

## **Donna Cryer**

President and Chief Executive Officer, American Liver Foundation



Donna R Cryer, President and CEO of the American Liver Foundation, the largest and oldest national non-profit organization serving liver disease patients and their families. Prior to this appointment, Donna was the chief executive officer of CryerHealth, an international healthcare consulting firm focused on patient engagement and alliance development.

Donna's almost two decades of diverse experiences have provided her with a 360 degree perspective on healthcare, spanning associations, hospital consulting, PR and clinical trial recruitment firms. Her journey as a patient advocate began with her own liver transplant and a desire to improve the healthcare system for other patients, first manifesting in a position as patient affairs specialist for the United Network for Organ Sharing helping evolve federal policy in transplantation. Donna subsequently worked with hospital C-suite and cancer center directors at the Advisory Board Company and Association for Community Cancer Centers. She brought the frontline care knowledge gained to positions rebuilding the healthcare practice at public relations powerhouse Hill & Knowlton's Washington, DC office and the multicultural practice of clinical trial recruitment firm Matthews Media Group (now part of Ketchum). Donna has created successful patient education, outreach, and recruitment campaigns and coalitions in oncology, cardiology, neurology, and renal health.

As CEO of CryerHealth, Donna and her team of medical and public health experts provided strategic counsel to top pharmaceutical, biotech, and diagnostic firms committed to meaningful partnerships with patients, patient advocacy organizations, and medical societies. Her blog, DCpatient – An Impatient Patient's Perspective from Washington, DC, and twitter feed @DCpatient are listed as top resources for insights into emerging e-patients and patient advocates.

A graduate of Harvard/Radcliffe Colleges and Georgetown University Law Center, Donna is a member of the Virginia State Bar. Donna is Treasurer of HarborPath, a patient assistance program for patients battling HIV/AIDS and HCV, a member of the Patient and Consumer Advisory Council for the Center for Medical Technology Policy, the Next Century Healthcare Leadership Council for the Adventist Health System, The Women Business Leaders of the U.S. Healthcare Industry Foundation, the Healthcare Businesswomen's Association, Board Source, ASAE- The Center for Association Leadership, and is serving a five-year term as a patient representative to the U.S. Food and Drug Administration.