

NORTHWESTERN UNIVERSITY



# **CAN INNOVATION BE THE CURE?**

## **HEALTHCARE'S CHALLENGE TO BE MORE FOR LESS**

Wednesday, November 10, 2010  
Kellogg School of Management  
James L. Allen Center



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# LETTER FROM DEAN BLOUNT

November 10, 2010

Dear Participants,

On behalf of the students, faculty and administration of the Kellogg School of Management at Northwestern University, it is my pleasure to welcome you to the 11th Kellogg Business of Healthcare Conference. We are honored that you have joined us for what promises to be a day of engaging conversation related to innovation across the healthcare spectrum.

The Kellogg School hosts this conference to provide a forum for MBA students, alumni, faculty, and industry professionals to explore major issues in healthcare. The theme of this year's conference, Can Innovation Be the Cure?: Healthcare's Challenge to Be More for Less, focuses on the importance of steering innovation to improve outcomes and reduce costs.

I would like to thank each of you for joining us and for contributing your insight and knowledge to this important topic. I would also like to extend a special thanks to our keynote speakers, Robert L. Parkinson, Jr., chairman and chief executive officer of Baxter International, Inc. and Rulon Stacey, president and chief executive officer of Poudre Valley Health System and chairman-elect, American College of Healthcare Professionals (ACHE).

Enjoy the day,

A handwritten signature in black ink, appearing to read "Sally Blount". The signature is fluid and cursive, with a large initial "S" and a stylized "B".

Sally Blount '92  
Dean  
Kellogg School of Management at Northwestern University

# LETTER FROM COMMITTEE CO-CHAIRS

November 10, 2010

Dear Classmates, Alumni, and Friends of Kellogg,

On behalf of our conference committee, we warmly welcome you to the 2010 Kellogg Business of Healthcare Conference!

Today we celebrate the conference's 11th anniversary. Over the past year, our conference leadership team has composed a program that reaches all aspects of the healthcare sector.

The theme, "Can Innovation Be the Cure? Healthcare's Challenge to Be More for Less," is intended to yield active discourse throughout the day. Healthcare business leaders are focused on crafting strategies that account for a highly uncertain policy landscape over the medium term while also generating industry leading results over the short term. To that end, we hope you find the topics both timely and practical.

We would like to thank our speakers for taking a day out of their schedules to share their expertise, our sponsors for generously supporting this event, the Kellogg Faculty for helping us frame the conference program, and the Kellogg Administration for helping us host today's event. Lastly, we would like to thank all conference attendees, who every year make this event one of Kellogg's most thought provoking and successful conferences.

Thank you very much for joining us as we showcase the healthcare leaders of today with the hopes of inspiring new ideas in the leaders of tomorrow.

Kind Regards,

Mark Salierno & Kearney Shanahan Jr  
Conference Co-Chairs

# SCHEDULE OF EVENTS

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**7:30am – 8:30am** **Registration & Morning Refreshments** **Alumni Breakfast**  
*Park Dining Room*

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**8:30am – 8:45am** **Welcome**  
*McCormick Auditorium*

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**8:45am – 9:45am** **Keynote I**  
*McCormick Auditorium*

**RULON STACEY**

President and Chief Executive Officer, Poudre Valley Health System  
Chairman-Elect, American College of Healthcare Executives (ACHE)

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**9:45am – 10:00am** **Break**  
*EMP 24/25 Lounge*

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**10:00am – 11:30am** **Concurrent Panels**

**Panel 1**  
**Healthcare IT:  
Telemedicine and its Role in  
Redefining Care Delivery**  
*McCormick Auditorium*

**Panel 2**  
**Institution to Industry:  
Commercializing Technologies**  
*Room 140 Brownfield Classroom*

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**11:30am – 11:45am** **Break**  
*EMP 24/25 Lounge*

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**11:45am – 1:15pm** **Concurrent Panels**

**Panel 3**  
**Delivery of Products:  
Unleashing the Power of  
Social Media in Healthcare**  
*Room 140 Brownfield Classroom*

**Panel 4**  
**Venture Capital:  
Funding Healthcare Innovation**  
*McCormick Auditorium*

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**1:15pm – 2:15pm** Lunch  
*Johnson Wax Dining Room*

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**2:15pm – 3:45pm** Concurrent Panels

**Panel 5**  
**Provider Operations:  
Innovation within  
Healthcare Systems**  
*Room 140 Brownfield Classroom*

**Panel 6**  
**Introducing Medical Products to  
Emerging Markets:  
Opportunities and Challenges**  
*McCormick Auditorium*

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**3:45pm – 4:00pm** Break  
*EMP 24/25 Lounge*

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**4:00pm – 5:00pm** Keynote II  
*McCormick Auditorium*

**ROBERT L. PARKINSON, JR.**  
Chairman and Chief Executive Officer, Baxter International, Inc.

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**5:00pm – 6:00pm** Networking Reception  
*EMP 24/25 Lounge*

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*Christina*  
Christina  
Global Business  
Development Manager



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Sergio, Patient

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Our founders believed that hiring talented, enthusiastic people would make Genentech a success. Today, we still believe our employees are our most important asset. For this reason, we aim to provide employees with a stimulating and collaborative environment where they can make important contributions to medicine and thrive as professionals.





# KEYNOTE SPEAKERS

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# KEYNOTE



**8:45am – 9:45am**  
McCormick Auditorium

President and Chief Executive Officer  
**Poudre Valley Health System**  
Chairman-Elect  
**American College of  
Healthcare Executives (ACHE)**

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## RULON STACEY

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Dr. Stacey came to Poudre Valley Hospital in 1996. Prior to that, Dr. Stacey held administrative posts at hospitals in Chicago, Illinois and Leadville, Colorado. He spent three years in the U.S. Air Force as an assistant administrator of a base hospital in California. Dr. Stacey served as Executive Vice President and Chief Operating Officer of St. Francis Hospital and Health Center, Chicago, Ill, Chief Executive Officer of St. Vincent General Hospital, Leadville, Colo., and Summit Medical Center, Frisco, Colo and Assistant Administrator, Ninth Strategic Hospital, Beale Air Force Base, California.

During his time in Fort Collins, Dr. Stacey has led the industry in finding ways to align incentives with physicians and form collaborative partnerships. During his tenure, he has created 13 separate joint ventures with physicians, which have allowed the health system and physicians to focus on quality outcomes better than at any time in the future, while nearly tripling the net revenue and net assets of the health system.

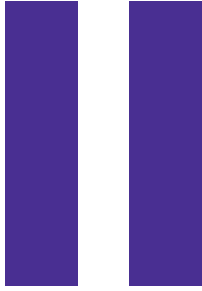
For his innovations, in 1999 Dr. Stacey received the Robert S. Hudgens Award from the American College of Healthcare Executives as the “Young Healthcare Executive of the Year.” This award is given to the single best healthcare administrator under the age of 40 within the organization, which has 40,000 members in 30 countries.

In 1992, Dr. Stacey was recognized as an “up and comer” by Modern Healthcare magazine, designating him as one of the 12 young “rising stars” of the healthcare administration profession in the country. In 2000, the Graduate School of Public Affairs at the University of Colorado at Denver named Dr. Stacey a Milstein Scholar for having written that year’s best dissertation. And most recently, in February 2005, Dr. Stacey was named as Northern Colorado’s Business Leader of the Year by The Coloradoan newspaper.

A native of Provo, Utah, Dr. Stacey holds a Bachelor of Science in Economics and a Master’s Degree in Health Administration from Brigham Young University and a Doctor of Philosophy in Health Policy from the University of Colorado. He and his wife Linda are the proud parents of four daughters, Laura, Maria, Jennifer, and Catherine.

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# KEYNOTE



**4:00pm – 5:00pm**  
McCormick Auditorium

Chairman and Chief Executive Officer  
**Baxter International, Inc.**

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## ROBERT L. PARKINSON, JR.

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Prior to joining Baxter in April 2004, Mr. Parkinson was Dean of Loyola University Chicago's School of Business Administration and Graduate School of Business. Previously, Mr. Parkinson had a distinguished 25-year career at Abbott Laboratories, serving in a variety of domestic and international management and leadership positions.

Mr. Parkinson joined Abbott in 1976 and held a number of marketing and management positions there before being named vice president of European operations in 1990, president of the chemical and agricultural division in 1993 and president of the international division responsible for pharmaceutical, hospital and nutritional products in 1995. In 1998 he became a member of its board of directors before being named president and chief operating officer of the company in 1999. He retired from Abbott in 2001.

Mr. Parkinson began his career in 1976 with American Hospital Supply Corporation. Mr. Parkinson is active on industry boards and community organizations, serving on the board of directors for Chicago-based Northwestern Memorial HealthCare and the Northwestern Memorial Foundation, as well as Loyola University Chicago's Board of Trustees. He also serves on the boards of directors for Catholic Charities, Junior Achievement, FIRST (For Inspiration and Recognition of Science and Technology), and the Executives Club of Chicago.

Mr. Parkinson earned both a bachelor's degree and a master's degree in business administration from Loyola University in Chicago.



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# Abbott

A Promise for Life

# PANELS

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## PANEL

# 1

10:00am – 11:30am  
McCormick Auditorium

## Healthcare IT: Telemedicine and its Role in Redefining Care Delivery

This panel will discuss telemedicine as a business model, the value proposition for various stakeholders, and the economic and integration challenges. The discussion will provide valuable insight and perspective into how telemedicine technologies can potentially reduce costs, increase access, and improve patient outcomes. Telehealth is redefining healthcare delivery — providing proactive, patient-centered care that transcends the boundaries of time and location.

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Moderator

### LYLE **BERKOWITZ**, MD

Medical Director  
of Clinical  
Information Systems  
**Northwestern Memorial  
Physicians Group**

Director  
**Szollosi Healthcare  
Innovation Program**

Dr. Berkowitz is an internal medicine physician and the Medical Director of Clinical Information Systems for Northwestern Memorial Physicians Group, as well as the Founder and Director of the Szollosi Healthcare Innovation Program. He serves on the Editorial Board of Healthcare Informatics magazine, the Advisory Board for the Association of Medical Directors of Information Systems and the Board of Directors for the American Health Information Management Association Foundation. Dr. Berkowitz has worked as Medical Director for two publicly traded companies and has advised many others as an independent consultant. He has been using electronic medical records and telemedicine systems for the past decade and wrote the chapter on “Physician Adoption Strategies” for the American College of Physicians’ book “Electronic Medical Records”. Dr. Berkowitz graduated with a Biomedical Engineering degree from the University of Pennsylvania and is an Associate Professor of Medicine at the Feinberg School of Medicine at Northwestern University.

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### HAYES **ABRAMS**

Senior Director  
of Enterprise  
Health Care Management  
**BlueCross BlueShield  
of Illinois, Texas,  
New Mexico  
and Oklahoma**

Mr. Abrams is Senior Director of Health Information Technology & Health Care Management Strategy at BlueCross BlueShield of Illinois (HCSC). As part of his role, Mr. Abrams prepares, recommends, and presents strategic initiatives, as well as reengineering and process improvements. Mr. Abrams is responsible for identifying, planning, coordinating and attaining the Health Information Technology (HIT) goals at national, regional and local levels. He has been with HCSC for 17 years and has held positions in Claims, Information Technology (IT) and E-solutions. The majority of his focus is on internal healthcare business strategy, business optimization, Health Information Technology including leadership and technical expertise in Health Information Exchanges. Mr. Abrams received his bachelor’s degree at the College of Wooster and his MBA from Lake Forest Graduate School of Management.

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## DAN MALVEN (KSM '93)

Co-Founder  
and Chief Executive Officer  
**Analyte Media**

Mr. Malven is co-founder and Chief Executive Officer of Analyte Media. Mr. Malven has been part of the business of technology startups nearly his entire career, starting as an independent software developer in 1990 after spending two years at what is now known as Accenture. He then co-founded a software company in 1992 and then an online gaming company in 1996. In 1998 he became a full-time venture capital investor at Flatiron Partners. From 2001 to 2008 he was a full-time angel investor and formation-stage advisor. Over the last 20 years he has sat at all four of the primary seats in the startup world (in order): 1) bootstrapped entrepreneur, 2) venture capital investor, 3) angel investor and 4) VC-backed entrepreneur. Mr. Malven received an engineering degree from Purdue University, an MBA from Northwestern and is an alumnus of the Kauffman Fellows Program (class 4).

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## JANELL MOERER

Vice President  
Business Development  
**Via Christi Health, Inc**

Ms. Moerer joined Via Christi Health in 1999 as Vice President for Business Development. In her role, Janell assesses and develops ongoing growth strategies and opportunities in innovation and care delivery transformation across the health system. She initiated and developed the Growth and Technology Center to bring stakeholders across the system together for clinical technology assessment. She led the acquisition and implementation of eCare-ICU, a remote monitoring technology for intensive care patients. New Care initiatives for the System include ePharmacy and eED to provide solutions on work force shortage and enhance patient safety. She is also supporting Via Christi InMyHome, a new delivery model in development with Via Christi Villages that is designed to keep people in their homes through "smart" technology and concierge service approach. Ms. Moerer received a Bachelors of Science Degree from University of Nebraska and earned a Master Degree in Business Administration from Washburn University. Moerer is a member of ACHE, Innovation Learning Network and frequent contributor to trade associations.

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## JONATHAN SCHAFFER, MD (KSM '01)

Managing Director  
eCleveland Clinic of the  
**Cleveland Clinic**

Dr. Schaffer, M.D., MBA, is managing director of eCleveland Clinic from The Cleveland Clinic in Cleveland, Ohio. Board-certified in orthopaedic surgery, Dr. Schaffer is also a staff member in the Center for Joint Replacement in the Orthopaedic and Rheumatologic Institute and leads the Advanced Operative Technology Group in the Orthopaedic and Rheumatologic Research Center at The Cleveland Clinic. His clinical interests include the treatment of arthritic knees and the integration of technology in the orthopaedic operating room.

A frequent lecturer, Dr. Schaffer has authored more than 100 articles, book chapters and textbooks. In addition, he has developed a number of multimedia programs and computer software applications on patient outcomes and patient education. Dr. Schaffer is an active member of the American College of Physician Executives, the Healthcare Information and Management Systems Society and the American Medical Informatics Association.

Dr. Schaffer is a graduate of Case Western Reserve University School of Medicine in Cleveland. He completed his internship and residency in orthopaedic surgery at the University of Pennsylvania Affiliated Hospitals in Philadelphia. He completed a fellowship in adult reconstruction at the Brigham and Women's Hospital and Harvard Medical School in Boston and a research fellowship at Children's Hospital of Boston and Harvard Medical School. Dr. Schaffer also holds a Master's in Business Administration from the Kellogg School of Management at Northwestern University.

## PANEL

# 2

10:00am – 11:30am  
Room 140 Brownfield

## Institution to Industry: Commercializing Technologies

The Institution to Industry panel will discuss the evolving institutional process and structure associated with commercializing ideas out of the lab and clinical settings. The panel expects to explore the challenges with the “tech” transfer process of bringing technologies into the business world and the role of commercialization and innovation groups in this process.

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Moderator

### PROFESSOR ALICIA **LÖFFLER**, PhD

Executive Director  
**Innovation and  
New Ventures Office**

Associate Vice President  
for Research  
**Northwestern University**

Dr. Löffler is the Executive Director of the Innovation and New Ventures Office (INVO) and Associate Vice President for Research at Northwestern University. INVO was launched in February 2010 to oversee the transfer of Northwestern’s inventions to the marketplace, including translational, entrepreneurial and intellectual property efforts. Previous to this position, Dr. Löffler was on the faculty of the Kellogg School of Management where she founded the Center for Biotechnology Management in 2001. Dr. Löffler has served as Advisor for many for-profit and non-profit boards including Baird Venture Partners; founding Board Member of the Biotechnology Institute, Washington DC; Biopharmaceutical Center at the WHU in Koblenz, Germany and multiple biotechnology companies (in the therapeutic and service space). She has also served as Board Member and Past-Chair for the Council for Biotechnology Centers (BIO), and Board Member, Emerging Companies, Biotechnology Industry Organization, and the Governor’s Council for Biotechnology. Dr. Löffler was named one of the Tech 100 stars by Crain’s Chicago Business and also received the “Women in Black” I-Street award by the Chicago Sun-Times. Most recently, she received the 2010 Innovator Award presented by the Chicago Chapter of the Association for Women in Science (AWIS). Dr. Löffler received her B.S. from the University of Minnesota, and Ph.D. from the University of Massachusetts. She performed post-doctoral work in biochemical engineering at Caltech.

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### DANIEL **BEHR**

Director  
of Technology Ventures  
**Allied Minds, Inc.**

Mr. Behr is a serial entrepreneur with 23 years of experience commercializing technologies in the life and physical sciences. He is currently Director of Technology Ventures at Allied Minds, Inc., a \$200M private equity firm completely dedicated to commercializing early-stage technologies out of U.S. universities and research centers. Before joining Allied Minds he was Director of Business Development at Harvard University’s Office of Technology Development where he launched 7 Harvard spinouts and drove numerous tech transfer and commercialization initiatives. Prior to Harvard, Mr. Behr co-founded 3 high-tech companies and was a General Partner of Seed Partners, a seed-stage angel fund. He was a founder of IN USA Inc. (industrial instruments); Compact Instruments (mass spectrometers - acquired by MKS); and Arradiance (advanced thin-film materials). Mr. Behr’s portfolio at Seed Partners includes Zipcar, Nutfield Technology, NeXX Systems and [x+1].

Before his first startup Mr. Behr was a strategy consultant at Bain & Co. and a materials research engineer at Albany International. He earned an MBA with distinction from the Harvard Business School and an engineering degree with highest honors from the Georgia Institute of Technology. Mr. Behr speaks German and is fluent in Spanish.

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Director  
of Commercialization  
**Cleveland Clinic  
Innovations**

## ALAN BENTLEY

Mr. Bentley is the Director of Commercialization for Cleveland Clinic Innovations, the organization's corporate venturing wing. He is also a member of the Board of Trustees for the Association of University Technology Managers (AUTM), and is the Vice President of AUTM, in charge of the professional organization's annual meeting.

Prior to joining the Cleveland Clinic, Mr. Bentley was the Associate Director of the University of Virginia Patent Foundation, where he played a principal role in overseeing the daily operations of their licensing function. He has been a registered U.S. Patent Agent since 1999.

Mr. Bentley received his Masters Degree in nuclear physics from the University of Virginia. Mr. Bentley graduated from Carnegie Mellon University in Pittsburgh, Pennsylvania with honors, receiving separate Bachelors Degrees in electrical engineering and physics.

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Managing Partner  
Partners Innovation Fund  
**Partners HealthCare**

## ROBERT CREEDEN

Mr. Creeden is the Managing Partner for the Partners Innovation Fund. Mr. Creeden has spent more than 30 years commercializing new technologies and promoting emerging businesses, including 20 years early stage venture capital investing experience. Previously, he was a general partner at Egan-Managed Capital, a \$150 million dollar Boston-based venture fund, after having served as Vice President of the Massachusetts Technology Development Corporation. Earlier in his career, he gained strategic operating expertise as a COO/CFO with start-up ventures and as a management consultant with Control Data Business Advisors. Mr. Creeden is an adjunct faculty member in the Entrepreneurial Leadership Program at Tufts University.

He holds an AB in Economics from Holy Cross College and an MBA from Suffolk University. Partners Innovation Fund was created in 2007 by Brigham and Women's Hospital and Massachusetts General Hospital to address an unmet need for funding early-stage and start-up companies that are based on technology developed within the Partners HealthCare system. The goal of the fund is to accelerate these technologies to market thereby enhancing the delivery of healthcare. The Fund raised \$35M and is structured as a wholly owned LLC, reinvesting gains in additional technologies.

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Chief  
Division of Cardiac Surgery

Director  
of Bluhm Cardiovascular  
Institute

**Northwestern University  
Feinberg School  
of Medicine**

## PATRICK McCARTHY, MD

Dr. McCarthy, MD, chief of the Division of Cardiac Surgery and director of the Bluhm Cardiovascular Institute of Northwestern Memorial Hospital has distinguished himself as both a clinician and researcher in the field of cardiac surgery. He has authored or co-authored more than 500 papers and 50 book chapters. He is, or has been, on the editorial board of five medical journals and is an officer in numerous professional societies.

Because of his expertise as an inventor, Dr. McCarthy is the Clinical Medical Faculty Director of NUvention, a unique course which combines Northwestern University medical, engineering, business and law school students and faculty to conceive and develop new medical products. Dr. McCarthy developed the Edwards "MC3" three-dimensional annuloplasty system for the repair of tricuspid regurgitation, as well as the Carpentier-McCarthy-Adams IMR ETlogix and dETlogix annuloplasty rings.

Dr. McCarthy is a graduate of Notre Dame and Loyola University, Stritch School of Medicine. He completed his general and cardiac surgery training at the Mayo Clinic and completed a special heart and lung transplantation fellowship at Stanford University Medical Center. He practiced at the Cleveland Clinic Foundation from 1990 until March 2004.

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## PANEL

# 3

11:45am – 1:15pm  
Room 140 Brownfield

Vice President  
and Managing Partner  
Pharmaceutical Practice  
**Diamond Management  
& Technology  
Consultants, Inc.**

Head of Multi Channel  
Marketing  
**Pfizer Animal Health**

## Delivery of Products: Unleashing the Power of Social Media in Healthcare

What is the role of social media in a regulated healthcare environment? Does social media provide an opportunity for stakeholders, including providers, payers and pharmaceutical/biotechnology firms, to collaborate with the common goal of better patient outcomes in a cost effective manner? What are some tools and technologies being piloted by these stakeholders today? Is there a business case for technological innovations that improve patient outcomes for pharmaceutical/biotechnology firms?

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Moderator

### GURPREET SINGH (KSM '03)

Mr. Singh, a partner with Diamond Management & Technology Consultants, Inc.'s Healthcare practice, has more than 16 years of experience with expertise in pharmaceutical operations, IT strategy and assessments, business planning and financial modeling, enterprise architecture planning, and technology architecture design and implementation. Mr. Singh manages the life sciences and pharmaceutical practice for Diamond, leads the firm's IT strategy practice, and was responsible for launching the firm's Center for Technology Innovation.

Recent work with pharmaceutical clients includes developing the business and technology strategy for an R&D pipeline management function; defining the enterprise architecture governance and organization for an entire company; re-defining the closed-loop marketing function for a company's worldwide commercial operations; and leading a \$45 million transformational program for a company's safety and risk management division.

Mr. Singh holds a master of business administration from the Executive Master's Program at the Kellogg School of Management. He also holds Master of Science and Bachelor of Science degrees in electrical engineering from Northwestern University, where he held a fellowship.

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### IMRAN HAQUE

Mr. Haque is the head of Multi-Channel Marketing for Pfizer Animal Health. In this role Mr. Haque is responsible for driving the Digital Strategy and execution for Pfizer Animal Health's US division and ensuring that the online channel is fully leveraged. Mr. Haque was also responsible for expanding Pfizer Animal Health's Inside Sales organization to double its revenues and expanding it to support both Small Animal and Mixed Practice Veterinary segments.

Prior to his current role, Mr. Haque was responsible for Pfizer's Global Business Technology portfolio where he managed over a \$300 MM budget. Mr. Haque's previous roles at Pfizer include process and technology strategy and implementation for the Pharmacovigilance, Regulatory and Clinical areas.

Prior to working at Pfizer, Mr. Haque was part of various successful start-up companies. He founded LogonHealth, one of the leading e-Prescribing solutions of its time. Mr. Haque was Vice President at LogonHealth and led its strategy and technology areas. Prior to LogonHealth, Mr. Haque was a founding member of Viant, a leading e-commerce company of its time. Mr. Haque started his career at Seer Technologies, a joint venture between IBM and CS First Boston, focused on providing software solutions to the financial industry.

Mr. Haque holds a BS in Electrical and Computer Engineering from Rutgers University and an MBA from Columbia University's Graduate School of Business.

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## BENJAMIN LEI

Associate Director  
eMarketing  
**Genentech**

Mr. Lei is the head of eMarketing at Genentech. In this role, Mr. Lei is responsible for developing digital marketing strategy and solutions to marketing challenges for Genentech's extensive portfolio of products. Mr. Lei's team of eMarketers support a wide range of eMarketing tactics including promotional website development, disease education programs, SEO and SEM, mobile marketing and advertising, social media and online relationship programs. Mr. Lei also co-authored Genentech's response to the FDA's Open Hearing on Social Media in November of 2009. Mr. Lei joined Genentech in 2003 when he helped launch all eMarketing activities for Avastin, Herceptin and Tarceva as well as a franchise portal for Physicians, BioOncology.com.

Before joining Genentech, Mr. Lei ran business development for Yahoo! Health as part of a 4 year career with Yahoo! There, he helped develop advertising opportunities and sponsorships for Yahoo! Health and helped the dotcom land some of their very first Pharmaceutical, Biotech and CPG clients. Mr. Lei received his Bachelor's Degree from the University of California, Berkeley and currently resides in a suburb of San Francisco.

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## KEITH RENOARD

Chief Enterprise Architect  
**Hospira**

Mr. Renouard is the Chief Enterprise Architecture at Hospira, a \$4B public Generic Pharmaceutical / Medical Device company. He has primary responsibility for setting technology direction while defining and maintaining an IT future state that enables business strategy. Mr. Renouard partners with business leaders on key initiatives to improve results through strategic and innovative technology. While at Hospira, Mr. Renouard provided oversight and guidance in selecting and deploying an Enterprise 2.0 platform for Hospira. Previously Mr. Renouard provided technical leadership for a variety of clients including Aetna and Guidant during tenures at Diamond Management and Technology Consultants (2004-2008) and Accenture (1994-2003). Mr. Renouard received a bachelor's degree in Physics from Baylor University and served three internships with NASA's Non-Destructive Evaluation Science Division in Langley, VA.

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## PHILIP SETTIMI, MS, MD

Senior Vice-President  
Global Marketing  
and Corporate Strategy

Chief Marketing Officer

**Hill-Rom**

Dr. Settimi currently leads corporate strategy, M&A and global product management at Hill-Rom, a \$1.5B public MedTech company. He has primary responsibility for commercial, development and M&A growth opportunities and long-term product strategy across the company business portfolio. Dr. Settimi also serves as Chief Marketing Officer for Hill-Rom where he directs global brand and marketing communication, along with global business intelligence and clinical research. Dr. Settimi joined Hill-Rom in May 2010.

Previously, he served as Vice President Global Marketing for the \$1.2B medical device business at Hospira from 2007 to 2010. From 2003-2007, Dr Settimi served as Director, Strategy and Business Development and General Manger, Clinical Data Services with GE Healthcare Information Technologies where he held various leadership roles in Sales & Marketing, Commercial Strategy and Product Development. Prior, he was an Investment and Operating Advisor to the Life Science Private Equity community, and has held positions at Apple Computer, Pfizer and the Health Care Advisory Board.

Dr. Settimi serves on the board of SAlignite, a Chicago-based healthcare informatics start-up focused on physician-office EMR workflow analytics. Dr. Settimi studied at the University of Michigan Honors College where he received his bachelors degree in economics, masters degree in biomedical engineering from the School of Graduate Studies, and medical degree from the School of Medicine.

## PANEL

# 4

**11:45am – 1:15pm**  
McCormick Auditorium

## Venture Capital: Funding Healthcare Innovation

Venture capital plays an integral role in driving growth and innovation in the healthcare space. Panelists will discuss healthcare venture capital trends, investment themes receiving funding and driving innovation.

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Moderator

### **JOHN HESSION**

Partner  
**Cooley LLP**

Mr. Hession is a partner in the Venture Capital Financings and Emerging Companies practice at Cooley LLP. He joined the Firm in 2007. Mr. Hession represents emerging-growth companies, principally in the medical device, life sciences, software and digital media fields, as well as angels and venture capital funds in the investment process in these areas.

He was nominated in the 2004 through 2009 issues of Boston Magazine as “one of the Top 100 Lawyers in Massachusetts.” In addition, Mr. Hession was named as one of The Lawdragon 500 Leading Dealmakers for 2007. In 2005 through 2009 he was also acclaimed by Chambers and Partners as one of the distinguished members in his field of venture capital and private equity.

Mr. Hession received his law degree, cum laude, from Boston College Law School, and graduated with his B.A., summa cum laude and as a member of Phi Beta Kappa, from the University of Notre Dame.

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### **TIMOTHY BRYANT**

Partner  
General Counsel  
**Adams Street Partners**

Mr. Bryant is the General Counsel and Chief Compliance Officer of Adams Street Partners. He leads the Firm’s legal group and is responsible for all legal aspects of the Firm’s operations and its global regulatory compliance program. Mr. Bryant also coordinates all transactional aspects of the Firm’s fundraising activities and the Firm’s primary and secondary partnership investments and direct investments.

Before joining Adams Street, Mr. Bryant was a Partner at McDermott Will & Emery, where he had an international private equity practice. Mr. Bryant represented general partners in their fund formations and their acquisition and investment activities across a broad range of industries and in all stages of the investment lifecycle. Prior to private practice Mr. Bryant clerked on the federal district court in Chicago for the Honorable James B. Zagel. Mr. Bryant earned his JD at the Northwestern University School of Law.

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## MARK COLELLA (KSM '02)

Principal  
**5AM Ventures**

Mr. Colella joined 5AM Ventures in 2008 from BARRX Medical, a Bay Area start-up medical device company, where he was head of marketing. Prior to BARRX, he held various management roles with Stryker. Mr. Colella brings over a decade of operational experience in healthcare, focused primarily in the areas of product development, marketing, sales and business development. Mr. Colella currently serves on the boards of Semprus Biosciences, SuturePro, and WaveRx. He represents 5AM as a board observer to Viveve and Incline Therapeutics; he also sits on the Advisory Board for the Innovation and New Ventures Office at Northwestern University.

Mr. Colella holds a B.S. in Biology from Williams College and earned his MBA. from the Kellogg School of Management. Prior to Williams College he spent two years at the United States Air Force Academy.

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## STEVE GULLANS, PhD

Managing Director  
**Excel Venture  
Management**

A founding member of Excel Venture Management, Dr. Gullans focuses on life science technology companies with particular interest in broadly applicable disruptive platforms. Prior to co-founding Excel, Dr. Gullans co-founded RxGen, Inc., a pharma services company where he served as CEO from 2004-2008. In 2002, Dr. Gullans stepped in as a senior executive at US Genomics for two years. In the 1990s he co-developed the technology that launched CellAct Pharma GmbH.

He is currently a Director at Biocius Biosciences and RxGen and was a board member of BioTrove until it was acquired by Life Technologies (LIFE). He also advises Aileron and US Genomics and formerly advised GeneOhm (acquired by Becton Dickinson) and other biotech companies. Dr. Gullans is an expert in advanced life science technologies and was a faculty member at Harvard Medical School and Brigham and Women's Hospital for nearly 20 years. He has published more than 120 scientific papers in many leading journals, lectured internationally, and co-authored many patents. He received his B.S. at Union College, Ph.D. at Duke University, and postdoctoral training at the Yale School of Medicine.

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## NICOLE WALKER (KSM '00)

Director  
**Abbott Biotech Ventures**

Ms. Walker joined Abbott in 2005 with more than 10 years of operational and investment experience within the healthcare industry. As a Director for Abbott Biotech Ventures, Ms. Walker is responsible for the evaluation and execution of equity investments in emerging pharma and biotech companies of strategic interest to Abbott. Prior to joining ABV, Ms. Walker spent four years in Global Strategic Marketing with Abbott's Diabetes Care Division. In addition to her Abbott experience, Ms. Walker spent three years as a Principal with ONSET Ventures where she specialized in seed and early-stage medical investments.

Ms. Walker earned her MBA from the Kellogg School of Management and her MEM (Masters of Engineering Management) from the McCormick School of Engineering at Northwestern University. Ms. Walker also holds a B.S. in Mechanical Engineering from Stanford University.

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## ERICH WOLFF

Associate  
Corporate Development  
**Medtronic**

Mr. Wolff joined Medtronic's Corporate Development team in 2009 and supports Medtronic's Diabetes, Neuromodulation and Physio-Control business units. Mr. Wolff works in partnership with executive and business unit management in evaluating and executing mergers and acquisitions, strategic alliances, joint ventures, minority investments, technology licenses, divestitures and other strategic transactions.

Prior to joining Medtronic, Mr. Wolff was an Associate in Piper Jaffray's Private Placement Investment Banking Group. Prior to Piper, Mr. Wolff was an investment research analyst for Northwestern Mutual. Mr. Wolff received his B.B.A. magna cum laude in finance and economics with honors from the University of Wisconsin-Milwaukee.

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## PANEL

# 5

**2:15pm – 3:45pm**  
Room 140 Brownfield

## Provider Operations: Innovation within Healthcare Systems

Sustainable improvements to clinical processes (and hence outcomes) often require enterprise-wide operations management strategies - lean, six sigma, and continuous process improvement have become integrated in many of the nation's best hospitals. This panel will compare and contrast innovative approaches leading healthcare systems have taken, the challenges they've faced, and the keys to success to improve the quality and cost effectiveness of providing care.

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Moderator

### PROFESSOR SARANG **DEO**, PhD

Assistant Professor of  
Managerial Economics  
& Decision Sciences  
**Northwestern University**  
**Kellogg School**  
**of Management**

Professor Deo joined Kellogg School of Management in 2007 after completing his PhD from UCLA Anderson School of Management. His primary research interest is application of operations management methods to design efficient and effective healthcare delivery systems. His current work focuses on issues in resource-poor countries (developing models for HIV treatment scale-up, studying the impact of patient load on quality of care) as well as the US (joint planning of HIV screening and treatment at the Veterans Administration, theoretical and empirical investigation into the causes of ambulance diversion).

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### KIM **BARNAS**

Vice President  
Hospital Operations  
**ThedaCare**

Ms. Barnas has a Masters in Science in Health Care Administration and serves as Vice President, Hospital Operations for ThedaCare in Appleton Wisconsin. Her executive responsibilities support both Appleton Medical Center and Theda Clark Medical Center. ThedaCare has been on a lean journey for the past 6 years. The path started with Value Stream mapping followed by improvement events, and projects. ThedaCare achieved breakthrough results, but lacked a systematic method to sustain improvement, clarify daily continuous improvement and deliver on policy deployment. Ms. Barnas and her team have led the development of a management system in the hospital division. Utilizing lean thinking, the system is designed to deliver improved performance through a predictable process that identifies defects, solves problems and develops people. This system aligns the policy deployment strategies with the work at the bedside.

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Principal  
**The Chartis Group**

## MATT COOK

Mr. Cook is a Principal at the Chartis Group. He has worked in the healthcare industry as a management consultant for 18 years assisting healthcare organizations achieve their strategic and financial objectives. Mr. Cook has led projects in the areas of operational and clinical performance, economic and strategic planning, and post-merger integration.

Mr. Cook's recent work has focused on advancing care delivery models and patient throughput for leading medical centers nationwide. His efforts have resulted in effective bed management and patient flow redesign, improved coordination of care, and advancements in the overall patient care model for his clients. Mr. Cook has spoken at national industry conferences on the topic of care delivery design.

Prior to joining The Chartis Group, Mr. Cook was a Principal at the management consulting firm CSC Healthcare/APM. Mr. Cook also worked at CareSciences Inc, a healthcare technology company founded by faculty from the Wharton School.

Mr. Cook holds a Masters in Business Administration from the Leonard N. Stern School of Business at New York University and a Bachelors of Science in Economics from the Wharton School at the University of Pennsylvania.

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Vice President  
Marketing  
and Communications  
**Seattle  
Children's Hospital**

## DAVID PERRY (KSM '88)

Mr. Perry has been Vice President of Marketing & Communications at Seattle Children's since 2007. Mr. Perry's team is responsible for all elements of marketing and messaging for Seattle Children's Hospital, Research Institute and Foundation from PR to branding including the evolution of Seattle Children's 100+ year old brand.

Prior to his role at Seattle Children's, Mr. Perry served in marketing roles at high tech startups, Microsoft and Quaker Oats. Mr. Perry has an MBA from Northwestern (Kellogg) and a BA from the University of Kentucky. He and his wife, Lauri, have two young sons and are involved in medical and education philanthropy.

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Senior Vice President  
Planning & Service  
Line Management  
**Froedtert Health**

## CHARLES RUNGE (KSM '81)

Mr. Runge is Senior Vice President, Planning & Service Line Management, Froedtert Health, a position he has held since January, 2010. He is also Senior Vice President, Clinical Services at Froedtert Hospital. Froedtert Hospital is a 500 bed academic medical center and the principal adult teaching site of the Medical College of Wisconsin. Mr. Runge joined Froedtert Hospital in September 1995 as Vice President, Clinical and Support Services.

Senior Vice President  
Clinical Services  
**Froedtert Hospital**

Prior to joining Froedtert, he was the Associate Administrator for Clinical Programs at John L. Doyne Hospital. He has served in other administrative capacities in operations and planning at Lehigh Valley Hospital, The Toledo Hospital and Rockford Memorial Hospital. Mr. Runge received a Masters Degree in Management from the Kellogg School of Management at Northwestern University in 1981, and a Bachelor of Arts Degree, magna cum laude, in economics from Beloit College in 1979. Mr. Runge is a member of the Society of Phi Beta Kappa. He has been active in the University Health System Ambulatory Council, the Wisconsin Hospital Association Public Policy Council, and the American Hospital Association Society for Planning & Marketing and AHA Solutions, Inc. He has also been active on a number of community boards, including the Metro Milwaukee YMCA Community Development Initiative, the Aids Resource Center of Wisconsin, the West End Development Corporation and Wauwatosa Presbyterian Church.

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## PANEL

# 6

**2:15pm – 3:45pm**  
McCormick Auditorium

## Introducing Medical Products to Emerging Markets: Opportunities and Challenges

The panel will broadly explore the opportunities, challenges and strategies involved in successfully launching medical products in emerging markets, whether those products are pharmaceutical molecules, prosthetic knees or diagnostic services.

Panelists will discuss questions such as:

- How are the challenges in emerging economies different from the more traditional markets? With regards to Regulatory Approval / Revenue Models / Local Competition, how do models for emerging economies compare to those for the United States?
- How does the lack of insurance coverage and consumers' ability to pay change a firm's strategy? Specifically, should one go after market share or concentrate on small niche strategies?
- How does one navigate the issues of intellectual property sanctity and local competitors?
- Does a service model make more sense than a product model?
- How does a firm approach the product development process for an emerging market?

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Moderator

**CRAIG SHIMASAKI, PhD (KSM '05)**

Chief Executive Officer  
**BioSource  
Consulting Group**

Dr. Shimasaki is CEO of the BioSource Consulting Group, a strategic consulting firm that assists entrepreneurs and development-stage biotechnology companies in translating their ideas into commercial products. His biotechnology industry experience spans over 27 years, beginning his early career at Genentech. Since then, he has co-founded three biotechnology companies, and participated in taking a company public through an IPO. He has been involved in raising over \$50 million dollars for these companies.

Dr. Shimasaki is a serial entrepreneur and inventor holding several therapeutic, diagnostic and personalized medicine patents. He has served in various roles responsible for research, clinical trials, manufacturing, regulatory, marketing and as CEO. Dr. Shimasaki received his BS in Biochemistry from UC Davis, his PhD in Molecular Biology from the University of Tulsa, and his MBA from Northwestern University, Kellogg School of Management. Dr. Shimasaki has recently published a book entitled "The Business of Bioscience: What Goes Into Making a Biotechnology Product."

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## HOOMAN **BAHMANDEJI** (KSM '94)

President  
**MedSphere Inc.**

Mr. Bahmandeji has a strong background in strategic planning, marketing, working with KOLs and medical societies, and e-business in both clinical and commercial healthcare environments. He has an MBA from the Kellogg School of Northwestern University and currently holds a faculty appointment at a major university medical center. In addition to founding MedSphere, Mr. Bahmandeji has more than 10 years of experience with international pharmaceutical companies and 10 years in multiple responsible positions in a leading university medical center. He is a regular invited speaker at university and pharmaceutical conferences on strategy, marketing, technology, and negotiations.

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## TIFFANY **CLARKE**

Global Project Manager  
**BD Biosciences,  
Becton Dickinson  
and Company**

Ms. Clarke has had several roles within BD Biosciences in Research and Development and the HIV/AIDS Program, including managing the Good Laboratory Practices (GLP) training program that is a unique offering BD provides to increase lab strengthening in resource limited settings. In her current Marketing position, she focuses on support of the BD FACSCount system, understanding the global customer needs of CD4 testing, and designing and developing appropriate technologies for emerging markets.

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## Y.S. (YOO SEOK) **HONG**

Senior Director  
Strategy and  
Business Development,  
Emerging Markets  
Business Unit  
**Eli Lilly and Company**

Mr. Hong leads the strategy and business development group in the Emerging Marketing Business Unit (EMBU) of Eli Lilly and Company. Mr. Hong's main focus is to identify growth opportunities in the emerging markets, formulate the relevant strategy and coordinate the execution of the strategy to accelerate the growth of Lilly EMBU. His other responsibility is to identify and execute the Lilly EMBU's business development initiatives. Prior to his current role, Mr. Hong lead the Korean affiliate of Eli Lilly as the general manager. His other recent roles include international brand leader for osteoporosis and District Sales Manager in the U.S..

Born in Seoul, Korea, Mr. Hong received a bachelor's degree in language from the Hankook University of Foreign Studies in 1988 and then went on to obtain his MBA from the Wharton School at the University of Pennsylvania in 1992.

Mr. Hong joined Lilly in August of 1992 and has held various positions in his tenure at Lilly both in Korea and the US. Prior to joining Lilly, Mr. Hong worked as a financial analyst at the international desk with Dong-Suh Securities in Korea.

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## DR. VILLOO **MORAWALA-PATELL**

Founder and CMD  
**Avesthagen Limited**

Dr. Patell is an Academic Entrepreneur who founded Avesthagen in 1998. Avesthagen is globally recognized as a leading systems biology company with a unique model focused on the convergence of food, pharma and population genetics. A convergence that leads to continuous and path-breaking innovations in predictive, preventive, personalized healthcare. Owing to her pioneering work in the field of molecular biology, Dr. Patell has long-standing professional relationships with individuals, institutions and corporates working in the domain of biotechnology across the world. She is a key member of the Task Force and Vision Group for Biotechnology, instituted by the State Government of Karnataka and founding member of the Association of Biotechnology Led Enterprises (ABLE). Dr. Patell was awarded the 'Officer of the National Order of Merit' by the President of the French Republic in April 2008

# CONFERENCE COMMITTEE

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