



Monica Herr Massaro

(she/her)

Director, Government Relations & Public Policy

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CAPABILITIES

COVID-19 / Public Health
Emergencies

Government Relations and
Public Policy

Medicare, Medicaid, Other
Governmental
Reimbursement and
Payment

Value-Based Arrangements
ESRD Facilities

Hospitals and Health
Systems

Provider-Owned Managed
Care, ACOs, and Clinically-
Integrated Networks (CINs)

Trade Associations

Digital Health and Other
Health Technologies

EDUCATION

George Mason University,
M.P.P., 2015

University of Pittsburgh, B.A.,
2009

“Effective lobbying can’t just be about asking for something. Clients need to build relationships that establish them as a subject matter expert who can provide legislators and regulators the information and perspectives they need to make informed policy choices.”

Monica Massaro is an experienced lobbyist whose substantive subject-matter knowledge and understanding of the interpersonal dynamics of policy advocacy help her advance health care providers’ interests on a broad spectrum of matters at the legislative and agency levels. By establishing herself as a trusted and knowledgeable resource on complex health care issues, Monica builds productive, mutually beneficial relationships with legislators and regulators that facilitate positive change for her clients and the entire health care industry. Monica also serves as Co-Chair of the Diversity, Equity and Inclusion Committee for the firm.

Monica’s lobbying and government affairs work on both sides of the aisle involves more than just moving the needle on legislation. With experience that extends beyond lobbying to grassroots organizing, coalition-building, and all aspects of government relations, she recognizes that accomplishing policy goals requires a holistic approach. She identifies roadblocks and pressure points wherever they may be and tailors her approach accordingly. Her ability to inform and educate those charged with crafting policy helps keep her clients and their concerns at the forefront of the decision-making process.

While Monica helps clients on a wide range of matters, she is particularly knowledgeable on Medicare payment, alternative payment models, and digital health issues.

Prior to joining the firm, Monica spent six years working in government affairs at the American Physical Therapy Association (APTA), most recently serving as manager of Congressional Affairs. She represented the association as a lead lobbyist charged with management and strategy of the policy priorities for the over 90,000-member organization before Congress and federal agencies. During her time at APTA, Monica handled a range of issues, including Medicare Part A and B payment reform, health care workforce and education, and small business and rural health care.

Recognition

- The Hill, Top Lobbyist, 2022 & 2023

Professional Affiliations

- Women in Government Relations
- Association of Government Relations Professionals

News

- HLB's Government Relations & Public Policy Newsletter
- HLB's Government Relations & Public Policy Newsletter
- HLB's Government Relations & Public Policy Newsletter
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Insights

- HLB's Health Equity Essentials Update
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Events

- HLB Sponsors the Women in Government Relations DEI Summit 2024
- HLB government Relations & Public Policy Team Attend the David A. Winston Health Policy Ball
- HLB Webinar – 2024: A Landmark Year for Digital Health Innovation
- Kelly Delmore and Monica Massaro Present at the Women in Government Relations Professional Women in Advocacy Conference
- HLB Sponsors Women in Government Relation's Fourth Annual Diversity Equity & Inclusion Summit 2023