taught yearly semester-long distance class in health policy and politics in UNC's Public Health Leadership Program, part of the UNC Gillings School of Global Public Health. Using state and federal policy issues of interest to physicians, public health students and health professionals, the class intensively engaged students with the theory behind health care policy development and implementation, media strategies and political decision-making.

2013: Video Strategy and Strategic Communication in Public Policy

Developed and taught new Strategic Communications in Public Policy half-semester class in Duke's Sanford School of Public Policy. Class focused on nonprofit work v. electioneering, how targeted use of short video can influence mainstream media organizations and other key policy players and the strengths and weaknesses of social and traditional media.

Chairperson of the Covenant with North Carolina's Children 2001-2002. Vice-Chair 2000-2001, Chair of Health Workgroup, 1997-2009 (All are unpaid positions). 1997 - 2009

The Covenant was the premier statewide coalition that advocates for North Carolina's children and is composed of over 130 civic organizations, professional associations, advocacy groups and individuals with a combined membership of more than 500,000 people. Accomplishments with the Covenant include leading the work on major improvements in health policy for children in North Carolina including health insurance programs, dental care, and vaccine programs.

Attorney and Policy Analyst, North Carolina Medicaid Program 1995 - 1997

Developed, wrote, and implemented Medicaid regulations in the North Carolina Administrative Code balancing patient, provider, agency and legal concerns. Interpreted state and federal law for agency and providers. Assisted in research and design of welfare and Medicaid reform efforts in North Carolina. Assembled, analyzed, and presented research findings to inform Medicaid policy decisions.

Policy Analyst / Legal Intern, University of North Carolina Hospitals (part-time) 1993 - 1994

Activities

1999-Present Member, North Carolina Institute of Medicine
1994-2013 Member, North Carolina Bar Association
1997-2014 Member, NC Citizens for Public Health
1997-Present Frequent guest lecturer at UNC School of Public Health, UNC School of Medicine, UNC School of Social Work, Duke Law School, and Duke Sanford Institute of Public Policy.
1999-06 Member, North Carolina Public Health Association
2003-2009 Member, NC Academy of Trial Lawyers
2002-05 Board Member, Piedmont Health Services
1996-02 Member, Carrboro Town Planning Board; Chair, 1999-2002.
2006-2013 Member, Vice President, UNC Faculty Staff Recreation Association Board

Membership on Selected Task Forces and Leadership Committees

NC Institute of Medicine Implementation of the National Patient Protection and Affordable Care Act Overall Advisory Group 2011-13
Duke University Blue Ribbon Panel on Hospital Charges 2012, 2013
NC Institute of Medicine Adolescent Health Task Force 2008
NC Institute of Medicine Covering the Uninsured Task Force 2005-06
NC State Institute for Emerging Issues Health Care Access Committee 2004-05
NC Institute of Medicine Safety Net Task Force 2004
NC Institute of Medicine NC Health Choice (S-CHIP) Task Force 2002-03
NC Institute of Medicine Latino Health Task Force 2002-03
NC Institute of Medicine Child Health Task Force 2001
NC Institute of Medicine NC Children's Health Insurance Program Task Force 1998
Covenant with North Carolina's Children Executive Committee 1997-2009

Selected Publications

Policy Brief: Beyond the Reduction in Uncompensated Care: Medicaid Expansion is having a Positive Impact on Safety Net Hospitals and Clinics, Adam Searing and Jack Hoadley, June 7, 2016 See: http://ccf.georgetown.edu/wp-content/uploads/2016/05/Medicaid_hospitals-clinics-June-2016.pdf

Medicaid Expansion: Driving Innovation In Behavioral Health Integration, July 5, 2016, Adam Searing and Jack Hoadley. See: <http://healthaffairs.org/blog/2016/07/05/medicaid-expansion-driving-innovation-in-behavioral-health-integration/>

The Ripple Effects Of Medicaid Expansion, June 7, 2016, Jack Hoadley and Adam Searing. See: <http://healthaffairs.org/blog/2016/06/07/the-ripple-effects-of-medicaid-expansion/>

Many Working Parents and Families in Virginia Would Benefit from Medicaid Coverage, January 5, 2016, See: <http://ccf.georgetown.edu/ccf-resources/many-working-parents-families-virginia-benefit-medicaid-coverage/>

Many Working Parents and Families in Georgia Would Benefit from Extending Medicaid Coverage, September 29, 2015, See: <http://ccf.georgetown.edu/ccf-resources/ccf-georgetown->

[edu-georgia-medicaid-expansion-1-september-2015-many-working-parents-families-georgia-benefit-extending-medicaid-coverage/](http://www.ccf.georgetown.edu/ccf-resources/many-working-parents-families-north-carolina-benefit-medicaid-coverage/)

Many Working Parents and Families in North Carolina Would Benefit from Medicaid Coverage, July 15, 2015, <http://ccf.georgetown.edu/ccf-resources/many-working-parents-families-north-carolina-benefit-medicaid-coverage/>

Policy Brief: Resolving Enrollment Conflicts as States Expand Medicaid, Adam Searing, November 2014, See: <http://ccf.georgetown.edu/wp-content/uploads/2014/12/Resolving-Enrollment-Conflicts-as-States-Expand-Medicaid.pdf>

Implementing National Health Reform in North Carolina, Adam Searing, JD, MPH, Adam Linker, North Carolina Medical Journal May/June 2010, Vol. 71, Number 3, Page 271.

Health Reform Advocacy: Change Brings Opportunity, Adam Searing, JD, MPH North Carolina Medical Journal March/April 2009, Vol. 70, Number 2, Page 171

It's Not the Uninsured, Stupid! Adam Searing, JD, MPH, North Carolina Medical Journal, May/June 2006, Vol. 67, Number 3, Page 230.

Who is at Risk of Losing Safety Net Healthcare?, Adam Searing, JD, MPH, North Carolina Medical Journal, March/April 2005, Vol. 66, Number 2, Page 156.

Prescription Drug Pricing: The Consumer Perspective, Adam Searing, JD, MPH, North Carolina Medical Journal, November/December 2003, Vol. 64, Number 6, Page 300.

The Uninsured and Medicaid, Adam Searing, JD, MPH, North Carolina Medical Journal, January/February 2002, Vol. 63, Number 1, Page 52.

Blog

Regular contributor to Georgetown Center for Children and Families “Say Ahh!” blog on child and family health policy. 2014-present. See <http://ccf.georgetown.edu/author/adam-searing/>

Daily contributor and lead writer, *The Progressive Pulse*, NC Justice Center’s State Policy Blog, 2007-2014, <http://pulse.ncpolicywatch.org/author/asearing/>

Video

Video Training Manual for Advocacy Organizations, Adam Searing, JD, MPH, North Carolina Justice Center, 2011 (Available at www.nchac.org).

Overview of Georgetown University/Center for Children and Families project with the NC Justice Center to provide training to children’s advocates on use of video: “Videos Help Advocates Add Family Perspectives to Debate on Health Care” See:

<http://ccf.georgetown.edu/all/videos-help-advocates-add-family-perspectives-to-debate-on-health-care/>

Also see:

<http://ccf.georgetown.edu/all/video-advocacy-coast-coast/>

Video: Regular short video commentaries on health care policy and politics, 2008-2014, www.youtube.com/adamsearing; now www.youtube.com/nhealthaccess.

Video example: *Sarah Gamble and Cameron: An in-depth profile of how a family taking care of a child with severe disabilities depends on NC's Medicaid program.* 2011. [See <http://youtu.be/wjozQTtwv4w>].

Video example: *Hey Gov McCrory: NC Medicaid not broken, actually best in nation*, 2013 <http://youtu.be/7YWS2pus2H0>

Selected Op-Ed Pieces

“How Conservative States are Expanding Medicaid,” Adam Searing, NC Policy Watch, April 8, 2015.

“NC Senate Budget Plan Pushes Pregnant Women out of Medicaid,” Adam Searing, The News and Observer, May 29, 2013

“Baffling comments from NC’s Medicaid director,” Adam Searing, The News and Observer, March 21, 2013

“Critical Medicaid audit based upon unrealistic demands,” Adam Searing, (NC Policy Watch, included in “Progressive Voices op-ed service to 130 small NC newspapers) Feb. 4, 2013

“The Logic of Expanding Medicaid,” Adam Searing, Raleigh News and Observer, August 12, 2012.

“Checking up on the cost of care,” Adam Searing, Editorial/Opinion, Raleigh News and Observer, January 13, 2012.

“How to cut health care costs without gutting Medicare,” Robert Restuccia and Adam Searing, Charlotte Observer, Oct. 30, 2011.

“Pricey medicine and its price,” Adam Searing, Editorial/Opinion, Raleigh News and Observer, October 12, 2010.

“Blue Cross’s Course Change,” Adam Searing, Editorial/Opinion, Raleigh News and Observer, October 28, 2009.

“Shared Values on Health Reform,” Adam Searing, Editorial/Opinion, Raleigh News and Observer, Sept. 9, 2009.

“The New Face of Health Care,” Adam Searing, Editorial/Opinion, Raleigh News and Observer, June 15, 2008.

“Good Health Care is more than “Just Business” - Solutions for rural hospital moves,” Adam Searing, Editorial/Opinion, NC Policy Watch Progressive Voices, February 11, 2008.

“Health Policy and Values,” Adam Searing, Editorial/Opinion, Greensboro News and Record, March 2, 2006.

“Consumer-driven? Bad Idea: Beware health care cost-cutting measures like tax deductions, HSAs,” Adam Searing, Editorial/Opinion, The Charlotte Observer, February 10, 2006.

“Congress Budgets Hardship for the Needy,” Adam Searing, Editorial/Opinion, Raleigh News and Observer, January 31, 2006.

“Burr's Missed Chance to Help Health Services,” Adam Searing, Editorial/Opinion, Raleigh News and Observer, April 6, 2005.

“Two Platforms for Health?,” Adam Searing, Editorial/Opinion, The Raleigh News & Observer, September 1, 2004.

“Universal Health Care - It can happen,” Adam Searing, Editorial/Opinion, The Charlotte Post, March 25, 2004.

“Losing Out on Health,” Adam Searing, Editorial/Opinion, The Raleigh News & Observer, March 21, 2004.

“Skimpy Benefits with a Hefty Price Tag,” Adam Searing, Editorial/Opinion, The Raleigh News & Observer, November 23, 2003.

“Raise Cigarette Tax, but Reduce Burden on Poor -- Make sure its benefits outweigh its effect on low-income taxpayers,” Adam Searing and Paula A. Wolf, The Charlotte Observer, May 28, 2003.

“Blue Cross Owes its Customers,” Adam Searing, Editorial/Opinion, The Raleigh News & Observer, February 28, 2003.

Other Media

NC Health Report, NC Health Policy Weekly Newsletter, creator, editor and writer, 1997-present.

“Guaranteed Affordable Choice: A plan to provide quality health coverage to all North Carolinians,” NC Justice Center, 2008.

“How to be a Health Advocate,” NC Justice Center, 2003.