BUSINESS OF HEALTHCARE
CONFERENCE

Name: The Right Prescription for Value in Healthcare
Address: James L. Allen Center, Northwestern University

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Dear Participants,

On behalf of the students, faculty and administration of the Kellogg School of Management at Northwestern University, it is my great pleasure to welcome you to the 2011 Business of Healthcare Conference. With rising healthcare costs driving important conversations at the broadest policy and business levels—as well as within local communities and individual households—the time is right for this year's conference theme, “The Right Prescription for Value in Healthcare.”

Today we bring together leading professionals, academics and students to engage in a dialogue about enhancing value to foster a better healthcare system for tomorrow. I'm proud that Kellogg is at the center of these discussions about the healthcare industry's most pressing issues—and greatest opportunities.

I would like to extend a special welcome to our panelists and participants, especially our keynote speakers, Kent Thiry, Chairman and CEO, DaVita, Inc., and Charlene Frizzera, Senior Advisor, Leavitt Partners. I know you will find today's sessions to be insightful.

Thank you for joining us, and enjoy the day.

Sally Blount ’92
Dear Classmates, Alumni, and Friends of Kellogg,

On behalf of our conference committee, we warmly welcome you to the 2011 Kellogg Business of Healthcare Conference!

Today we celebrate the conference’s 12th anniversary. Over the past year, our conference leadership team has composed a program that reaches all aspects of the healthcare sector.

The theme, “The Right Prescription for Value in Healthcare,” is intended to yield active discourse throughout the day by exploring ways that value is currently created in healthcare, and the implications that this has on the overall healthcare system. The conference will bring together professionals, academics, and students from all parts of the industry to engage in a variety of topics that focus on ways to enhance value and minimize loss in healthcare. 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,

Emily Dowden & Jonathan Man
Conference Co-Chairs
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<td>• Healthcare Innovation Through Design Thinking (McCormick Auditorium)</td>
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<td>• Medical Device Innovation for Emerging Markets (Room 153)</td>
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<td>5:00-6:00</td>
<td>Networking Reception</td>
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Panel Topics

A. Marketing to Physicians in the Modern Era: Is Detailing Dead?
Not long ago, pharmaceutical and medical device companies had almost free reign in terms of sales and marketing tactics when selling products to physicians. As a result of both increased regulations as well as physician resistance, the reliance upon physician detailing in the industry as a sales tactic has greatly diminished in the recent past. How are companies adapting to the new environment? What role does detailing play now, if any? What does the future of marketing to physicians in the industry look like?

B. Evolving Reimbursement Models in Care Delivery
During the healthcare reform debate, organizations such as Kaiser Permanente, Intermountain Healthcare and Geisinger Health System were oft cited as gold standards for healthcare delivery in America. All three of these organizations share the characteristic of being integrated care models where the health plan, hospitals, and physicians are aligned and incentivized to work together. So, what about the vast majority of the US population who are not part of an integrated care delivery system? Will Accountable Care Organizations work to align incentives within the continuum of care? Can the US system move away from fee-for-service payments without payer-provider integration? What role will quality play in future reimbursement models, and how will it be defined and measured? Will it be possible to create a reimbursement system that truly pays for value? This panel will discuss these topics and more.

C. Defining and Adding Value
Amidst the uncertainty of today’s increasingly globalized, cost-conscious environment, healthcare companies are having to find new ways to define and add value. How are investors and advisers contributing to companies and organizations that seek to provide better quality of care or incremental benefits at lower costs? What key elements of today’s environment—reimbursement, regulation, taxation, low-cost competition, emerging markets—are most profoundly affecting today’s investment and advisory decisions?

D. Problems and Promise - Technology Disease Management
Around the globe, technology and the digital age are changing the way we live, communicate and conduct business. At the same time, engagement and compliance are becoming increasingly important in bringing about substantive changes in healthcare. How can transformative technology, such as intelligent pill packaging, mobile phone apps, and remote health management solutions improve patient compliance and health outcomes? How can these innovations enable stronger alignment between physicians and payers as reimbursement becomes increasingly contingent upon pay-for-performance metrics?

E. Healthcare Innovation Through Design Thinking
Innovation within healthcare is most often associated with cutting-edge medical devices and biopharmaceutical products. However, in recent years the principles of design thinking have been applied to healthcare delivery at leading institutions like the Mayo Clinic and Kaiser Permanente. This panel will strive to cover the current state of design thinking in healthcare innovation and discuss if and how potential future applications could fundamentally change care delivery across the country and the world.
*In partnership with the MMM Program

F. Medical Device Innovation for Emerging Markets
Many domestic medical device companies have begun to develop new technologies and/or adapt existing technologies specifically for use in emerging markets. This discussion will highlight considerations and challenges around such an undertaking, including economical product engineering, adaptation for cultural differences, and launch challenges.

Keynote Speakers

Charlene Frizzera, Senior Advisor, Leavitt Partners
Charlene Frizzera serves as a Senior Advisor at Leavitt Partners. Founded by former U.S. Health and Human Services Secretary and EPA Administrator Michael O. Leavitt, the partnership advises clients in the health care and food safety sectors. Ms. Frizzera is an outstanding thought leader with exceptional operational knowledge surrounding the Centers for Medicare and Medicaid Services.

Prior to joining Leavitt Partners, Ms. Frizzera was Acting Administrator for the Centers for Medicare and Medicaid Services for 16 months. During her time as the Acting Administrator, Ms. Frizzera was responsible for leading the policy and operational aspects of CMS while executing the design and implementation plan for the recently implemented Affordable Care Act. Other responsibilities included the Medicare Programs (fee for service program, Medicare advantage program and Medicare prescription drug benefit program), the Medicaid Program and Children’s Health Insurance Program. This incorporated the management of $825 billion in annual benefit and administrative costs.

Ms. Frizzera’s CMS career includes positions as Chief Operating Officer, Deputy Chief Operating Officer, Deputy Director for the Center of Medicaid and State Operations. Through the years Ms. Frizzera led the integration of the agency’s programs and policies across components and leading all operational aspects of CMS including budget, information technology and systems, human resources, contracting, administration, and program integrity. She was also able to modernize the information technology infrastructure in CMS, and design and implement an aggressive program for reducing fraud, waste and abuse.

As a well deserved mark of respect, Ms. Frizzera received the Presidential Rank Award in 2000 and 2008. This award is received by the top 1% of the Senior Executive Service in the country for outstanding leadership.

Kent Thiry, Chairman and CEO, DaVita Inc.
DaVita® Inc. delivers dialysis services and education to patients with chronic kidney failure and end stage renal disease. As of June 30, 2011, DaVita operated or provided administrative services at more than 2,400 locations, serving approximately 131,000 patients. DaVita develops, participates in and donates to numerous programs dedicated to transforming communities and creating positive, sustainable change for children, families and our environment. The company’s leadership development initiatives and corporate social responsibility efforts have been recognized by Fortune, Modern Healthcare, Newsweek and WorldBlu, among others. DaVita serves approximately one in three dialysis patients in the U.S.

In the 11 years since Mr. Thiry became CEO, Total Renal Care, a once-ailing healthcare company on the brink of bankruptcy, transformed into DaVita, a $6.5 billion Fortune 500® industry leader recognized as one of the top healthcare companies to work for and provider of high-quality care for patients with chronic kidney disease and end stage renal disease in the U.S.

Mr. Thiry received a B.A. in Political Science with distinction and Phi Beta Kappa at Stanford University in 1978, and an M.B.A. with Honors at Harvard Business School in 1983.

2011 Business of Healthcare Conference
Evolving Reimbursement Models in Care Delivery

Greg Maddrey - Moderator
Principal, The Chartis Group

Greg Maddrey is a Principal with The Chartis Group, a leading healthcare advisory services firm, and the leader of the firm’s Academic Health Center Practice. He brings more than 18 years of management consulting and healthcare executive experience to the firm. Through his consulting experience, Mr. Maddrey has advised some of the nation’s preeminent academic medical centers, schools of medicine, integrated delivery systems, and community hospitals. He has led consulting engagements in the areas of enterprise strategic planning, service line planning, organizational alignment, economic alignment (funds flow), practice plan governance, and operations improvement.

Mr. Maddrey also has significant experience working in the healthcare payor segment. He was President and General Manager of Aveta Health Illinois / North American Medical Management of Illinois, a start-up Medicare Advantage Special Needs Plan, serving seniors with chronic conditions, and physician group / PHO management services organization (MSO). He has also served in several executive positions at UnitedHealth Group and Anthem/WellPoint.

Mr. Maddrey received his Master of Public Health degree from Columbia University, his Master of Business Administration with honors from Georgetown University, and his Bachelor of Arts degree in Political Economy from Tulane University.

Babette Apland
Senior Vice President, Health and Care Management, HealthPartners

Babette Apland is Senior Vice President of Health Management and Provider Relations for HealthPartners. In this role, she is responsible for leading system-wide strategies to improve health, quality and cost. She provides executive leadership for health and well-being solutions, behavioral health, disease and case management, and quality improvement. In addition, her responsibilities include oversight of HealthPartners strategic provider partnerships and provider network, which involves managing relationships with primary care physicians, specialty physicians and hospitals.

Prior to coming to HealthPartners, Ms. Apland served as vice president of Mount Sinai Hospital, and was executive director of Philips Eye Institute. In addition, Babette has worked as a consultant in public policy and business strategy consulting forging community and business partnerships. Ms. Apland holds M.B.A. and M.S. degrees.

Founded in 1957, the HealthPartners (www.healthpartners.com ) family of health care companies serves 1.25 million medical and dental health plan members nationwide. It is the largest consumer-governed, nonprofit health care organization in the nation, providing care, coverage, research and education to improve the health of members, patients and the community. HealthPartners is the top-ranked nonprofit health care organization in the nation, according to NCQA’s Health Insurance Plan Rankings 2010-11 - private.

Dave Moen, M.D.
President and CEO, Fairview Physician Associates

David Moen, M.D., is President of Fairview Physician Associates (FPA) in Minneapolis, Minnesota. FPA is a provider network of more than 1,300 members that is affiliated with Fairview Health Services, an integrated health system of more than 20,000 employees and 3,000 aligned physicians. Together, Fairview and FPA are transforming health care for the communities they serve. Their goal is to increase quality of care and patient satisfaction while decreasing the total cost of care.

As President of FPA, Dr. Moen is leading the development of Fairview Health Network—an integrated, multi-specialty provider network built on the belief that providers are in the best position to transform care. Network providers who consistently deliver greater value will increase their revenues by sharing in the savings created. Dr. Moen provides strategic and visionary leadership to create a common operating framework, innovative care delivery models and resources so network members are equipped to accept and manage risk. As a leader of innovation across the Fairview system, Dr. Moen and his team led the development of a team-based primary care model that is now deployed across 41 primary care clinics.

Prior to his provider network and care model innovation positions, Dr. Moen led emergency services in two Fairview hospital locations serving more than 60,000 patients annually. Under his medical direction, both locations received the Premier’s National Quality Award for exemplary performance in care of patients with heart attack and congestive heart failure.

Dr. Moen has held various leadership roles including medical lead for Fairview in partnership with Target Corporation, medical director of emergency and urgent care at Fairview Lakes Medical Center, member of the Executive Committee of the Fairview Lakes Health Services Board of Directors, member of the Board of Directors for Lakes Region Emergency Medical Services and board member for the Minnesota Chapter of the American College of Emergency Physicians.

In addition to his work at FPA, Dr. Moen serves as the Chief Medical Officer of NetClinic, a web-based program that serves as an interactive personal health portal to allow virtual care delivery involving patients and clinicians.

Dr. Moen earned his medical degree from the University of Wisconsin and completed his residency training in Family Medicine at the University of Minnesota. He continued to serve as Associate Clinical Instructor in the Department of Family Medicine at the University of Minnesota as well as Clinical Instructor for the Augsburg College Physician’s Assistant Program.

Brigitte Nettesheim ’03
Vice President, Accountable Care, Aetna

Brigitte Nettesheim is Vice President of Engagement in Aetna’s Accountable Care Solutions organization and is responsible for working directly with providers to design and build new care and reimbursement models that deliver value in the healthcare market. Ms. Nettesheim has worked for Aetna for seven years and most recently led a successful national initiative to improve the underlying cost structure of Aetna’s health insurance products. She previously served as the Director of Sales and Services, working directly with large employers to align their benefit strategies with impactful outcomes. Prior to her work at Aetna, Ms. Nettesheim was a strategy consultant with Tiber Group (now owned by Navigant Consulting), where she worked on multiple strategic initiatives with providers across the nation. Ms. Nettesheim also worked on business development in the Specialty Pharmacy division of Caremark and spent five years as an active duty officer in the U.S. Army. Brigitte holds a BS in Economics from the United States Military Academy at West Point and a MBA from the Kellogg School of Management.

Scott Powder ’93
Senior Vice President, Strategic Planning and Growth, Advocate Health Care

Scott Powder is the Senior Vice President, Strategic Planning and Growth, for Advocate Health Care. He has served in a variety of strategic planning and business development roles for Advocate Health Care over the past 18 years. Prior to Advocate, Mr. Powder was the manager of strategy and international marketing for a medical equipment manufacturer.

Mr. Powder received an MBA from the Kellogg School of Management at Northwestern University, and a BA in International Relations from Michigan State University. Mr. Powder currently serves on the faculty of the School of Health Systems Management at Rush University where he teaches and lectures in the areas of strategy, marketing and organizational development. Mr. Powder is actively involved in the community and volunteers in a number of roles for the American Cancer Society, American Heart Association and the March of Dimes.
Marketing to Physicians in the Modern Era: Is Detailing Dead?

Tim Calkins - Moderator
Clinical Professor of Marketing, Kellogg School of Management

Tim is clinical professor of marketing at Northwestern University's Kellogg School of Management. He teaches Marketing Strategy and Biomedical Marketing, one of the few courses in the world focused on marketing in the pharmaceutical and medical device industries.

Tim has received numerous teaching awards. He received a Kellogg Faculty Impact Award in 2011 and the Top Professor Award from the Kellogg Executive MBA Program in 2011, 2010, 2009 and 2007. He also received the Sidney J. Levy Teaching Award in 2008 and the Lawrence G. Lavengood Outstanding Professor of the Year Award, the top teaching award at Kellogg, in 2006.

In addition to teaching at Kellogg Tim works with major corporations around the world on marketing strategy and branding issues. His recent clients include Pfizer, Eli Lilly and Northwestern Mutual Life. He is managing director of Class 5 Consulting, a marketing strategy firm.

Tim is the author of Breakthrough Marketing Plans (Palgrave Macmillan, 2008) and co-editor of Kellogg on Branding (John Wiley & Sons, 2005). He has been quoted in publications including Business Week, Newsweek, the Financial Times, The Wall Street Journal and The New York Times, and has appeared on NBC, CBS, ABC, Fox, and CNBC.

Tim received his BA from Yale in 1987 and his MBA from Harvard Business School in 1991.

R. John Fidelino
Executive Creative Director, InterbrandHealth

R. John Fidelino has been bringing a fresh sense of style to InterbrandHealth since 1996. As Executive Creative Director, Mr. Fidelino is responsible for the development and execution of InterbrandHealth's creative output, both verbal and visual, on a global basis. He is based in New York.

Under Mr. Fidelino's guidance, the InterbrandHealth creative process has evolved into a sophisticated, concept-driven approach that challenges modern marketing without losing sight of client needs.

Mr. Fidelino consistently graces his work with passion, ingenuity and excitement – and he injects that enthusiasm into his audience. The results are often untraditional and groundbreaking. Brands in the InterbrandHealth portfolio announced or launched since his arrival include Viagra, Cialis, Celebrex, Ortho-Evra, Kaletra, Fuzon, Embral, Stalevo, Lyrica, Pegasys, Sutent and others that have changed the face of healthcare branding.

Mr. Fidelino graduated with a BS in Neural Sciences from Brown University. His studies concentrated on creativity and encompassed behavior, neurophysiology, neuropharmacology, cognitive science, psychology, and semiotics. His diverse background in the arts includes acting in and directing theater and film.

Tracie Haas ’06
Divisional Vice President and General Manager, Endocrinology Franchise, Abbott Laboratories

Tracie Haas, Vice President of Abbott US Pharmaceuticals, is an experienced pharmaceutical executive with a focus on Sales and Marketing. Ms. Hass’s experience includes 16 years of leading multiple therapeutic areas through various stages of product life cycle. Ms. Hass’s successes include multiple US launches and innovative life cycle management. Ms. Hass is continually recognized for outstanding leadership and achieving exceptional results.

Ms. Hass’s educational background includes a Bachelor’s in Business Administration from Hofstra University in NY and an MBA from the Kellogg School of Management.

Curt Jennewine ’98
Vice President of Marketing, Zimmer

Curt Jennewine, Vice President of Marketing at Zimmer, is a seasoned medical device executive with a focus on Sales and Marketing. Mr. Jennewine’s successes have included strategic realignment, innovative product development and market-changing launches while at Zimmer Trauma, Abbott Diabetes Care and Guidant Japan. Mr. Jennewine has consistently been recognized for process excellence and achieving outstanding results.

During his career Mr. Jennewine has lived and worked for more than 13 years in Asia and Europe, spending significant time in Japan, China, and Germany. Mr. Jennewine’s educational background includes a BA from Duke University and an MBA from the Kellogg School of Management. In addition, he has studied at the Hong Kong International School, the Free University of Berlin, and Kansai Gaidai University in Osaka. Mr. Jennewine is fluent in Japanese, conversational in German, and able to speak basic Mandarin.

Betty Rhiew-Breslin ’96
Marketing Director, Pfizer

Betty Rhiew-Breslin has a B.S. in Economics from the Wharton School of the University of Pennsylvania and an MBA from Northwestern University’s Kellogg School of Management with a concentration in Marketing. Ms. Rhiew-Breslin has over eight years of consumer packaged goods experience. While managing the Rogaine business, Ms. Rhiew-Breslin won a Best Creative Ad award from Adweek magazine.

Ms. Rhiew-Breslin has over six years of pharmaceutical marketing experience, and has played leadership roles in many launches, including the launch of Exforge, Exforge HCT and Ultram ER. Ms. Rhiew-Breslin has been working in the Specialty Business Unit at Pfizer for 2 years and is currently a Director of Marketing for Rebif, a blockbuster biologic drug for relapsing multiple sclerosis. Ms. Rhiew-Breslin recently won the Vice President's Cabinet Headquarters award for her role in leading a new product launch, as well as her success in building relationships in her current co-promote partnership.

Ms. Rhiew-Breslin resides in Chatham, NJ with her two children, Matt and Amanda, and her husband Mike. In her free time, she enjoys horseback riding, spending time with her family, and snow skiing.

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Jules van Binsbergen - Moderator
Assistant Professor of Finance, Kellogg School of Management

Jules van Binsbergen conducts theoretical and empirical research in finance. His current work focuses on asset pricing, in particular consumption-based asset pricing, return predictability, and quantitative portfolio management. Some of his recent research focuses on the implications of good-specific habit formation for asset prices, the interaction between cash flow growth predictability and stock return predictability and the term structure of risk and return in stock markets. His research has appeared in leading academic journals such as the Journal of Finance.

Mr. van Binsbergen received a PhD degree in Finance from the Fuqua School of Business at Duke University in May 2008 after which he joined the Graduate School of Business at Stanford University. He joined the Finance Department at Kellogg in August 2010. He holds a Master of Arts degree in Financial Econometrics from Tilburg University (the Netherlands). He has worked for the ABN AMRO Bank in Amsterdam, Goldman Sachs International in London and the Ministry of Finance of the Netherlands prior to obtaining his PhD degree.

Ananth Bhogaraju
Head of Health Care Services Investment Banking, Deutsche Bank Securities, Inc.

Ananth Bhogaraju is a Managing Director and the Head of Health Care Services Investment Banking at Deutsche Bank in Chicago. He has significant experience in a number of product areas, including structuring acquisitions, divestitures and spin-offs, and financing transactions including public and private equity, equity-linked securities and non-investment grade debt.

Mr. Bhogaraju joined Deutsche Bank from Credit Suisse First Boston, where he was a Managing Director. Prior to that, he was employed by Salomon Brothers in the Corporate Finance Group. Mr. Bhogaraju received a B.A. in Economics and Political Science from Northwestern University and an M.B.A from University of Chicago, with concentrations in Finance and Accounting.

Remco Op den Kelder
Principal, Putnam Associates

Remco Op den Kelder specializes in helping life-sciences organizations develop global go-to-market and product lifecycle maximization strategies, addressing critical external stakeholder groups and leveraging internal functional expertise. Since joining Putnam in 2000, Mr. Op den Kelder has served clients in the pharmaceutical, biotech and medical device industries on projects focused in both domestic and international markets. His therapeutic area experience includes Vaccines, Oncology, CNS, Immunology, Infectious Disease, and Women’s Health. Mr. Op den Kelder’s most recent area of focus has been assisting organizations in defining the potential value of new compounds, making informed portfolio prioritization decisions, and formulating clinical development and commercialization plans that maximize return on investment. Prior to joining Putnam, Mr. Op den Kelder developed international expansion strategies for small and mid-size companies in the Netherlands and UK. Mr. Op den Kelder grew up in the Netherlands and received his Bachelors degree in International Management from the Fontys University, Eindhoven, and his Masters degree in International Marketing from the University of Strathclyde in Glasgow, Scotland.

Sandy Thompson ’92
Senior Partner, RoundTable

Sandy Thompson is a Senior Partner having joined RoundTable in January 2009, as a Senior Transaction Advisor. In this capacity, Mr. Thompson focuses on the identification and execution of new investment opportunities. Mr. Thompson has 18 years of investment banking experience, most recently at Morgan Stanley where, among his responsibilities, he led the global medical technology practice advising his healthcare clients on over $30 billion in transactions. Mr. Thompson serves on the board of directors of Beaver-Visitec International.

Drew Turitz ’03
Managing Director, Sandbox Industries

Drew Turitz is a Managing Director of Sandbox Industries and manages the BlueCross BlueShield Venture Fund. He serves on the board of directors of ZeOmega and InVivoLink, both BCBSP portfolio companies. Prior to joining Sandbox, Mr. Turitz was a Vice President at Bank of America in New York. He worked in the Healthcare Mergers and Acquisitions group and executed numerous healthcare services, life sciences, and medical device transactions. Mr. Turitz was also a Strategy Consultant for USWeb / CKS and Manager of Strategy and Business Development for Fluid, a web development firm, both in San Francisco. Mr. Turitz has a BA from Stanford University and an MBA from the Kellogg School of Management at Northwestern University.
Problems and Promise - Technology Disease Management

Daniel Touchette - Moderator
Associate Professor of Pharmacy Practice, UIC

Daniel Touchette, Ph.D., is an Associate Professor of Pharmacy at the University of Illinois at Chicago College of Pharmacy and a Core Faculty Member of the UIC Center for Pharmacoeconomic Research. Dr. Touchette’s research program has focused on health policy analysis, including health technology assessment, assessing pharmacist and physician practice patterns, improving models for care, assessing the impact of adherence on clinical and economic outcomes, and the comparative effectiveness of diabetes medications. To date, Dr. Touchette has over 30 publications. Among the numerous grants and contracts, Dr. Touchette is currently leading three large prospective, comparative effectiveness studies involving patient adherence to medications: one, an evaluation of a medication therapy management (MTM) intervention funded through the Agency for Healthcare Research and Quality; the second, an evaluation of a remote electronic medication management assistance device in patients with traumatic brain injury or post-traumatic stress disorder taking multiple medications funded through the Department of Defense; and the last an evaluation of a community pharmacist intervention designed to reduce therapeutic gaps in care for state employees and retirees funded by Medco Health Solutions.

Nancy Dougherty
Hardware Designer, Proteus Biomedical

Nancy Dougherty is a hardware designer at Proteus Biomedical, where she designs body-worn biometric monitoring systems. She also works with the User Experience team to create novel and impactful ways to use the data collected by the system. She has a Master’s degree in Electrical Engineering from Stanford University, and has worked on technology projects all over the world. After helping to found a technology company in Ethiopia, she was inspired to pursue the creation of healthcare products with global impact. With a passion for psychology, sensor networks and biometric monitoring, she found Proteus Biomedical, and is now working to fuse data and design to create groundbreaking new wellness systems.

John Keith
Senior Partner, Deloitte Consulting

John Keith is the practice leader of Deloitte Consulting’s Health Care Delivery Innovation solution and cross-sector convergence. He has more than 25 years of experience in management consulting experience focused on strategic, operational and transformational issues across the payor, provider and life sciences sectors. An example of the types of engagements Mr. Keith has led include start-up and market entry for multiple health plans, integrated delivery systems and multi-specialty group model medical homes. Mr. Keith has also led the development of many Deloitte’s industry thought war, including: Deloitte’s Healthcare Industry Compass 2.0, a visual guide designed to help identify, structure and navigate, both drivers of, and barriers to change. Mr. Keith has an MBA from the Wharton School, University of Pennsylvania.

Sarah Russell
Founder and CEO, Rx-Text

Sarah Russell, MD, is the Founder and CEO of Rx-Text, LLC, which provides a clinically proven, web-based platform to improve adherence through text messaging between healthcare professionals and patients. Dr. Russell is a board-certified physician in internal medicine with active clinical practice at the VA Medical Center in Philadelphia, PA. Her clinical work and research has been at the intersection of entrepreneurship, technology, and public policy. She completed residency training at the Massachusetts General Hospital in Boston, MA and an MBA at the Wharton School. Her other degrees include an MD, Harvard Medical School; MPhil in Development Economics, Cambridge University, and a BA, Harvard College.

David Victorson
Assistant Professor in the Department of Medical Social Sciences, Northwestern University’s Feinberg School of Medicine

David Victorson, Ph.D., is an Assistant Professor in the Department of Medical Social Sciences at Northwestern University’s Feinberg School of Medicine. Dr. Victorson is also a member of the Robert H. Lurie Comprehensive Cancer Center and a Behavioral & Social Sciences volunteer for the American Psychological Association’s Socioeconomic Status Related Cancer Disparities Program. Dr. Victorson received his Ph.D. in Counseling Psychology from the University of Miami in 2003 and completed a 2-year postdoctoral fellowship in Psychosocial Oncology at Evanston Northwestern Healthcare in 2005. As a licensed health psychologist he has specialized in working with people diagnosed with cancer and other chronic medical conditions. His research has focused on discovering ways in which people with cancer and other chronic medical conditions can become more engaged in their own health care and health promotion through psychosocial and behavioral intervention, thereby preventing setbacks and disease burden, as well as increasing health related quality of life. In addition to research, Dr. Victorson is also the founder and executive director of a nonprofit organization that supports young adult cancer survivors following treatment, called True North Treks.
Greg Holderfield - Moderator
Co-Director MMM Program, Co-director Master of Product Design and Development Program, Kellogg School of Management and McCormick School of Engineering, Northwestern University

Greg Holderfield is a human-centered design educator and practitioner who’s work has been recognized globally with more than 25 design awards, including two German “Red Dot” awards, the Japan “Good Design” award, and the IF International Design Forum award. He also has received four “Intentional Design Excellence Awards” (IDEA) presented jointly by BusinessWeek and the Industrial Design Society of America (IDSA). His work has been exhibited in galleries across the nation and has also been published in the Wall Street Journal, BusinessWeek, Forbes, and Wired.

Professor Holderfield teaches both undergraduate and graduate design courses at Northwestern University and co-directs the MMM program, which is a joint degree program with Kellogg School of Management and the McCormick School of Engineering and Applied Science, as well as the Master of Product Design and Development program in McCormick. He is also a distinguished fellow at the Segal Design Institute.

As an innovator, he has collaborated with the Mayo Clinic, P&G, McDonald’s, Dell, Microsoft, 3M, SC Johnson and Sons, Wrigley, Unilever and LG Electronics.

In 2011, he was appointed to the steering committee for the Edison Innovation Awards.

Ryan Armbruster
Vice President of Innovation, UnitedHealth Group

Ryan Armbruster is a passionate advocate for user-centered innovation. In his role as creator and director of Mayo Clinic’s SPARC Design Lab, a ground-breaking center for innovation in healthcare services, to his current position as VP, Innovation at UnitedHealth Group, Mr. Armbruster has shown that it takes courage, care and compassion to improve the discipline and structure around the way companies innovate their services. Currently, he spends his days increasing UnitedHealth Group's ability to innovate and deliver meaningful experiences to its members and customers. Mr. Armbruster's pioneering experiences in service design and innovation have provided him with deep insights on how to build new organizational competencies that deliver value, and he is a talented advisor, speaker and educator on this topic. This includes working with national organizations, speaking at prominent national forums, authoring articles and developing and teaching graduate-level courses and workshops.

Mike Lin
Senior Innovation Consultant, Kaiser Permanente

Mike Lin is a Design Strategy Lead with the Innovation Consultancy at Kaiser Permanente. Keenly interested in behavior, he started his career as a Neurobiology Ph.D. candidate at Columbia University. After getting his Masters Degree, Mr. Lin left science and went on to work at top consumer insight, brand and innovation consultancies in New York. During this time, Mr. Lin contributed his energy and expertise to helping companies like PepsiCo, Diageo, Samsonite, Microsoft, and Royal Caribbean develop new product ideas and experiences.

In his most recent role at Kaiser Permanente’s Innovation Consultancy, Mr. Lin works with designers and clinicians to develop and implement human-centered solutions aimed at addressing some of the most challenging front line patient care challenges. Mr. Lin has been leading the Innovation Consultancy in exploring how design thinking can be used to motivate and sustain change in a health care setting. He recently published a paper on design thinking and change management in the International Journal of Design. Mr. Lin has been invited to share his insights and thoughts on design thinking and innovation at Stanford d.school’s and California College of the Arts.

Wendy Perchick
Chief, Strategic Planning and Innovation, Memorial Sloan-Kettering Cancer Center

Wendy Perchick began her career 35 years ago at Memorial Sloan Kettering Cancer Center in New York City. Over the years, Ms. Perchick has developed a strong portfolio of experience in ambulatory care, hospital operations, clinical research, finance, and quantitative analytics. She was the lead on projects that spanned innovations in the outpatient delivery system, including the development of a new support model for complex, coordinated care; the design and implementation of a 250,000 square foot, state of the art, multi-disciplinary outpatient pavilion with MSKCC’s first paperless environment; the creation of a hypothesis driven centralized new patient access program that balanced excellent patient service and clinical program development and the creation of a small alternative delivery system model (low cost and high experience) for the administration of infusion therapy in Brooklyn, New York. Recently, Ms. Perchick was asked to develop and lead a new department of Strategic Planning to create a long term strategy in the face of uncertainty and complexity. Given the nature of the challenges facing the health care industry, Ms. Perchick requested that the department be expanded to include Innovation and Design and consequently assembled a team with skills in quantitative analytics, economics, industrial engineering and design and communication research. Ms. Perchick was given the title of Chief, Strategic Planning and Innovation and is currently involved in the continuing development of the department and the role.

Ms. Perchick is a graduate of the City University of New York System with a concentration of study in liberal arts (poetry, not health care administration!)

Amy Schwartz
Healthcare Lead, IDEO Chicago

A cognitive psychologist, founder of IDEO Chicago’s User Research Group, and senior thought-leader in the company’s Health & Wellness domain, Amy Schwartz has over 25 years of professional experience in research, design, and innovation – 14 of them at IDEO. Working for a diverse set of clients—from small, not-for-profit start-ups to industry leaders like Baxter, Medtronic, Abbott, and Geisinger—Ms. Schwartz has contributed her innovative research methodologies and human insights to award-winning projects ranging from the design of surgical instruments and consumer health products to adherence strategies for the treatment of chronic illnesses, new services for retail-based health clinics, and the design of a medical simulation center for a major medical school. She excels in helping clients frame problems in new ways to inspire innovative design solutions. An engaging speaker, Ms. Schwartz has presented strategies for transforming healthcare and empowering both patients and care teams to the IHI Forum, ESOMAR Global Healthcare Conference, and AcademyHealth Annual Research Meeting. She has also lectured on design research, health trends, and behavior change and adherence at Northwestern University, the University of Michigan, and the Association for the Advancement of Medical Instrumentation. Ms. Schwartz holds a PhD degree in cognitive psychology from Yale University and a BA in psychology from Columbia University.
Amy Lockwood - Moderator
Deputy Director, Center of Innovation in Global Health at Stanford University

Amy Lockwood brings her experience in management, strategy and international development focused on issues of global health to the Alterna Foundation. She is currently the Deputy Director for the Center of Innovation in Global Health at Stanford University; where she is responsible for organization and administrative management, including a grant to develop global health innovations across the university.

Prior to her career in development, Ms. Lockwood was a strategy consultant with a focus on marketing, at Mercer Management Consulting in Chicago, San Francisco and New York City and at Lippincott Mercer. She recently was featured on TED.com discussing the intersection between marketing and development using a case study of condom sales in the Democratic Republic of Congo. In addition to receiving her MBA from Stanford, Ms. Lockwood holds a BS in Communication Studies and a MS in Integrated Marketing Communications from Northwestern University.

Chloe Feinberg
Health Knowledge Manager, Ashoka Changemakers

Chloe Feinberg is a Health Knowledge Manager at Ashoka Changemakers. Based in Amsterdam, NL, Ms. Feinberg leads efforts to analyze health innovations from around the world sourced through Changemakers' open source competition platform changemakers.com.

Prior to working with Ashoka Changemakers, Ms. Feinberg was part of Ashoka's Health For All program. During this time, she worked closely with Al Hammond, co-founder of Healthpoint Services (winner of 2011 Sankalp award, 2011 Tech Museum Laureate, and 2011 Saving Lives at Birth Grand Challenge). She was responsible for testing and evaluating telemedicine and low-cost diagnostic tools, trained village health workers in India on mobile diagnostics, and built partnerships between technologists, social enterprises and social entrepreneurs.

Ms. Feinberg evaluated new launch sites for Healthpoint Services in Mexico and the Philippines as part of Ashoka's rapid piloting plan.

Prior to joining Ashoka, Ms. Feinberg worked at the Center for International Science and Technology Advancement at CUBRC, where she focused on health-related science and technology capacity building in Russia. She has also evaluated microfinance programs in Azerbaijan and user acceptance of mobile health applications in Kenya.

Ms. Feinberg has an MA in International Science and Technology Policy from the George Washington University. Recently, she completed her first half ironman triathlon in Belgium. She also loves to cook and compost.

Daniel S. Pelino
General Manager, IBM Healthcare and Life Sciences

Daniel S. Pelino is the General Manager of IBM Global Healthcare and Life Sciences. He leads IBM's strategic direction in healthcare and life sciences and has helped consistently grow the business through the company's expertise in managing vast amounts of information, its in-depth understanding of the industry and thousands of industry consultants, as well as its hardware and software offerings. In addition, he helps IBM's clients create smarter, more connected healthcare systems, working closely with public and private healthcare providers and payers, biotech and pharmaceutical companies, and medical device and instrument companies.

Mr. Pelino is a recognized expert in healthcare transformation and health IT and has advised numerous countries and states on these issues. Under his leadership, IBM has transformed and digitized health systems worldwide. He has formed numerous partnerships with many of the largest health systems focusing on new care models, analytic solutions and unique approaches to the optimization and cost challenges of technology infrastructure.

Since joining IBM, Mr. Pelino has held numerous leadership positions including, vice president, corporate marketing and strategy; vice president, global distribution channels management; and vice president, Americas, for the central region.

Mr. Pelino serves on the executive committee for the Patient Centered Primary Care Collaborative (PCPCC) and on the Board of Directors of the Healthcare Executive Network (HEN).

Kathy Sullivan
Sr. Director - Marketing, Becton, Dickinson and Company

Kathy Sullivan is currently the Sr. Director of Marketing for Becton, Dickinson and Company. BD is a medical technology company that serves healthcare institutions, life science researchers, clinical laboratories, industry and the general public. BD is headquartered in the United States and has offices in more than 50 countries worldwide. Ms. Sullivan is currently responsible for marketing skill development and global marketing processes, such as marketing plan development, commercial excellence and global talent management. Since joining BD fourteen years ago, Ms. Sullivan has held various roles in Corporate and Business Marketing.

Prior to joining BD, Ms. Sullivan worked for Baxter Healthcare in various marketing and business leadership roles, including services marketing, government affairs and managing their home infusion business.

Ms. Sullivan graduated from University of Illinois Medical Center with a B.S. in Pharmacy and received her MBA from DePaul University.
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Attention

all MBAs, Alums and PhDs from Feinberg, Weinberg, McCormick

We also have the HEMA Bootcamp on February 11th from 8am to noon at the Allen Center – below are the speakers. The course is free and open to all interested.

Bootcamp Saturday on Cutting-Edge Technologies
Saturday, February 11, 2012
8am-12pm

Speakers

Dr. Doina Roman
Senior Medical Director, Takeda
Translational Medicine: From Bench to Bedside

Dr. Bill Massey
President & COO, Suregene LLC
Tailored Drugs: Fact or Fiction

Patrick Groody
Divisional Vice president, R & D, Abbott Molecular
Medical Diagnostics in the 21st Century

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