AMCP

PARTNERSHIP FORUM

No. 3 — 2019

Digital Therapeutics: What are They and Where do They Fit in Pharmacy and Medical Benefits?

SEPTEMBER 17–18, 2019 | HILTON MARK CENTER | ALEXANDRIA, VA

HOSTED BY AMCP IN PARTNERSHIP WITH

WELCOME

Dear Partnership Forum participant,

Welcome to AMCP's Partnership Forum, **"Digital Therapeutics: What Are They and Where Do They Fit in Pharmacy and Medical Benefits?"** As our title suggests, these emerging products raise many questions the health care community is starting to consider. Our job over the next day-and-a-half is to define digital therapeutics from a managed care perspective and develop metrics that will allow payers to make informed coverage decisions.

The future is here. These products represent an important new tool for providers to address the health and wellbeing of patients facing many disease states. Already, digital therapeutics are coming to market with indications to prevent, manage, and treat conditions ranging from diabetes and asthma, to depression and substance use disorder.

As with pharmaceuticals, digital therapeutics must be evidence-based and meet strict quality, security, and usability standards. But as a distinct product within the digital health landscape, digital therapeutics are designed to be used independently or in concert with medications, devices, or other therapies.

All of this raises many questions for payers. Are digital therapeutics better suited for the pharmacy or medical benefit? How will effectiveness be measured? How will value be determined? Our task at this Partnership Forum is to answer these questions with the ultimate goal of ensuring patients will have access to products that offer optimal clinical value at an affordable cost. Together, we seek to:

- Define digital therapeutics and which types are valued by payers.
- Identify the types of digital therapeutics that fit in the medical versus pharmacy benefit.
- Outline evidentiary standards needed to cover digital therapeutics.
- Outline how payers/managed care organizations may leverage digital therapeutics for value-based care and patient engagement.

Findings and recommendations from this event will be published in an upcoming issue of AMCP's *Journal of Managed Care & Specialty Pharmacy,* and will be widely disseminated to decision makers around the country. This event has been made possible by the generous support of our sponsors: **Akili Interactive Labs, Boehringer Ingelheim, Genentech, Gilead, Livongo, MedRhythms Therapy, Merck & Co., metaMe Health, MindSciences, Novo Nordisk, Otsuka Pharmaceutical, Pear Therapeutics, Precision for Value, Sandoz, Sanofi, Takeda, Teva Pharmaceutical Industries,** and **Xcenda.**

Thank you again for your participation. I look forward to a productive meeting.

Sincerely,

Susan A. Cantrell, RPh, CAE
AMCP CEO

MODERATOR

Joseph Honcz, RPh, MBA

Vice President
Precision For Value

With almost two decades in the insurance and managed care/pharmacy benefit management (PBM) industries, Joseph Honcz is a recognized expert in clinical cost of care strategies, product development, and innovation.

Since joining Precision For Value, he has been involved in projects such as end-to-end support to launch a novel therapy to treat acute myeloid leukemia (AML). In addition, he has led payer value proposition development and conducted payer research for Precision For Value clients, including moderation of advisory boards. His current areas of research and publication include value transformation, digital therapeutics, changes in the health care landscape, and legislative impacts on health care cost and access.

Prior to Precision For Value, he was an executive director in the Network and Clinical Services division at Aetna. In this role, he led several teams focused on innovative cost of care management strategies, clinical informatics, and the implementation of lean methodologies to improve operations. Additionally, he set the pharmacy strategy for Aetna's Accountable Care Solutions.

Prior to this role, he was senior director within the Aetna Innovation Labs, where he was responsible for developing disruptive health care technology/programs. Joe started at Aetna as the head of pharmacy clinical strategy and product development.

Before Aetna, he was in a senior leadership position at HealthNet, leading product development and management. While at HealthNet, he managed the product life cycle from idea to execution for all commercial insurance business and product types. Previous to HealthNet, Joe held various roles of increasing responsibility at Anthem BCBS. One of his key accomplishments at Anthem was building and launching Medicare Part D.

AGENDA

TUESDAY, SEPTEMBER 17

2:00 pm – 2:30 pm	**Welcome and Introductions**
2:30 pm – 3:15 pm	**Presentation** *The digital health landscape and opportunities*
3:15 pm – 4:15 pm	**Panel** *Challenges and solutions in digital therapeutics*
4:15 pm – 4:30 pm	**Break**
4:30 pm – 5:45 pm	**Breakout Session #1** *Categories of digital therapeutics*
5:45 pm	**Reception**

PLEASE BE ADVISED

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AGENDA

WEDNESDAY, SEPTEMBER 18

7:00 am – 8:00 am	**Breakfast**
8:00 am – 8:30 am	**Welcome and Day 1 Debrief**
8:30 am – 9:30 am	**Panel** *Understanding industry standards — regulatory, evidence for coverage, and validation domains*
9:30 am – 9:45 am	**Break**
9:45 am – 11:00 am	**Breakout Session #2** *Outlining evidence-based practices for digital therapeutics*
11:00 am – 12:00 pm	**Networking Lunch**
12:00 pm – 1:00 pm	**Panel** *Designing the digital transformation in health care. Looking beyond the standard medical, pharmacy, dental, and vision health benefit offering*
1:00 pm – 2:15 pm	**Breakout Session #3** *How to align incentives of the health care ecosystem around digital therapeutics*
2:15 pm – 2:45 pm	**Full Group Discussion** *Next steps*
2:45 pm – 3:00 pm	**Forum Summary**
3:00 pm	**Departures**

PARTICIPANTS

Jeffrey Abraham

Vice President, Market Access and Trade
Akili Interactive Labs

Jeffrey Abraham is the Vice President of Market Access and Trade at Akili Interactive Labs, a digital therapeutics company developing novel ways to address cognitive impairments across multiple areas including attention-deficit/hyperactivity disorder, multiple sclerosis, major depressive disorder, and autism spectrum disorder. He develops and executes strategies for market access, reimbursement, commercialization, government affairs, trade/distribution, and health economics and outcomes research (HEOR) related to Akili's portfolio and digital therapeutics as a class of medicine. Previous to Akili, he consulted for more than 30 products covering the United States, European Union, and select Asia-Pacific markets. He also served as the value development lead for The Medicines Company and its surgery/perioperative portfolio.

Michael Ambrose, PhD

Director, Research and Innovation
U.S. Pharmacopeia

Michael Ambrose is the Director of Research and Innovation at the U.S. Pharmacopeia. His career has spanned from bench scientist to starting laboratories in several biotech start-ups to developing innovation platforms and managing early stage incubation and proof of principleMich projects at the U.S. Pharmacopeia.

Timothy Aungst, PharmD

Associate Professor of Pharmacy Practice
Massachusetts College of Pharmacy and Health Sciences (MCPHS) University

Timothy Aungst is an Associate Professor of Pharmacy Practice at MCPHS University and a clinical pharmacist for in-home health care. His areas of interest include digital health, medication adherence, and digital therapeutics. He has published on these topics in multiple peer-reviewed journals and spoken nationally and internationally regarding digital health implications on patient care and pharmacy practice.

PARTICIPANTS

Richard Bartels, MBA

President
Digital Therapeutics Commercialization Consultants LLC

Rick Bartels is President of Digital Therapeutics Commercialization Consultants LLC (DTxCC) where he supports companies to design commercialization and reimbursement strategies for digital therapeutics. Prior to starting DTxCC, he enjoyed a 21-year career at AstraZeneca where he held numerous senior level leadership roles. He has also served as senior marketing director at CSL Behring and global head of sales and marketing for RMS Medical Products. He holds a bachelor's degree in marketing and a Master of Business Administration from Russel Sage College. He has also served as adjunct professor at the University of Sciences in Philadelphia.

Mark Bini

Vice President, Innovation and Member Experience
Express Scripts

Mark Bini is the Vice President of Innovation and Member Experience at Express Scripts. Since 2008, he has been a key contributor to the advancement of Express Scripts' innovation and digital health portfolio. He is responsible for Express Scripts' development and deployment of digital health offerings, including digital therapeutics, mobile health interventions, and remote monitoring solutions for chronic and complex conditions. He leads the Express Scripts Lab, which is comprised of more than 150 researchers, data scientists, decision designers, and specialized care teams focused on driving better outcomes for plan sponsors, patients, and industry partners.

Jesse Bushman, MA, MALA

Principal
NACC Consulting LLC

Jesse Bushman has been JDRF's Senior Director of Health Policy for two and a half years. He has worked in health policy for 23 years from a variety of vantage points, including positions on Capitol Hill, the Medicare agency, America's Health Insurance Plans, Genentech, and two provider trade associations. He has focused on coverage and reimbursement policy, as well as the implementation of the Affordable Care Act.

PARTICIPANTS

Ambrose Carrejo, PharmD

Principal
NACC Consulting LLC

Ambrose Carrejo retired from Kaiser Permanente after 28 years as a pharmacist. During his career, he led Kaiser Northern California Region's drug use management efforts as well as pharmaceutical contracting at the national level. Notable achievements during his career include: speaking on innovative contracting at the Alberta, Canada meeting of the Institute of Health Economics; testifying before the United States and California Senates; providing information to government agencies and private counsel regarding the purchase and marketing of pharmaceuticals and testifying during several court trials. Currently, he is an independent consultant working with pharmaceutical companies.

Dustin Carver

Associate Director, Market Access Innovation
Novo Nordisk

Dustin Carver supports market access innovation at Novo Nordisk, including management of novel external partnerships and creation of value-based programs. He has more than 14 years of experience in various roles in the pharmaceutical industry. For the last five years, he has worked in various departments supporting market access activities at Novo Nordisk, including strategic pricing, market intelligence, and market access strategy and innovation. In these roles, he led activities such as post-deal benchmarking, competitor/payer monitoring, and creation of price and contract strategy for pipeline and inline brands.

Astha Chopra

Vice President, Clinical Effectiveness
Magellan Health

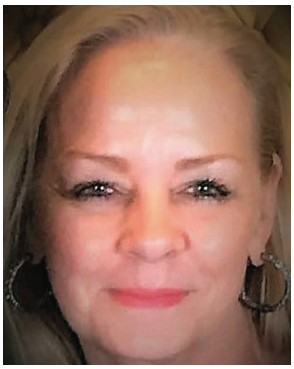
Astha Chopra is the Vice President for Clinical Effectiveness and Cost of Care Management at Magellan Rx Management. She has worked in health care for the last 13 years and has covered a variety of domains including medical, behavioral health, diagnostic imaging, and pharmacy. She specializes in identifying cost of care opportunities and developing and executing strategies to address them. She has an in-depth understanding of risk adjustment models and quality rating methodologies (primarily HEDIS and Star) across Medicare, Medicaid, and Exchange. A self-proclaimed data nerd, she believes in the power of good data and the importance of tangible, measurable, data-driven strategies.

PARTICIPANTS

Megan Coder, PharmD, MBA

Executive Director
Digital Therapeutics Alliance

In 2017, Megan Coder founded the Digital Therapeutics Alliance (DTA), a global, non-profit trade association with the mission of establishing digital therapeutics (DTx) as a legitimate, safe, effective, and reliable new category of evidence-based medicine. DTA members enable expanded access to high quality DTx products for patients, clinicians, and payers to improve clinical and health economic outcomes. In her role as executive director, she is responsible for DTA's strategic vision, initiatives, publications, member engagement, and industry partnerships. Trained as a pharmacist, she graduated from the University of Wisconsin–Madison and completed an Executive Residency with the American Pharmacists Association.



Felicia Forma, BSc

Director, Health Economics and Outcomes Research
Otsuka Pharmaceutical Development & Commercialization Inc.

Felicia Forma serves as Director, Health Economics and Outcomes Research at Otsuka Pharmaceutical Development & Commercialization Inc. She has more than 25 years of pharmaceutical industry experience with a diverse background in molecular biology, sales, managed markets, disease management, and health economics. She authored numerous publications across multiple scientific journals. Ms. Forma leads the HEOR work for the Digital Medicines program establishing innovative strategies around real-world evidence and integration of technology within health care. She is a current member of ISPOR's Digital Health Specialty Interest Group and DTA's Value & Reimbursement Working Group.

Catherine Graeff, RPh, MBA

Managing Partner
Sonora Advisory Group, LLC

Catherine Graeff has spent more than 20 years in senior management roles in the health care industry. She has working knowledge of administrative, claims, and medical management systems in managed care organizations, pharmacies, and PBMs. A task group co-lead for the Digital Therapeutics Task Group, she is also co-chair of the National Council for Prescription Drug Program's (NCPDP) Work Group 10 Professional Pharmacy Services. She has held leadership roles at NCPDP including more than 10 years on the NCPDP Board of Trustees and various offices on the Board. She was employed by the NCPDP as Senior Vice President from 2005–2009. She has submitted several expert reports and given testimony involving issues related to NCPDP standards.

PARTICIPANTS

Fran Gregory, PharmD, MBA

Executive Director, Medical Account Management, Strategic Alliances & Advocacy
Sandoz, a Novartis Company

Fran Gregory possesses 15 years of expertise in the payer, PBM, and specialty pharmacy space. Her focus throughout her career has centered around innovative treatments, with a laser focus on health care cost-effectiveness and value-based solutions. Most recently, she has moved into the pharmaceutical manufacturer arena, focusing on treatments that include innovative digital therapeutics that hold an important place in medicine. She holds Bachelors of Science in Pharmacy and Doctor of Pharmacy degrees from the University of Cincinnati, as well as a Master of Business Administration from Xavier University.

Scott Honken, PharmD

Vice President, Commercial Partnerships
Livongo

Scott Honken is the Vice President of Commercial Partnerships at Livongo with accountability for driving growth in the PBM, broker/benefit consultant, platform, and channel partner segments. He is an accomplished executive leader with extensive experience in digital health, managed care, and pharmacy benefits who excels at building sales teams, growing client and partner relationships, understanding the complexities of health care payers, and building industry-leading products. He holds Doctor of Pharmacy and Master of Business Administration degrees from Creighton University as well as a Bachelor of Art in Chemistry from Central College.

Connie Hwang, MD, MPH

Chief Medical Officer and Director of Clinical Innovation
Alliance of Community Health Plans

Connie Hwang is a physician with expertise in quality measurement and population health. At Alliance of Community Health Plans (ACHP), she is Chief Medical Officer and Director of Clinical Innovation, collaborating with clinical leaders on health care transformation, provider partnerships, and quality improvement. Prior to ACHP, she was Vice President of Quality at Evolent Health and led improvement initiatives for Medicare Advantage Star Ratings, Centers for Medicare and Medicaid Services (CMS) accountable care organizations, State Medicaid quality programs, and NCQA HEDIS performance. She was previously Vice President at the National Quality Forum and launched the Measure Applications Partnership, a public-private collaboration that evaluates performance measures for CMS' performance-based payment programs.

PARTICIPANTS

Paul Jeffrey, PharmD

Director of Pharmacy/Associate Professor
MassHealth / UMass Medical School

Paul Jeffrey is Director of Pharmacy for MassHealth and is responsible for the pharmacy benefit for one million of Massachusetts Medicaid's 1.85 million members. He is Associate Professor of Family Medicine and Community Health at the University of Massachusetts Medical School and is an invited lecturer at Boston University School of Medicine and Harvard University School of Public Health. He received his undergraduate pharmacy degree from Massachusetts College of Pharmacy and his Doctor of Pharmacy degree from Duquesne University. He completed a residency in Hospital Pharmacy at Mercy Hospital of Pittsburgh and has contributed many presentations and publications to the field of pharmacy practice.

Mike Joyce, MBA

Associate Partner
McKinsey & Company

Mike Joyce is an Associate Partner in McKinsey & Company's Washington, D.C. office. Since joining the firm five years ago, he has focused primarily on the intersection of technology and health sciences. In doing so, he has studied digital therapeutics, publishing "Digital therapeutics: Preparing for takeoff" in McKinsey Quarterly in 2018. He is the leader of the firm's Technology Strategy & Management service line for its Pharmaceutical and Medical Products Practice. Prior to McKinsey, he worked in product management and strategy for a technology company. He has a Master of Business Administration from the Kellogg School of Management at Northwestern University and a bachelor's degree from Duke University.

Sean Karbowicz, PharmD

General Manager
MedSavvy

Sean Karbowicz is Founder and General Manager of MedSavvy, which helps everyday people and their health care providers make better medical decisions. MedSavvy provides easy access to medication safety, effectiveness and cost information, as well as concierge pharmacists and user reviews of medications. Prior to MedSavvy, Sean held clinical and operational pharmacy leadership positions at Regence BlueCross BlueShield, developing and overseeing products and programs to promote safe, cost-effective use of medications for health plans and PBMs. Sean earned a Bachelor of Pharmacy from the University of Connecticut, his Doctor of Pharmacy from Oregon State University, and completed his residency at Oregon Health Sciences University.

PARTICIPANTS

NOTES & NETWORKING

Steven Kheloussi, PharmD

Assistant Professor of Pharmacy Practice/
Health Plan Pharmacist
Wilkes University/Geisinger Health Plan

Steven Kheloussi is an Assistant Professor of Pharmacy Practice at Wilkes University in Wilkes-Barre, PA. He also serves as a clinical pharmacist with Geisinger Health Plan (GHP). He began his career as an medication therapy management and quality pharmacist with GHP, before transitioning into the role of formulary management and specialty pharmacist. In that role, he managed the plan's specialty vendor program and was the lead presenter for the plan's Pharmacy and Therapeutics Committee. In 2016, he moved to his current position in which he oversees all managed care education at Wilkes University, while maintaining an active practice site with GHP.

Kelli Kovak, RPh, MBA

Vice President, Clinical Engagement
Optum Rx

Kelli Kovak brings a successful track record of more than 30 years of executive management and experience driving growth and performance in the health care space. She has managed and operated divisions and companies with more than $4 billion in revenue. In her current role at OptumRx, she is responsible for the strategic direction and development of clinical engagement initiatives that improve health care and lower costs through member, physician and pharmacy engagement. Prior to joining OptumRx, she was CEO of a pharmaceutical start-up company focused on sleep products. As Vice President of Strategy Management/Strategic Operations for Cardinal Health, she spearheaded numerous strategic partnerships, revenue and asset optimization, sales and go-to market strategies. She is a registered pharmacist.

PARTICIPANTS

Michael Latauska

Director, Digital Health
Boehringer Ingelheim

Michael Latauska has been at the forefront of health care digital innovation for the last 10 years. His experience spans all aspects of digital solution creation including design thinking, ideation, prototyping, solution testing, and implementation. His current focus is to deliver solutions that address gap areas for patients, caregivers, and providers leading to behavioral modification, patient empowerment, and personalized engagement.

Snezana Mahon, PharmD

Vice President and General Manager,
Clinical Solutions
Express Scripts

Snezana Mahon is Vice President and General Manager of product development at Express Scripts. She is responsible for all of Express Scripts' clinical initiatives and utilization management programs that help make the use of prescription medications safer, more affordable, and more accessible for patients and payers. Previously at Express Scripts, she was Senior Director of Medicare Strategy, where she guided Medicare Advantage and Part D plans on CMS guidelines, regulations, and Star Ratings requirements. She is a registered pharmacist and holds a doctorate in pharmacy from the St. Louis College of Pharmacy.

Yuri Maricich, MD

Chief Medical Officer
Pear Therapeutics

Yuri Maricich leads the Clinical/ Regulatory team at Pear Therapeutics as the Chief Medical Officer. He leads and manages the clinical development programs from Discovery/TPP to Therapeutic, Translational, Clinical Development, through Regulatory submission and prosecution. In addition to overseeing subsequent pipeline programs, including reSET-O (first drug/software combination), he leads Medical Affairs. He is a licensed, board-certified physician, investor, clinical developer and strategist and works to improve patient health and our health care system by providing care, investing in, advising, and providing leadership at innovative firms. He has worked with and led successful teams at Corixa (acquired by GlaxoSmithKline), Xdynia (acquired by Cavion), Cavion, AWS, and Pear Therapeutics (first FDA-cleared, clinically validated digital therapeutic to treat disease), and maintains clinical practice.

PARTICIPANTS

Danielle Massie, PharmD

Pharmacy Manager, Business Development & Innovation
Moda Health

Danielle Massie is the Pharmacy Manager, Business Development and Innovation at Moda Health. In this role, she works closely with clinical pharmacy and industry partners to develop strategies supporting future growth. She is a graduate of the University of Washington, studying microbiology prior to receiving her doctor of pharmacy. Past experience includes working as a decentralized ambulatory care pharmacist, consultant and account manager, and medical science liaison. She is a licensed and registered pharmacist in both Oregon and Washington. She is currently serving as an AMCP diplomat to Oregon State University School of Pharmacy.

Owen McCarthy

President
MedRhythms Inc.

Owen McCarthy is the co-founder and President of MedRhythms Inc., a digital therapeutics company that uses sensors, music, and AI to build evidence-based neurologic interventions to measure and improve walking. He is determined to provide patients across the globe with the services necessary to recover their walking ability and regain their independence. He started MedRhythms as an experienced entrepreneur with a Master of Business Administration from Harvard Business School. He also serves as the co-chair of the reimbursement working group at the Digital Therapeutics Alliance.

Elisabeth Oehrlein, PhD, MS

Senior Director, Research & Programs
National Health Council

Elisabeth M. Oehrlein is Senior Director, Research and Programs at the National Health Council. She is a mixed-methods researcher with experience and expertise in epidemiologic, qualitative, and patient-engagement methods, as well as patient-focused medical product development. She holds a Bachelor of Arts from Franklin & Marshall College, a Master of Science in Epidemiology from the University of Maryland School of Medicine's Department of Epidemiology and Human Genetics, and a doctorate in Pharmaceutical Health Services Research from the University of Maryland School of Pharmacy.

PARTICIPANTS

Sarika Ogale, PhD

Principal Health Economist
Genentech

Sarika Ogale is a Principal Health Economist at Genentech and has more than 12 years of industry experience in HEOR, including patient reported outcomes and real world evidence. Currently, she is interested in exploring the use of digital health platforms and tools to facilitate treatment, monitoring and management of oncology patients, with the goal of improving patient outcomes and reducing total costs.

Michael Pace, MBA

Vice President, Global Head of Market Access & Reimbursement
Pear Therapeutics

Michael Pace joined Pear Therapeutics as Head of Market Access & Reimbursement in May 2019. Most recently, he led ICON's Value Strategy Consulting practice and Global Pricing & Market Access team in the United States and Europe. Earlier in his career, he held digital health and biopharma operating executive and strategic advisory roles with EMD Serono, Sanofi, Allergan, OM1, and Beansprout Networks. He and his team conceived and launched the hallmark biotech industry reference, *EMD Serono Specialty Digest*™, in addition to pioneering the implementation of the first outcomes-based agreements for a specialty biologic with a health plan, and then with a PBM, in the United States. Subsequently, he has actualized dozens of outcomes and value-based payer arrangements between digital health, biopharma, payer, and technology value chain stakeholders.

Benjamin Parcher, PharmD, MS

Manager, Strategic Market Access and Intelligence
Xcenda, AmerisourceBergen

Benjamin Parcher is a Manager within Xcenda's Strategic Market Access and Intelligence team. His role at Xcenda encompasses a diverse array of responsibilities including digital health technology assessments, global and U.S. payer research, drug pricing analysis, market access strategies, outcomes analyzers, net present value modeling, publication planning, value proposition development, and population health management. Prior to joining Xcenda, he worked within various roles in the pharmaceutical and biotechnology industries for more than 10 years, directly contributing to the launch of over a dozen brands.

PARTICIPANTS

NOTES & NETWORKING

Bakul Patel, MSEE, MBA

Director of the Division of Digital Health
U.S. Food and Drug Administration

Bakul Patel is Director of the Division of Digital Health, at the Center for Devices and Radiological Health (CDRH), at the U.S. Food and Drug Administration (FDA). He is responsible for providing leadership, development, execution, management, and setting strategic direction and regulatory policy. He also coordinates scientific efforts for digital health, software, and emerging technologies. This includes responsibilities in leading the development on policies for mobile health, health information technology, cyber security, medical device interoperability, and medical device software. He led the creation of the globally harmonized regulatory framework for "software as a medical device" (SaMD) at the International Medical Device Regulators Forum. The concepts, principles, and vocabulary created in harmonized regulatory framework has been used as a foundation in the European union, Japan, Canada, Brazil, Australia and FDA.

Cynthia J. Pigg, BSMT, BSPharm, MHA, FAMCP

Vice President, Managed Care and Business Development
Cardinal Health

Cynthia Pigg is a forward-thinking health care executive who has diverse experience across a broad array of health care organizations, including commercial, Medicare, and Medicaid lines of business, specializing in turnaround management and building new solutions. In her role as Vice President of Managed Care & Business Development for Cardinal Health, she is responsible for comprehensive strategic and operational pharmacy and managed care services for Cardinal Health's Pharmacy Services Administrative Organization, including the development and management of business relationships with PBMs and health plans. Previously, she served as the Senior Vice President/ Chief Pharmacy Officer for Gateway Health where she managed financial performance, strategic planning, quality improvement, and cost management.

PARTICIPANTS

Caroline Popper, MD, MPH

President
Popper and Company

Caroline Popper is the President of Popper and Company, a specialty consulting firm focused in diagnostics, information-generating tools, and digital health. The firm has focused expertise in working with clients whose product or service is targeted at inefficiencies in the health care delivery system and at the convergence of health care and technology. She received her medical degree from the University of the Witwatersrand (South Africa) and her Master of Public Health from Johns Hopkins University. She completed her residencies in internal medicine and in pathology at Johns Hopkins. She is an Advisory Board member of the Bloomberg School of Public Health and of inHealth, the Johns Hopkins Precision Medicine Initiative.

Eileen Rodgers

Director of Innovation, VITAL Program
Highmark Health

Eileen Rodgers is Director of the VITAL program for Pittsburgh-based Highmark Health, a national health and wellness organization and America's second largest integrated financing and system based on revenue. She joined the Highmark Health innovation team in 2016 to lead the VITAL program, a test-and-learn platform that can help propel new health solutions into the marketplace by providing the ideal environment for producing evidence. As part of the VITAL team, she is passionate about bringing the best health innovations to customers and ensuring that Highmark Health is seen as a next-generation leader in transforming care. In her current role, she has the unique opportunity to lead a high-performing team devoted to launching tests which gather valuable evidence that can lead to reduced medical spend, improved quality outcomes, and enhanced patient access to new technologies.

Tim Rudolphi

Chief Executive Officer
metaMe Health

Tim Rudolphi is Chief Executive Officer of metaMe Health. He has 30 years of pharmaceutical and health care experience with a diverse background in sales, global and U.S. marketing, commercial operations, strategic planning, and business development. Prior to metaMe Health, he served as the Chief Business Officer at Aprecia Pharmaceuticals and helped build Takeda Pharmaceuticals, starting with the company in 1999. At Takeda, he held multiple roles including leading the U.S. Sales & Managed Markets, Marketing, and Business Development teams.

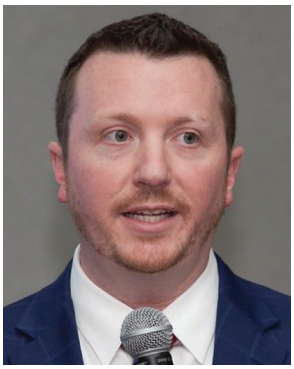
PARTICIPANTS

NOTES & NETWORKING

Jason Shafrin, PhD

Senior Director, Policy and Economics
Precision Xtract

Jason Shafrin is a Senior Director of Policy & Economics at Precision Xtract. He is an expert in value-based purchasing methods, quality of care measures, discrete choice experiment survey design, health insurance claims data analysis, and digital medicine. He has developed reports to advise government agencies such as the Institute of Medicine and CMS, and his research has also been published in leading journals of economics, medicine, and health policy including the *Journal of the American Medical Association, Health Affairs, Health Economics,* and *Health Services Research.*



Patrick Stone

Vice President, Government Relations and Advocacy
National Psoriasis Foundation

Patrick Stone joined the National Psoriasis Foundation (NPF) in 2014. He brings to the NPF a decade of government relations experience, including consulting with a fifty-state government relations firm and serving as staff in the Maryland State Legislature. In his current role, he oversees all federal and state advocacy activities for the organization. Prior to taking on his current role he created and led the NPF state government relations team. He has a Bachelor of Political Science from Towson University.

PARTICIPANTS

Valerie Sullivan

Commercial Leader
MindSciences

Valerie Sullivan is the Commercial Leader for MindSciences, a leader in evidence-based digital therapeutics. Founded in 2012, MindSciences has a portfolio of three digital therapeutics — *Eat Right Now* for eating disorders, *Craving to Quit* for smoking cessation, and *Unwinding Anxiety* for stress and anxiety. Valerie has spent her entire career in health care, in the pharmaceutical industry, running specialty pharmacies and leading a call-center based hub service provider. Currently, she serves on the boards of private equity-backed companies, Two Labs and CareMetx.

Sheila M. Thomas, PharmD, RPh

Global Head, Patient Insights and Engagement Strategy
Sanofi, Inc.

Sheila M. Thomas is the Global Head of Patient Insights and Engagement Strategy at Sanofi, Inc. She is responsible for building and leading an innovative global, Sanofi-wide platform for patient insights and engagement capabilities throughout the organization, as well as enhancing understanding of health and health care issues from a variety of sources including individual patients, patient communities, and large data analytics. She has also served as Sanofi's Health Economics and Value Assessment, Value Frameworks Engagement Strategy Leader, responsible for developing and executing Sanofi's U.S. value frameworks engagement and response strategy across the portfolio and pipeline to ensure scientifically sound contributions to value assessment.

Robin Turpin, PhD

Value Evidence and Health Outcomes Scientific Lead
Takeda Pharmaceuticals, USA

Robin Turpin spent the first half of her career in health services and outcomes research for hospital and health care systems, including a period with the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO) to lead the reliability and validity testing of performance metrics. Her industry experience includes HEOR positions with Merck, Baxter, and Takeda. With 30 years of experience in health care evaluation and outcomes research, she has coauthored more than 100 books, book chapters, and journal articles on health economics, health behavior, and population health management.

PARTICIPANTS

Margaret Wong, MBA

Director, Managed Markets Marketing
Gilead Sciences Inc.

Margaret Wong serves as Director, Managed Markets Marketing (Liver Disease) at Gilead Sciences Inc. and on the Board of Vascular Cures, a non-profit transforming patients' vascular health. Her experience translating technology innovation into value propositions that drive market access, strategic pricing, and brand planning spans biotech, pharmaceutical, and medical devices serving patients with liver disease, diabetes, cardiovascular disease, cancer, and autoimmune and pain management challenges. She holds a Master of Business Administration from Carnegie Mellon University, Graduate Certification in Applied HEOR from Thomas Jefferson University, and master's and bachelor's degrees in Mechanical Engineering from the University of California Berkeley.

F. Randy Vogenberg, BSPharm, PhD, FASHP

Principal; and Board Chair
Institute for Integrated Healthcare,
Employer-Provider Council of Hospital Quality Foundation

F. Randy Vogenberg is principal of the Institute for Integrated Healthcare. He currently serves as Board Chair for the Employer-Provider Interface Council of the Hospital Quality Foundation; Co-Leader, National Employer Biologics & Specialty Initiative with the Midwest Business Group on Health; and Fellow of the Foundation for HealthSmart Consumers. His work for self-funded employers includes innovation leadership, legal compliance, and holistic care cost management to drive high performing plans. A Fellow of ASHP, he graduated from the University of Rhode Island, continued his training through a residency at Brigham & Women's Hospital/Harvard Medical School, and a doctorate in Health Care Management from Century University.

Bonnie Ziegler

Senior Director, Global Marketing - Digital Health
Teva Pharmaceuticals

Bonnie Ziegler is a senior marketing leader with an extensive, diverse background in the pharmaceutical industry, including sales, marketing, functional/center of excellence leadership, and commercial operations experience. She has expertise in direct-to-consumer advertising, integrated channel marketing, strategic insight and market development, leadership of cross-functional teams, and tactical execution. In her current role, she is leading the market access, pricing and contracting strategy, as well as the commercial pilot strategy for the global respiratory digital health franchise at Teva.

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Thank You

To our distinguished participants and guests.

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About AMCP

AMCP is the professional association leading the way to help patients get the medications they need at a cost they can afford. AMCP's diverse membership of pharmacists, physicians, nurses, and professionals in life sciences and biopharmaceutical companies leverage their specialized expertise in clinical evidence and economics to optimize medication benefit design and population health management, and help patients access cost-effective and safe medications and other therapies. AMCP members improve the lives of nearly 300 million Americans served by private and public health plans, pharmacy benefit management firms, and emerging care models.

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AMCP Mission

To improve patient health by ensuring access to high-quality, cost-effective medications and other therapies.

Findings and recommendations from this event will be published in an upcoming issue of AMCP's *Journal of Managed Care & Specialty Pharmacy*, and will be widely disseminated to decision makers around the country.

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