

Roba Whiteley

Roba Whiteley is executive director of Together Rx Access[®], a program that provides individuals and families who are not eligible for Medicare and have no prescription drug coverage meaningful savings on their medicines. Whiteley educates and activates policymakers, key opinion leaders, consumers and others about the issue of being uninsured and its impact on the health and wealth of our nation and its people.

Previously, Whiteley was executive director of Together Rx[®], the nation's most widely-enrolled private prescription savings program for lower-income Medicare beneficiaries. Together Rx helped seniors save more than \$1 billion on prescription medicines.

Prior to joining of Together Rx[®], Whiteley was vice president of marketing and communications with the National Council on the Aging (NCOA). Whiteley enhanced the organization's strategic partnerships, healthcare initiatives and health-focused media campaigns. Her collaborative efforts with government agencies and other stakeholder groups increased awareness of key issues linked to aging in America.

Whiteley has dedicated her life's work to ensuring that all people have access to the best in healthcare. Throughout her career, she has been a powerful health and patient advocate, serving as spokesperson for several health advocacy groups, including the American Dietetic Association and The American Heart Association. She is a published author and pioneer in the behavioral management of obesity.

Whiteley holds a master's degree in nutrition science from Drexel University. She is also a member of the Advisory Board for the Health Care Industry Access Initiative.

