

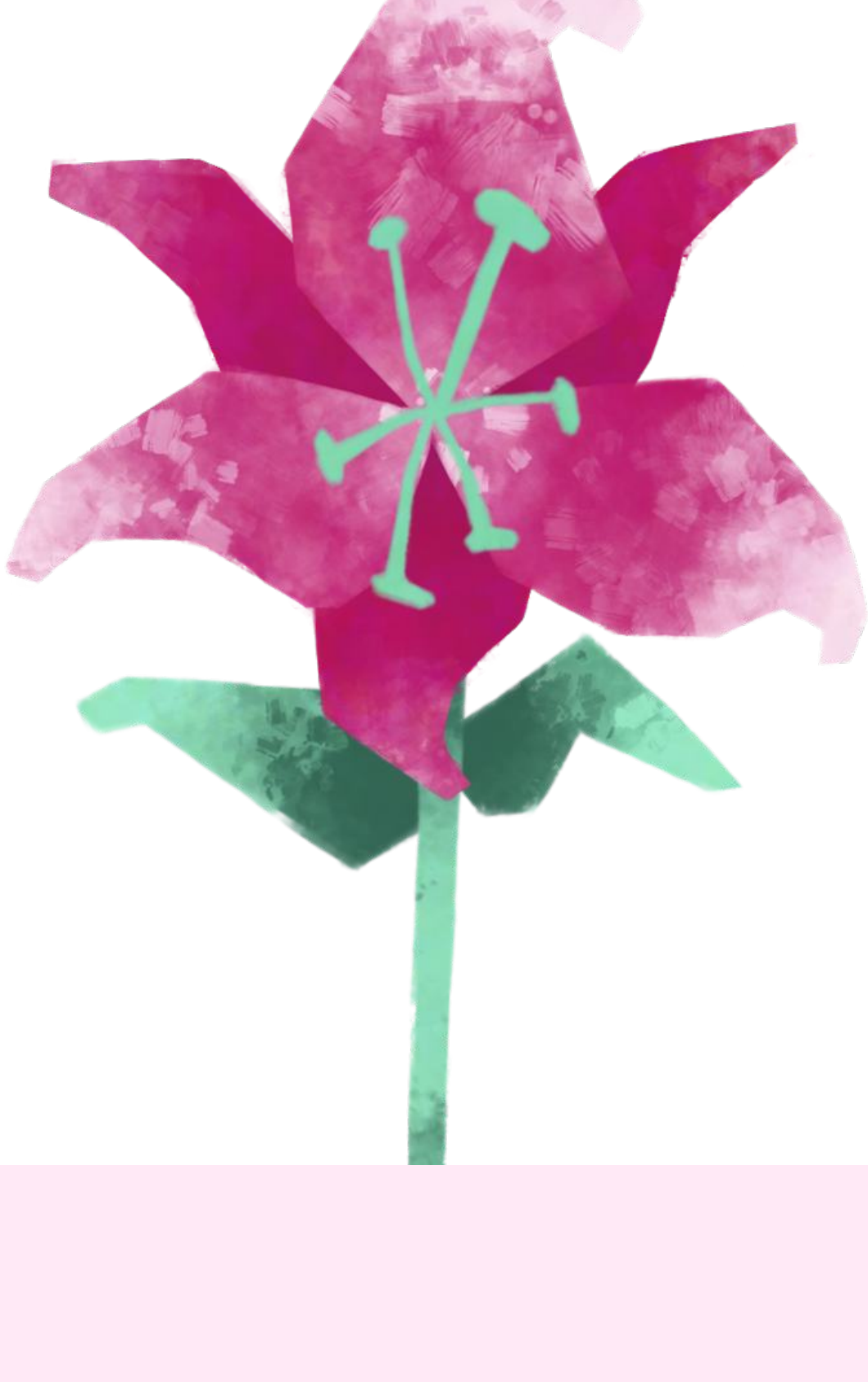
About Us

A commitment to patients is at our core, driven by a team with unmatched clinical and strategic experience.

Putting extra care in healthcare advising.

The inspiration behind our name comes from the Rubrum Lily—a vibrant, captivating flower that our founder, Dr. Lee Fleisher, would often gift his wife as a sign of his love and devotion. Rubrum lilies are known for their bold appearance, strong fragrance, and disease resistance. To Lee and Matthew, these flowers represent confidence, care, and generosity—three pillars in which Rubrum Advising is strongly rooted.

As a boutique firm, we take pride in building strategies that are tailored to your unique needs. And with our unique clinical background, including a team of actively practicing physicians, we have firsthand insight into what truly makes a difference for patients.



Meet the Team

Contact Us

At the heart of our firm is a team deeply grounded in clinical practice. Our experts include actively practicing physicians, MBAs, JDs, PhDs, and more—allowing us to navigate the complexities of the healthcare ecosystem from every angle. From the bedside to the boardroom, our team’s strength lies in our ability to develop market access, regulatory, and policy strategies that put patients first. With our strong background in leadership roles at FDA and CMS, you can feel confident that the highest-quality, patient-focused care will be delivered where it matters most.



Lee Fleisher, M.D., M.L.

Founder & Managing Principal

- Former Chief Medical Officer & Director, Center for Clinical Standards and Quality, Centers for Medicare & Medicaid Offices (CMS).
- Practicing senior clinician and emeritus professor at the University of Pennsylvania.

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[in](#) leefleisher@rubrumadvising.com



Matthew Fleisher, J.D., M.P.H.

Founder & Managing Director

About:

As an enthusiastic, experienced professional, Matthew leverages his experiences at CMS and in consulting to craft novel strategic counsel with a focus on operational excellence. He leads critical initiatives and specializes in market access, regulatory, and policy at Rubrum Advising.

Experience:

- Former Associate at Leavitt Partners, advising and managing healthcare alliances built on issues related to Medicare and Medicaid enrollment and regulation, quality measurement, healthcare data interoperability, and more.
- Consulting experience related to healthcare law including Medicare, FDA, legal ethics, and patient advocacy regulation.
- Graduate fellow at the CMS STARS program, supporting Medicaid quality policy for the CHIP Quality Rating system.

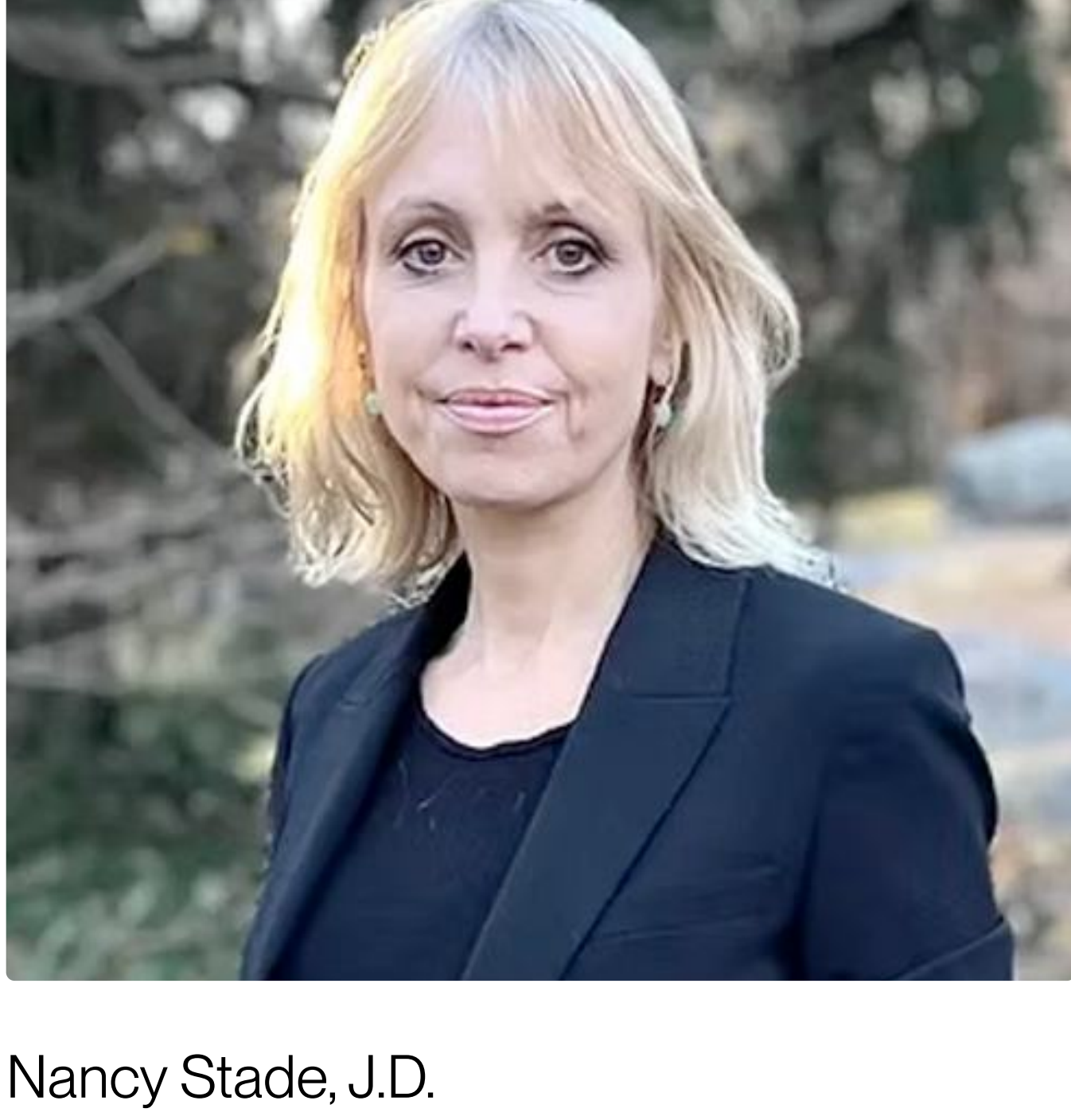
Education

- Master of Public Health (M.P.H.), Johns Hopkins Bloomberg School of Public Health.
- Doctor of Law (J.D.), with a Certificate in Health Law, University of Maryland Francis Carey School of Law.

Outside of work

- Professionally trained opera singer and music teacher
- Woodworker

[in](#) matthewfleisher@rubrumadvising.com



Nancy Stade, J.D.

Principal

- Former Deputy Director for Policy, Center for Devices and Radiological Health at the US Food and Drug Administration (FDA).
- Accomplished attorney and consultant, representing manufacturers of medical devices and consumer health products.

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[in](#) nancystade@rubrumadvising.com



Tamara Rook, M.B.A.

Principal

- Expert in global market access and reimbursement strategy, with a focus on enhancing patient access to life-changing medical technologies.
- Former Vice President of Global Market Access, Health Economics, and Reimbursement at Zimmer Biomet.

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[in](#) tamararook@rubrumadvising.com



Kurt Herzer, M.D., Ph.D., M.Sc.

Principal

- Former Senior Advisor of Data and Analytics at the Centers for Medicare and Medicaid Services (CMS).

- Expert in product/industrial design, health economics and health services research, and the application of technology in complex sociotechnical organizations.

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[in](#) kurtherzer@rubrumadvising.com



Neha Prasad, Ph.D.

Senior Manager

- Former ORISE fellow at the Biomedical Advanced Research and Development Authority (BARDA).

- Expert in antimicrobial resistance, with experience analyzing funding strategy and identifying potential gaps in BARDA-Antimicrobials Branch portfolio.

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[in](#) nehaprasad@rubrumadvising.com



Samuel Yates, M.H.A

Manager

- Former Research Director and Product Quality Lead at Darwin Research Group, analyzing the growing national shift from volume to value-based care.

- Clinical experience in neurosurgery, physical therapy and rehabilitation, optometry, orthopedics, emergency medicine, and long-term care.

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[in](#) samuelyates@rubrumadvising.com



Eleanor Wolfe, M.P.H.

Senior Associate

- Member of the Health Research and Training Program at the New York City Department of Health and Mental Hygiene, working to increase access to care for children with disabilities.

- Graduate of Columbia University's Mailman School of Public Health, majoring in Health Policy and Management.

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[in](#) eleanorwolfe@rubrumadvising.com



Allison Goldring, M.P.H.

Senior Associate

- Experience at ADAPT Community Network, implementing a care management program and speech accessibility project.

- Former Summer Associate at EmblemHealth, supporting the creation of a women's health strategy while navigating payer-provider interactions.

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[in](#) allisongoldring@rubrumadvising.com



Brian Cortese M.D., M.B.A.

Senior Fellow

- Resident physician in the Department of Urology at Vanderbilt University Medical Center.

- M.B.A. from The Wharton School, with academic work analyzing the impact of public-private partnerships on Medicare Part D spending.

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[in](#) briankortese@rubrumadvising.com



Michael Karamardian

Fellow

- Former Associate Consultant at Bain & Co. and current MD/ MBA candidate, Perelman School of Medicine and The Wharton School, University of Pennsylvania.

- Recent academic research project: Deep-dive into Private Equity's impact on healthcare.

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[in](#) michaelkaramardian@rubrumadvising.com



Nikki Perry

Fellow

- Chair of the Dermatology Trainee Advocacy Day: Leads efforts to champion several healthcare-related bills before state congresspeople.

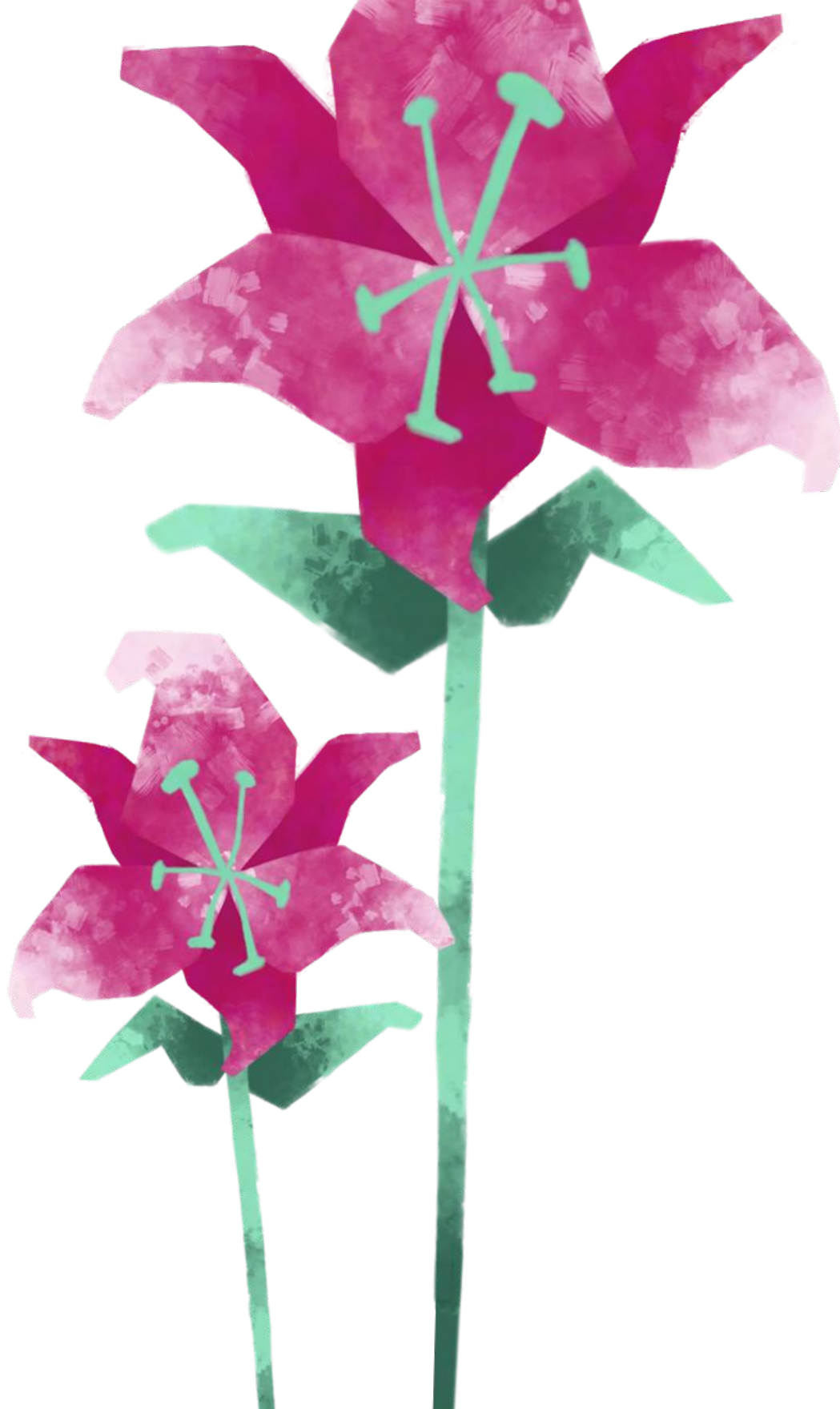
- Analyzes large patient datasets to identify and address disparities in dermatologic and oncologic care.

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[in](#) nikkiperry@rubrumadvising.com

Contact Us

Here is where a valuable partnership begins to grow. Tell us about you.



First Name*

Last Name*

Company*

Email Address*

Phone Number

Preferred Contact Method*

Which service(s) are you interested in?

☒ Market Access

☐ Regulatory

☐ Policy

☐ Other

Message

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