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MICHAEL SPLAINE

“Michael Splaine is known worldwide for bringing the real face of a problem into the policy arena to yield success with policy influencers.”

Summary of Professional Experience

Michael Splaine, owner and principal of Splaine Consulting, has been working in the field of health and long term care since 1988. Splaine has a proven track record of helping organizations achieve success in advocacy for health and long-term care issues. He helps lead clients to successful policy change by combining his deep knowledge of policy and program development and management with his skills in public speaking, community organizing, adult education, media strategy, and public health communications. He established Splaine Consulting after a more than 20-year career on the public policy and advocacy staff of the Alzheimer’s Association. Michael Splaine is known worldwide for bringing the real face of a problem into the policy arena to yield success with policy influencers. He is also the CEO of a related firm, Cognitive Solutions, LLC, a specialized consultancy to healthcare providers focused on improvement of care for patients with cognitive impairment.

Education

Master of Arts, Public Administration, St. Louis University, St. Louis, MO, Class of 1983

Bachelor of Arts, Sociology with Gerontology Certificate, Rhode Island College, Providence, RI, Class of 1981

Employment

CEO, Cognitive Solutions LLC (2011 - present)

Specialized health care consultancy on Alzheimer care in hospital settings

Owner and Principal, Splaine Consulting (2011 - present)

Government Affairs and Policy consulting practice, U.S. and Domestic (Client list upon request)

Director, State Affairs, Alzheimer’s Association, Washington DC (10/09-1/2011)

Create and manage overall strategy on state government affairs, including advancing Alzheimer’s disease and cognitive impairment with key public health organizations and constituencies; (CDC Healthy Brain Initiative Cooperative Agreement) and leading nationwide campaign for state government Alzheimer plans

Acting Vice President Public Policy (6/08-4/09), Alzheimer’s Association, Washington, DC

Responsibility for policy and overall division leadership while retaining regular duties

Director, State Policy & Advocacy Programs, Alzheimer's Association, Washington, DC (4/03 – 10/09)

Create and manage overall strategy on state policy advocacy and mobilization activities in support of accomplishing priority state and federal public policy objectives. Also member of technical assistance team in support of the AoA ADSSP program.

Director, Advocacy Programs, Alzheimer's Association, Washington, DC (3/98 – 4/03)

Managed overall strategy to build and activate grassroots advocacy network capable of response on state and federal issues. Led rural initiative team for Association. Supervised media relations consultant contract for division.

Associate Director, Chapter Advocacy, Alzheimer's Association, Washington, DC (9/91 – 3/98)

Lead advocacy trainer and developer through chapter network. Managed AoA Community Eldercare Coalitions Project 1992-1993. Lead staff for successful White House Conference on Aging strategy in 1995.

Associate Director, Programs & Policy, Alzheimer's Association, Massachusetts (8/88 – 9/91)

Presentations and Abstracts

Splaine was both a virtual and in-person presenter for and participant in a number of Alzheimer policy conferences and organizations around the world:

- “Enhancing Translational Research and Clinical Development in Alzheimer’s Disease and Other Dementias: Finding the Way Forward,” November 2014, Lausanne, Switzerland
- Global Dementia Legacy Event Japan, November 2014, Tokyo: Panelist/presenter for Session 4 “Enhance Awareness and Education in the Society” and *New Care and Prevention Models*
- "Changing the Global Care for Alzheimer's and Dementia," co-hosted by AARP and the Global CEO Initiative on Alzheimer's Disease (CEOi), October 2014, Washington, DC
- Webinar Presenter for “Global Aging: Alzheimer’s Around the World:” September 25, 2014, MetLife Foundation’s MindAlert Series
- Alzheimer’s Association Conference: Living Well with Dementia: “Broadening the Scope of Dementia: A Global View,” Pittsburgh, PA, May 2014
- National Guardianship Association's 2013 Annual Conference
- Hong Kong, December 2013: Certificate of Attendance: 16th Asia Pacific Regional Conference of ADI Capacity Building in Dementia Care
- Taipei, Taiwan, 2013: ADI Convention

- Shanghai, China, November 2013: 10th International Conference of IAHS/IAHSA-China: “Alzheimer’s Around the World: A Global View,” presented with Steve Protulis, Elderly Housing Development/Operations Corp. of Fort Lauderdale, FL
- Istanbul, Turkey, October 2013: IFA Conference (International Istanbul Initiative on Ageing), “Elderly Care Models: Caring for People with Alzheimer’s Disease in Hospital”
- Keynote Address and Q&A: Texas AD Partnership Strategic Planning, August 2013, J.J. Pickle Research Campus
- “Alzheimer’s & Public Health: Moving Oregon Forward,” May 3, 2013, Western Oregon University
- Care and Support for Caregivers, IFA 11th Global Conference on Ageing, June 2012, Prague, Czech Republic
- Member, Project Guidance Group, DOJ Elder Justice Act Implementation
- Alzheimer’s Disease and Diabetes, SOPHE/NACDD annual meeting
- Alzheimer’s in public health terms, Alzheimer Europe (Oral Poster Presentation) Luxembourg
- Special Populations in Alzheimer Plans, Alzheimer Europe (Panel Presentation) Luxembourg
- Public Policy Leadership Course, Long term care ombudsmen
- Washington State Advocacy panel, AAHSA Annual meeting 2009
- Dole Institute Leadership summit, Long Term Care Financing Solutions

Publications

Splaine offered expert contributions to, or was interviewed for, the following Alzheimer, advocacy and global health policy pieces, plans and publications:

- Quoted in Catholic Health Association’s *Health Progress* magazine, “What We Do and Don’t Know About Dementia,” published in the November/December 2014 issue
Excerpt: Complicated by chronic diseases, dementia can confound care plans. “The combination of having problems with thinking, remembering, organizing tasks and, say, for example, chronic diabetes, makes you likely to be a really expensive Medicare beneficiary,” said Michael Splaine, a consultant on dementia care approaches, “because a lot of our care is uncoordinated and built around a self-management model. These people are incapable of it.” Emerging disease management and patient engagement models are little help for dementia, he said, because “almost none of that factors in the brain.”
- Quoted in *The Barbados Advocate*, “National Dementia Plan Endorsed,” published September 26, 2014

Excerpt: A hopeful Splaine spoke with The Barbados Advocate prior to the start of the event and said that a National Plan was his hope for the island since addressing dementia and Alzheimer's calls for diverse research. He said, "In the last month, three more countries have produced a National Alzheimer's Plan, a long-range plan looking at Alzheimer's, so we are up to 20 countries and probably 50 sub-national governments that have done that. It's looking at Alzheimer's in terms of support, care, but even participation in research."

- Contributor to Hawaii 2025: State Plan on Alzheimer's Disease and Related Dementias, published December 2013
- Alzheimer's Association Update: Highlights of Alzheimer's Association news and events of interest to the medical and scientific community (Volume 8, Issue 3, May 2012): "States move forward on Alzheimer's disease plans"
- National Conference of State Legislatures: Q & A with Michael Splaine (February 2011)
- Advance Care Planning: Ensuring Your Wishes Are Known and Honored If You Are Unable to Speak for Yourself (The CDC Healthy Brain Initiative Progress 2006-2011):

Excerpt: People with early-stage Alzheimer's disease may be living well with dementia and be in denial that Alzheimer's is a fatal disease, according to Michael Splaine with Splaine Consulting. "Taking control of our own lives and charting your own destiny are classic boomer culture," he said. "You can't ignore the invasion of culture into these attitudes. So one of the benefits of earlier diagnosis is people being able to provide direction and input for future health care decisions," said Splaine, who is a former Director of State Affairs for the Alzheimer's Association.

- First Time Inclusion of Alzheimer's and Dementia in Healthy People 2020: *Alzheimer's Association Statement*, Washington, DC (December 2010)
- Alzheimer's Association Advocates Handbook
- Alzheimer's Association Public Policy Manual
- Building Strong Grassroots Advocacy Campaigns
- Telemedicine: An Emerging Service Delivery Vehicle (videotape)
- Policy issue papers and kits on a variety of state health and long-term care issues
- Bayer Pharma AG: "Value of Knowing" Advocacy Best Practice Toolkit, Global Advocacy

Councils / Panels

International NGO experience

- *Policy Work:* Since 2007, Splaine has been a member of ADI's working group on making dementia a global priority at the World Health Organization (WHO) and has

testified before regional WHO meetings on behalf of ADI. Splaine has recently led ADI strategy for inclusion of ADRD in UN Summit on Non-Communicable Disease.

- *Committee Appointments:* ADI and the Alzheimer's Society of Canada appointed Michael Splaine to be on the Scientific Program Committee (SPC) for the ADI March 2011 Conference in Toronto, as has the Alzheimer Society U.K. for the London 2012 event.
- *Alzheimer Society of Canada:* Advocacy training and capacity building, orient new staff
- *Alzheimer Society of India:* provide on site guidance in the development of India's first national government dementia strategy (first in the developing world).
- *Alzheimer University: Public Policy and Campaigning:* Coordinate an outcomes driven "advocacy boot camp" for national Alzheimer movement leaders from 20+ countries held in June each year an activity of Alzheimer's Disease International (ADI): 2007, 2010, 2011.

National experience

- *Alzheimer's Disease Planning Committee, State of Pennsylvania:* Splaine was invited by Brian Duke, Secretary of Aging, to participate in Pennsylvania's state plan process in August 2014.
- *Association of State and Territorial Health Officials (ASTHO) Expert Panel on Aging:* For his expertise in aging research, Michael Splaine was invited to participate in a (virtual) convening of ASTHO's Expert Panel (April 2014) to discuss caregiving and public health interventions. Panelists were to discuss the public health impact of interventions and policies presented, identify relevant interventions, policies, and supporting articles missing from the review, assess quality of articles included, and prioritize interventions and policies for Community Guide Task Force's review.