

TRADEOFFS

Media Kit

Through our podcast, in-depth articles and live events, [Tradeoffs](#) explores the toughest choices in health care, diving into issues like the cost of care, health equity, insurance, mental health and artificial intelligence. We connect policy to practice, uncovering the data and personal stories that help audiences understand the stakes — and the potential solutions.

Who We Are

- Our Mission: Tradeoffs was founded to help America have smarter, more honest health policy conversations.
- Our Vision: To build a more equitable U.S. health care system where effective policy improves care and reduces wasteful, harmful spending.
- Our Values: Transparency. Accessibility. Rigor. These principles guide our work every day. We believe that trustworthy, evidence-based journalism is the foundation of progress, especially when it brings diverse voices into critical health care discussions.
- Our Commitment to Equity: The desire for a more just U.S. health care system drives Tradeoffs. Our work frequently shines a light on disparities, highlighting the challenges and costs marginalized patients face. Tradeoffs prioritizes working with policy experts and thought leaders from underrepresented communities.

Key Facts About Tradeoffs

- Tradeoffs was founded in 2019 by Dan Gorenstein.
- We are a nonprofit news organization with support from individual donors and philanthropic partners.
- We reach more than 38,000 listeners each week.
- Tradeoffs has released 250+ episodes that have been listened to over 8 million times.
- Our work has been used in classrooms 70+ colleges and universities across the U.S.

Meet Our Editorial Team



Dan Gorenstein, Founder and Executive Editor

Before founding *Tradeoffs*, Dan was the senior reporter for Marketplace's Health Desk, covering the business of health care, and before that, he spent more than 11 years at New Hampshire Public Radio. Dan hosts and produces every episode of Tradeoffs, and has served as

a keynote speaker at leading health care conferences and events. Hear him being [interviewed](#) on the radio and see him [speak live on stage](#).



Melanie Evans, Reporter and Producer

Melanie Evans joined Tradeoffs in 2024 as a reporter and producer after covering the business of healthcare for more than two decades. She spent the last eight years at The Wall Street Journal, where she reported on hospitals and the Covid-19 pandemic, often using data to explore questions. Hear her being [interviewed](#) on the radio.



Ryan Levi, Reporter and Producer

Ryan joined Tradeoffs in 2019 from KQED, the local NPR station in the Bay Area. Ryan covers how factors outside the doctor's office — the social determinants of health — impact someone's health and how different players in the health care system (government, nonprofits, insurers, etc) are working to address them. His reporting has been featured on NPR's Morning Edition, Here & Now, and PBS Newshour. Hear him being [interviewed](#) on the radio and see him [on camera](#).



Leslie Walker, Senior Reporter and Producer

Leslie helped launch Tradeoffs in 2019. Leslie has a knack for making the wonky parts of health care — drug pricing, Medicare reform, site-neutral payments and hospice policies — understandable and engaging. Her story "Inside Big Health Insurers' Side Hustle" was awarded first place in audio reporting by the Association of Health Care Journalists. Hear her being [interviewed](#) on the radio and see her [on camera](#).

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