



Innovative Partnerships in Healthcare

An Executive Roundtable Discussion

Thursday, October 16, 2014 | 340 Madison Avenue, New York, NY 10173



ORGANIZATIONS REPRESENTED

American Telemedicine Association

Array Architects

AstraZeneca

Bristol-Myers Squibb

Center for Healthcare Innovation

Chicago Life Sciences Consortium

closerlook

Engaged Health Solutions

GE Healthcare

Gorman Health Group

Health IT Outcomes Publication

HSBC

Humana

Merck

Metropolitan Chicago Healthcare Council

Navigant Consulting

New York City Health and Hospitals Corporation

NYU Langone Medical Center

Otsuka

Pall Life Sciences

Pfizer

Purdue Pharma

Quest Diagnostics

TEDMED

Teva Pharmaceuticals

University of Pittsburgh Medical Center

Innovative Partnerships in Healthcare Executive Roundtable

Thursday, October 16, 2014
2:00 - 5:00PM EST
340 Madison Avenue
New York, NY 10173

Delivering Better Healthcare via Partnerships

Dear Executive Roundtable Attendees,

On behalf of the Center for Healthcare Innovation (CHI), we welcome you to the Innovative Partnerships in Healthcare Executive Roundtable. Today's Roundtable is an exclusive, invitation-only discussion bringing together top executives from the biopharmaceutical, medical device, provider, payer, and pharmacy sectors to identify and discuss innovative collaboration opportunities in the 21st century healthcare ecosystem. It is a privilege to welcome you to this collaborative discussion.

The healthcare industry is one of the most challenging landscapes to navigate due to pressures such as rising costs, new regulations, changing payment models, and increased competition. Innovative partnerships provide a robust solution to many of these challenges. By increasing the rate and quality of innovation, reducing individual risk, promoting advantageous relationships, and ultimately delivering better healthcare to patients, these partnerships are key to the success of the 21st century healthcare ecosystem. Our goal for today is to provide an intimate, collaborative setting to discuss these key partnerships in healthcare.

We would like to thank all of today's supporters, sponsors, host, and organizing partners. Finally, we would like to thank you all for joining today's discussion. We wish you an informative and productive afternoon, and hope you enjoy today's discussion surrounding innovative partnerships in healthcare.



Kindest Regards,



Joseph P. Gaspero
President & Co-Founder
Center for Healthcare Innovation

PRESENTED BY Center for Healthcare Innovation

CHI is a non-profit research center committed to excellence and innovation in the global life sciences industries, primarily the biotech, medical device, and pharmaceutical sectors. We aim to be the world's #1 source of rigorous, objective thought-leadership and innovative solutions for the international life science ecosystem.

PARTNERS

**Chicago Life Sciences
Consortium
Global Leaders Initiative
Women In Healthcare &
Life Sciences**

SPONSORS

**Array Architects
Clinical Research Exchange**

HOST

McDermott Will Emory

MEDIA

Health IT Outcomes

Agenda

2:00PM	Registration & Networking
3:10PM	Opening Remarks
3:15PM	Executive Roundtable Discussion Moderators: Ms. Trish Anen Mr. David Ormesher
4:45PM	Conclusion & Networking

Moderator Bios



Ms. Trish Anen, RN, MBA, NEA-BC, Vice President for Clinical Services, Metropolitan Chicago Healthcare Council

Ms. Trish Anen is Vice President for Clinical Services for the Metropolitan Chicago Healthcare Council (MCHC). MCHC is a membership and service association comprising more than 170 hospitals and healthcare organizations working together to improve the delivery of healthcare services in the area since 1935. Trish is responsible for executive oversight of all Clinical and Emergency Preparedness services; the Illinois Poison Center; Patient Financial Services; the Midwest Alliance for Patient Safety PSO, a joint venture with the Illinois Hospital Association; the Clinical Research Exchange (CRE), a collaboration between MCHC and the Center for Healthcare Innovation (CHI); and the Center for Advancing Provider Practices (CAP2), a national collaborative developed by MCHC and the University HealthSystem Consortium (UHC) to help enhance provider teams' performance through effective integration of advanced practice registered nurses (APRNs) and physician assistants (PAs).

Prior to joining MCHC, Trish spent 10 years as the Vice President of Operations and Chief Nursing Officer for Edward Hospital in Naperville, Illinois, during which time Edward Hospital received Magnet status, and five years as the Vice President, Clinical Operations and Human Resources, for Rush Copley Medical Center in Aurora, Illinois.

Trish has an MBA from Northwestern University, J. L. Kellogg Graduate School of Management, and a BSN from the University of Illinois College of Nursing. She currently serves on the Board of Directors of Rush-Copley Medical Center and Westlake Hospital; the Advisory Boards for Chicago's Loyola College of Nursing, St. Xavier's College of Nursing, and Gannett Healthcare Group; and the Physician Advisory Board for Building a Healthier Chicago. She is a fellow of the Institute of Medicine of Chicago. Trish is currently the President for the Illinois Organization of Nurse Leaders.

Moderator Bios



Mr. David Ormesher,
CEO, closerlook

Mr. David Ormesher provides leadership and direction for closerlook, inc., a digital marketing agency serving the pharmaceutical industry. As founder and CEO, Ormesher has taken closerlook from a small, creative media boutique and has grown it into a recognized leader in creating innovative relationship-marketing solutions that help pharmaceutical brands build and maintain meaningful relationships with their most valuable healthcare professionals.

Since founding the company in 1987, David has created a rich, cohesive culture at closerlook by maintaining a hands-on approach to building client success and sustaining lasting account relationships. He has guided the growth and evolution of the firm, attracting a world-class team of account, strategy, user experience, design, technology, data analytics and relationship-marketing services experts.

David is a frequent speaker at marketing conferences and a recognized thought leader in the areas of interactive and relationship marketing for the pharmaceutical industry.

In addition to his entrepreneurial leadership, Ormesher is also active on several non-profit boards. This past year, Ormesher was named to the board of the Lurie Children's Hospital Foundation and to the Innovation Board of XPRIZE Foundation. He serves on the boards of the Lyric Opera of Chicago; i.c.stars, an innovative business and leadership training program for inner city youth; and is a founder of Bigger Future, a social-enterprise building the capacity of high-potential entrepreneurs in Rwanda. He is also an adjunct professor at the Illinois Institute of Technology Stuart School of Business where he teaches Customer Relationship Management.

Executive Participants

Dr. Paul Alexander

Senior Clinical Consultant
Gorman Health Group

Dr. Ameer Ali

Director, Clinical Content, Center for
Connected Medicine
University of Pittsburgh Medical Center

Dr. Kristine Bordenave

Medical Director, Special Investigations Unit,
Health Guidance Organization
Humana

Mr. Joe Camaratta

General Manager
GE Healthcare (former)

Dr. William Carson

President and Chief Executive Officer
Otsuka

Ms. Loretta (Retty) Casey

Vice President for Nursing Innovation and
Transformation
NYU Langone Medical Center

Ms. Ines Dahne

Vice President, Healthcare IT Solutions
Quest Diagnostics

Dr. Pramod Gaur

Vice Chair, mHealth SIG
American Telemedicine Association

Dr. Chris Hill

Vice President & Discovery Site Head
Merck

Dr. Bahija Jallal

Vice President
MedImmune

Dr. Ari Levy

Co-Chief Executive Officer
Engaged Health Solutions;
Team Physician,
Chicago Blackhawks

Mr. Jerold Martin

Senior Vice President, Global Scientific Affairs,
Biopharmaceuticals
Pall Corporation

Dr. Brian Meltzer

Head of Licensing & Business Development
Purdue Pharma

Mr. Isaac Miller

Chief Financial Officer
Suneris

Ms. Cheryl Paxton-Hughes

Director, IT Governance and Controls
University of Pittsburgh Medical Center

Mr. Matt Portch

Team Leader, Commercial Effectiveness
Pfizer

Dr. Ram Raju

President and Chief Executive Officer
New York City Health and Hospitals Corporation

Mr. Jose Rasco

Senior Vice President, Head of investment
Strategy, Americas
HSBC

Dr. Rivka Riven Kreitman

Senior Vice President, Head of Biologics and Cell
Therapy, Global Strategic Marketing
Teva Pharmaceuticals

Executive Participants

Mr. Quentin Roach

Chief Procurement Officer and Senior
Vice President, Global Supplier Management
Merck

Ms. Vera Rulon

Director, Strategic Communications
Pfizer

Dr. Eduardo Schur

Managing Director
Navigant

Dr. Leigh Shultz

Executive Director, Global Project Management
Merck

Dr. Stuart Sowder

Vice President, External Medical Communications
Pfizer

Dr. Elisabeth Svanberg

Vice President, Head of Intercon Medical
Organization
Bristol-Myers Squibb

Mr. Noah Tolson

Principal & Architect
Array Architects

Mr. Don Woodlock

Senior Vice President and GM, Cardiology IT
GE Healthcare IT

Center for Healthcare Innovation

Roundtable Planning Committee

Mr. Joseph Gaspero

President & Co-Founder
Center for Healthcare Innovation

Dr. James Gillespie

Chief Executive Officer
Center for Healthcare Innovation

Mr. Josef Gottlieb

President
Chicago Life Sciences Consortium

Representatives

Mr. Eugene Dinescu

Ambassador
Center for Healthcare Innovation

Mr. Vincent Dinescu

Ambassador
Center for Healthcare Innovation

Ms. Katie Hanson

Board Member, Women in Healthcare & Life Sciences
Center for Healthcare Innovation

Dr. Todd Meyerrose

Member, Global Leaders
Center for Healthcare Innovation

Mr. Antonio Sanchez-Cordero

Ambassador
Center for Healthcare Innovation

Supporters



Increasing access to research

Improving patient care

CLINICAL RESEARCH EXCHANGE



MCHC
Metropolitan Chicago
Healthcare Council



Center for
Healthcare
Innovation

FOR MORE INFORMATION CONTACT:

Karen E. Barnes, RN, MSN, Director, Clinical Research Exchange (312) 906-6135 or kbarnes@mchc.com

Joel Villegas, Project Coordinator, Clinical Research Exchange (312) 906-6154 or jvillega@mchc.com

About the Clinical Research Exchange (CRE)

CRE is a collaboration between the Metropolitan Chicago Healthcare Council (MCHC) and the Center for Healthcare Innovation (CHI). CRE is a clinical research alliance that streamlines the research process, enabling sites to enroll more patients more quickly.

CRE has formed a unique network of provider institutions, principal investigators (PIs), trial sponsors, and contract research organizations to increase the quality and quantity of clinical trials throughout the metropolitan Chicago area. Through a menu of services, CRE provides the flexibility to meet your research needs. CRE services and turnkey solutions include:

- Identification of qualified sites, investigators, and patients
- Quicker trial start-up
- Comprehensive CRE membership network
- Advanced education for PIs and research staff

Supporters



Focusing on sustainable solutions for today's evolving healthcare environments.



Boca Raton / Cleveland / Dallas / New York / Philadelphia / Washington

Global Leaders Initiative

The Global Leaders Initiative (GLI) is a special initiative from the Center for Healthcare Innovation. The goal is to develop, connect, empower, and create insight from young high-impact entrepreneurs and innovators in the global healthcare and life sciences sectors. The Global Leaders (GLs) are chosen for their exceptional skill in creating value and impact in the private, nonprofit, and academic sectors.



Women In Healthcare & Life Sciences

Women In Healthcare & Life Sciences is an initiative to mentor and facilitate the professional development and advancement of women in healthcare and the life sciences worldwide. Through dedicated mentor-mentee relationships among women of all ages, WIHLS empowers women to advance their careers, maximize their personal potential, and realize their ability to affect change.



The Chicago Life Sciences Consortium (CLSC) is a non-profit organization committed to serving as a key driver for the Chicago area life sciences industries. The Mission is to stimulate life science investment, research and education by bridging private, public, and NGO sector boundaries in Chicago.

