8th Annual Diversity, Inclusion, & Health Equity Symposium

Wednesday, 6/27/2018
8:00AM - 4:00PM CDT
191 N. Wacker Drive | Suite 3700
Chicago, IL, USA 60606
What Percentage of Racial Backgrounds Comprise U.S. Clinical Trial Participants?

U.S. Population vs. U.S. Clinical Trial Participants

- Caucasian/White: 61% vs. 75%
- Hispanic: 18% vs. 1%
- African American: 13% vs. 7%
- Asian: 6% vs. 11%

How Diverse and Inclusive are Executive Leader Positions in the U.S.?

- Minorities as share of U.S. population: 39%
- Minorities on U.S. executive teams: 12%
- Minorities on U.S. board of directors: 15%
Facts About Health Equity in the U.S.

African American children have a 500% HIGHER mortality rate from asthma compared to white children.

The rate of diagnosed diabetes is 77% HIGHER among non-Hispanic blacks, 66% HIGHER among Hispanics, and 18% HIGHER among Asians than among non-Hispanic whites.

African Americans have the HIGHEST mortality rate for all cancers combined compared with white Americans.
Introduction

The 8th annual Diversity, Inclusion, & Health Equity Symposium is a leading annual, collaborative event focusing on health equity and health disparities in the U.S. The symposium brings together leading healthcare professionals, executives, physicians, patient groups, patients, researchers, academics, clinical trial professionals, and diversity and inclusion advocates to discuss health equity in the life sciences and the health sectors. The symposium focuses on the latest trends, challenges, opportunities in both the marketplace and workplace, with a specific focus on how to best serve an increasingly diverse patient base. We also aim to address the broader health disparity challenges in the U.S., and the symposium equips attendees with the latest insights and ideas. Attendees will learn practical solutions, share perspectives, and meet new industry and marketplace colleagues.

Click Below to See Video of CHI’s Diversity Event

REGISTER NOW ➤
Dear Symposium Attendees,

We welcome you to the 8th annual Diversity, Inclusion, & Health Equity Symposium in Chicago on June 27th, 2018. This event is a leading annual, collaborative event focusing on health equity and health disparities in the U.S. The symposium brings together leading healthcare professionals, executives, physicians, patient groups, patients, researchers, academics, clinical trial professionals, and diversity and inclusion advocates to discuss health equity in the life sciences and the health sectors. The symposium focuses on the latest trends, challenges, opportunities in both the marketplace and workplace, with a specific focus on how to best serve an increasingly diverse patient base. We also aim to address the broader health disparity challenges in the U.S., and the symposium equips attendees with the latest insights and ideas. Attendees will learn practical solutions, share perspectives, and meet new industry and marketplace colleagues.

This year’s symposium will include topics such as: Health Equity in the U.S.: Understanding Health Disparities, How Does D&I Impact the Bottom Line, and Diversity in Clinical Trials and Research. The symposium is designed to empower you and your organization with real-world, actionable ideas on the intersection of diversity, inclusion, and healthcare in the 21st century.

I wish you all a productive day of learning and discussion, and you leave with new insights, ideas, and friends.

Warmest Regards,

Mr. Joseph P. Gaspero
CEO
Center for Healthcare Innovation
Special Thanks to Our Supporters

Symposium Sponsors

SANOFI
Abbott
AMA
Aurora Health Care
Takeda
ONCOLOGY
AT THE FOREFRONT
UChicago Medicine
Northwestern | COMMUNICATION
Master of Science in Health Communication
Drinker Biddle & Reath LLP
novo nordisk
Cempa
Community Care
DePaul University
menttium
ELLIGO
HEALTH RESEARCH
AArete
Delivering Excellence

CHI Corporate Members

Otsuka
SOPE
society of physician entrepreneurs
Merrill Lynch
Bank of America Corporation
Why Attend?

JOIN the world’s #1 symposium focusing specifically on health equity and diversity

UNDERSTAND clinical trials obstacles and how to make the clinical trial ecosystem more diverse and inclusive for all patients

ACQUIRE knowledge on how to reduce health disparities by building culturally competent organizations best suited to provide care for diverse patient populations

FOCUS on building inclusive organizational cultures that attracts the best and brightest people, resulting in a diverse and innovative workforce

DISCUSS how to strategically reduce health disparities to create a more equitable U.S. healthcare system

CREATE a workplace that embraces and promotes an inclusive environment by leveraging the latest D&I trends and ideas

LEARN to leverage a more diverse marketplace and a more inclusive workforce to create bottom line growth opportunities

NETWORK and share ideas with many of the country’s leading health sector professionals who are passionate about health equity and diversity
Agenda

8:00 AM  Registration, Breakfast, & Networking
8:45 AM  Opening Remarks
9:00 AM  Panel Discussion: Health Equity in the U.S.: Understanding Health Disparities
10:00 AM Case Studies: Examples in Cultural Competency
11:00 AM Panel Discussion: How Does D&I Impact the Bottom Line?
12:00 PM Presentation: An Unbiased and Data-Driven Approach to Health Equity
12:30 PM Lunch
1:15 PM  Distinguished Keynote Address: Dr. Ronald Copeland, MD
2:15 PM  Presentation: Designing for Trust
2:45 PM  Panel Discussion: Diversity in Clinical Trials and Research
3:45 PM  Concluding Remarks
4:00 PM  Reception & Networking

Presented By

Center for Healthcare Innovation
CHI is an independent, 501(c)(3) research and educational institute that helps patients and providers increase their knowledge and understanding of the opportunities and challenges of maximizing healthcare value to improve health and quality of life. We aim to make the world a healthier place. CHI encourages and enables meaningful and executable innovation that aims to address existing and ensuing healthcare dynamics through communication, education, training, symposia, reports, and research.
Distinguished Keynote Address

Ronald Copeland, MD, FACS
Senior Vice President
Chief Diversity & Inclusion Officer
Kaiser Permanente

Dr. Ronald L. Copeland, MD, FACS, is senior vice president of National Equity, Inclusion, and Diversity strategy and policy and chief equity, inclusion and diversity officer for Kaiser Permanente. He leads Kaiser Permanente’s efforts to ensure our strategic vision for equity, inclusion, and diversity is successfully implemented to drive strategic business and mission outcomes and results in all Kaiser Permanente members achieving health and health care outcomes that are high quality, equitable, and increasingly more affordable.

A board-certified general surgeon, Dr. Copeland joined Kaiser Permanente in 1988 after a six-year honorable tour of duty in the United States Air Force Medical Corps. Dr. Copeland served as president and executive medical director of the Ohio Permanente Medical Group prior to assuming his current role in 2012.

He earned his bachelor’s degree from Dartmouth College and medical degree from University of Cincinnati Medical College, and completed his residency in general surgery at State University of New York Upstate Medical Center in Syracuse. He also attended the Advanced Management Program at Harvard Business School.

In the fall of 2016, Dr. Copeland was appointed to the board of Kaiser Permanente’s School of Medicine (opening in 2020). He is a fellow of The American College of Surgeons; a member of the Healthcare Delivery and Disparities Research Advisory Panel; a board member of the National Organization on Disability; a committee member of the National Quality Forum Disparities Standing Committee. In January 2016, Becker’s Hospital Review recognized Dr. Copeland as one of “15 hospital and health systems chief diversity officers to know.”
Health equity is the equal opportunity for all to achieve their highest level of health, regardless of one’s socioeconomic status, ethnicity, race, gender identification, sexual orientation, age, neighborhood, income, or any other social determinants. However, the U.S. healthcare system is plagued by health inequities, as certain groups face health disparities and numerous obstacles to achieving the highest level of health. In this context, health disparities are defined as differences in health outcomes between populations. In 2017, the Census Bureau estimated that African Americans and Hispanic/Latinos represented 13.3% and 17.8%, respectively, of the U.S. population. As patient demographics continue to dramatically shift towards larger minority populations, African American and Hispanic patient groups continue to face health disparities. For instance, the rate of diabetes is 77% higher among African Americans, 66% higher among Hispanics, and 18% higher among Asians than non-Hispanic whites. Additionally, the 2015 Kelly Report, which explores health disparities in America, reported that African American women in the U.S. are 41% more likely to die of breast cancer than Caucasian women, even though they are less likely to be diagnosed with the disease. They also have the highest rates of the most aggressive and most difficult to treat breast cancer subtypes – such as triple negative breast cancer. To create a more equitable U.S. healthcare system, the entire industry, government, and individual healthcare organizations and professionals must begin to more aggressively address the health disparities facing our country. Healthcare organizations and professionals that serve the diverse patients of today and tomorrow must adapt. Understanding how to build culturally competent organizations that are best suited to provide care for diverse patient populations and how to develop policies and strategies that aim to reduce health disparities will be key to addressing many of the larger health equity issues facing the U.S. This panel brings together a group of leading healthcare experts to discuss how to strategically aim to reduce health disparities to create a more equitable U.S. healthcare system.
9:00 AM - Health Equity in the U.S.: Understanding Health Disparities Panel

MODERATOR: Dr. Karen Correa, PhD, MS, is currently Senior Director, Clinical Operations at Adare Pharmaceuticals and a Board Member of CAMcare a Federally Qualified Healthcare Center and Susan G. Komen South Central Jersey Affiliate. Dr. Correa is a published author that has provided strategy and innovation to pharmaceutical companies, clinical sites on diversity inclusion in clinical trials, health disparities, health equity, and patient advocacy. Dr. Correa holds a BS in Biology from East Carolina University, MSA from Central Michigan University, and a Ph.D. in International Health Research from Trident University. She has utilized her educational experience and knowledge to inspire young women and girls via motivational speaking events and workshops in the pursuit of STEM careers and education.

Ms. Shradha Agarwal is an entrepreneur and investor, with a passion for aligning profit and purpose, people and information and technology with humanity. In 2006, Shradha co-founded ContextMedia, now known as Outcome Health, which serves relevant health education to patients at 40,000+ physician practices around the country to help improve health outcomes. Shradha also co-founded Jumpstart Ventures in 2011 to fund other passionate entrepreneurs executing ambitious solutions in healthcare and education. She also serves on several non-profit boards in the education space, including OneGoal and The Chicago Public Education Fund. Shradha has been recognized by the White House as a Champion of Change and in Chicago for her deep commitment to civic engagement.

Dr. Parag Aggarwal, PhD, is Associate Director for the Healthcare Delivery and Disparities Research program at the Patient-Centered Outcomes Research Institute (PCORI). Before joining PCORI, Dr. Aggarwal worked for Deloitte Consulting LLP, where he led engagements focused on life science and healthcare strategy through the translation medicine team. He provided subject matter expertise across multiple areas, including healthcare regulatory agencies, life science and pharmaceutical companies, and non-profit organizations. He developed strategies that combined science, business, and regulatory components to enable efficient business operations for life science and healthcare organizations. Dr. Aggarwal received his PhD in Medicinal Chemistry from the University of Michigan.

Ms. Laurinda Dodgen, MPH, is a community strategist with AARP. She has extensive experience working collaboratively with community, governmental and business partners to address public health needs. She led the AARP state office in engaging communities of color and lobbied to pass the Illinois Secure Choice Savings Program (SB2758) that was endorsed by the Black and Hispanic caucuses. Laurinda is the co-founder of the International Sports Exchange Program, a youth sports based exchange program between the US and Turkey. She serves on the Board of Directors for Chicago Housing Authority’s (CHA) non-profit Springboard to Success. Laurinda received her BA in Kinesiology and a Masters of Public Health Administration from Northern Illinois University. She also holds a Masters of Public Policy and Administration from Northwestern University.

Dr. Kimberly E. Davis, PhD, MS, is a Senior Research Scientist and Director of the Community Outreach Core in CCRTD at Clark Atlanta University. Dr. Davis received her B.S. and M.S. degrees from Alabama A&M University and Ph.D. degree from Florida State University. Her research emphasis includes research in cancer health disparities and falls into four broad categories: cancer etiology, nutritional epidemiology, minority participation in research studies, and cancer survivorship. She conducts research to study relationships between various dietary factors and prostate cancer risk, with an emphasis on racial and ethnic disparities.

Dr. Suzet M. McKinney, DrPH, MPH, currently serves as CEO/Executive Director of the Illinois Medical District. Dr. McKinney is the former Deputy Commissioner of the Bureau of Public Health Preparedness and Emergency Response at the Chicago Department of Public Health (CDPH), where she oversaw the emergency preparedness efforts for the Department and coordinated those efforts within the larger spectrum of the City of Chicago’s Public Safety activities, in addition to overseeing the Department’s Division of Women and Children’s Health. In academia, Dr. McKinney serves as an Instructor in the Division of Translational Policy and Leadership Development at Harvard University’s T.H. Chan School of Public Health and as Adjunct Assistant Professor of Environmental and Occupational Health Sciences at the University of Illinois at Chicago School of Public Health.

Dr. Dianne Rucinski, PhD, is Evaluation Officer in the Office of Minority Health (OMH) in the US Department of Health and Human Services, where she provides expert consultation and advice to the Deputy Assistant Secretary for Minority Health (DASMH) on research design and methodologies, data collection instruments, analyses, and interpretation of health data pertaining to racial and ethnic minority populations and to OMH research and policy needs. Dr. Rucinski has served as external evaluator to many community organizations, using her quantitative and qualitative skills to help organizations achieve their public health goals. Dr. Rucinski has taught research methods, public health planning and evaluation and community assessment at the Universities of Illinois -Chicago, Wisconsin-Madison, and Iowa. Dr. Rucinski received her PhD in from the University of Wisconsin-Madison and B.S. from the University of Illinois-Urbana.
This session explores the underlying challenges of racial gaps in chronic disease prevention and management. The presenters will discuss health literacy and how it is often ignored as a determinant of health. For instance, hypertension has a higher prevalence amongst African Americans, and the incidence and death rates are higher compared to any other population, often due to lower control rates in this population. The presenters will also discuss improving health inequities and health literacy among the most vulnerable, underserved, and at-risk patient groups. They will also discuss the impact of improved health literacy in populations that disproportionately suffer from the most severe and costliest chronic diseases such as heart disease, diabetes, and asthma.

10:00 AM - Case Studies: Examples in Cultural Competency

Mr. Julius Pryor III helps companies leverage Diversity & Inclusion to accelerate innovation and drive business results. Julius is currently Senior Director, Inclusion & Diversity at McCormick & Company. He’s held executive roles at Johnson & Johnson (J&J), Coca-Cola Enterprises (CCE), Russell Athletic, Abbott Labs and Takeda Pharmaceuticals. He was Vice President of Global Diversity at both J&J and Coke. Most recently, Julius served as Head of Innovation, Diversity & Inclusion at biotech leader Genentech. Julius combines a unique vision for the future of D&I, a strong grounding in sales and management, and insights into what works across different industries and sectors. Julius saw the power of diversity to accomplish results during his 26 years of service in the U.S. Navy. He is a U.S. Navy Captain, Surface Warfare Officer and Instructor for the Navy Officer Leadership Development Program. Julius graduated from Morehouse College and The Williston Northampton School (Easthampton, MA). He sits on the boards of the Andrew Young Center for Global Leadership and the Center for Healthcare Innovation.

Dr. LaMar Hasbrouck, MD, MPH, a recognized leader in population health, has led at every level of the governmental public health enterprise. Currently, he serves as Senior Advisor for Strategy and Growth in the Improving Health Outcomes group at the AMA, where he is charged with growing relationships with health care systems, FQHCs, and other public/private organizations to promote health equity and eliminate gaps in blood pressure control and prevent diabetes across all populations. Dr. Hasbrouck has served on the faculty at Emory University School of Medicine, Morehouse School of Medicine, New York Medical College, and the University of Illinois at Chicago’s School of Public Health. He received his BA and MPH degrees from the University of California-Berkeley, and graduated Dean’s Scholar from the David Geffen School of Medicine at UCLA. Dr. Hasbrouck is the author of *G Street Lion: Stalking a Dream*, a revealing memoir that captures the attention and ignites the imagination of young dreamers and reinforces his personal motto: “Success requires only optimism and a stubborn belief in oneself.”
Attracting, retaining, and promoting diverse talent within organizations is often seen as the right thing to do from a workforce representation viewpoint. However, when considering the rapidly changing global healthcare marketplace and data that correlates inclusive organizations and performance, one must ask, “How does diversity and inclusion impact the bottom line?” Viewing diversity and inclusion as concepts that are fundamentally core to an organization’s ability to succeed in an increasingly fluid and challenging healthcare environment raises the importance of these themes. For instance, according to the McKinsey Diversity Database, organizations in the top quartile for gender diversity are 15% more likely to have above-average financial returns and those in the top quartile for racial/ethnic diversity are 35% more likely. A 2015 study by Deloitte also showed that organizations that achieved a defined level of diversity had 2.3 times higher cash flow per employee over a three-year period than those that did not. Moreover, according to a recent report, there are only 5 African-American CEOs at the nation’s 500 largest companies. And a Forbes report last year indicated that 28% of Fortune 500 firms list just 1 female director, despite that studies have shown that it takes at least 3 female board members to achieve a critical mass for enhancing governance and performance. Organizations that successfully create an inclusive workplace culture and understand a more diverse marketplace will lead the way. It is crucial to leverage diverse perspectives and foster an environment where all voices are heard for the benefit of the business as a whole. This panel brings together a group of healthcare executives and chief diversity officers to discuss how to leverage a more diverse marketplace and a more inclusive workforce to create bottom line growth opportunities.
MODERATOR: Ms. Dima Elissa, MBA, was selected by Chicago magazine as one of the Top Women in Tech, Chicago Innov’s 50 on Fire and by Chicago Tribune’s BlueSky Vault as one of the Top 100 Entrepreneurs in Chicago. Her current ventures, VisMed-3D, a 3D biomedical design and consulting firm, is in keeping with her thirst for new technology and innovation and Symptomatic.io, a blockchain healthcare platform enabling interoperable big data to flow. Alongside these novel start-ups, she is pursuing her passion—devoting time, energy, and guidance to women founders and entrepreneurs. As an adjunct faculty member or Entrepreneur-in-residence, teaching Entrepreneurship or as an in-demand speaker, she exemplifies her commitment to giving back and paying it forward. Dima has earned her MBA from Texas A&M’s May’s School of Business with a concentration in Finance.

Ms. Erickajoy Daniels, MS, is a community resource, with nearly two decades of development and consulting experience. She currently leads the system-wide rollout of diversity and inclusion efforts at Aurora Health Care. Previously, Erickajoy was responsible for organizational development and talent management at Milwaukee’s Brady Corporation. She also held employee development positions at the Federal Bureau of Prisons in Washington, D.C. Erickajoy serves on the board of Betty Brinn Children’s Museum and is a trustee at Mount Mary University. She is active in TEMPO Milwaukee Professional Women’s Network and is co-founder and board member of One MKE, an organization dedicated to addressing cultural divides in the Milwaukee community.

Dr. Bonnie Lai, PhD, is Vice President, Product at Lumere, formerly Procured Health. Prior to Lumere, Dr. Lai worked for five years at The Boston Consulting Group (BCG), a management consulting firm where she served clients across the healthcare industry (pharmaceuticals, medical devices, payers, providers). Dr. Lai was a member of BCG’s Career Development Committee responsible for performance evaluation and a recipient of the Journeyman Award for people development. Dr. Lai holds a Bachelor’s from Northwestern University and PhD from Duke University in Biomedical Engineering.

Mr. Everett Tucker is the Division Vice President, Global Operations Strategy and Engineering at Abbott. Mr. Tucker is a transformational, C level executive who energizes global teams to achieve operational excellence, revolutionize the customer experience, and create a culture of execution in private equity, Fortune 50, & mid size company environments. Previously, Everett was the Vice President, Global Engineering & Operations at CAE Healthcare. He has deep and broad experience in Customer Service, Engineering, Global Supply Chain Design, Supply Chain Operations, Manufacturing Operations, & Project Management. Accomplished at enabling growth & diversification, profitability, and organizational efficiency.

Ms. Cherie Coleman, MSC, is currently Program Manager within the Payment Innovation Division at Anthem, Inc. She’s focused on operations management for their Enhanced Personal Health Care Program models which delivers excellence for the five dimensions of a high performance health system: quality, access, efficiency, equity and healthy lives. Cherie has held a leadership role in various capacities within the Health Care industry beginning her career at the University of Chicago Hospitals. In 2012, she joined the IL Diversity Council as the Activities and Events Chair. In 2016, Cherie became a Certified Diversity Professional (CDP) and stepped into the role of Advisory Board President. She received a Masters in Communications degree with an emphasis in Business Leadership and Change Management from Northwestern University.

Ms. Shyrl Hoover is Senior Manager, Talent Acquisition and Flexible Recruitment Programs at Abbott Laboratories. Shyrl joined Abbott in 2000 and manage Contingent Labor Program for US and Puerto Rico. Her area of expertise includes talent management, workforce planning, and employee relations. Shyrl earned her Bachelor of Science degree in Psychology from Taylor University.

Ms. Celeste Warren, MS, is Vice President, Human Resources & Global Diversity and Inclusion Center of Excellence. In this dual role, she has responsibility for the strategic and operational Human Resources support of Merck’s Global Legal, Compliance, Communications, Population Health, Patient Health and Global Public Policy Organizations. As the leader for Merck’s Global Diversity and Inclusion Center of Excellence, she is responsible for working with Merck’s global leaders to advance and embed diversity and inclusion as a strategic approach to maximize business performance and create a competitive advantage. Ms. Warren joined Merck in 1997 and has held numerous positions of increasing responsibility within its Human Resources organization. During her tenure at Merck, Ms. Warren has supported various different businesses and corporate staff functions.

Ms. Keya Pitts, MPH, is Executive Director, Clinical and Pharmacovigilance Quality Assurance at Astellas Pharma. Keya has over 22 years of experience in the pharmaceutical industry, holding management positions within clinical development, pharmacovigilance, and quality at companies such as AstraZeneca and Purdue Pharma. She is widely respected for her leadership and strategy setting capabilities and expertise in the highly regulated environment of pharmaceutical development, having authored publications and serving as guest speaker at conferences. Keya actively supports initiatives supporting girls and young women as future leaders in the pursuit of STEM careers. She holds an MPH degree from Johns Hopkins University Bloomberg School of Public Health, and a BA in General Sciences from Cheyney University.
12:00 PM - Presentation: An Unbiased and Data-Driven Approach to Health Equity

This panel discussion explores the intersection of data analytics and health inequities, including a specific focus on using available sources to identify gaps in care, social factors, and identifying associated variations in outcomes. Historically, most discussions of health equity have focused on access: care settings, medications, diagnostics, and procedures, but often the conversation fails to address the impact of social determinants of health (SDOH). These determinants often have a larger impact on patient outcomes – clinical and financial – than healthcare or genetics. Additionally, the one-size-fits-all approach to access for patients can lead to unavoidable adverse events. This panel will discuss industry responses to this issue and examples of programs that address health inequities.

MODERATOR: Dr. Neelum T. Aggarwal, MD, is the Chief Diversity Officer at American Medical Women’s Association Associate Professor, Department of Neurological Sciences at Rush University Medical Center. She is a cognitive neurologist, clinical trialist and researcher in the field of population health and aging. She is the Senior Neurologist for the federally funded Rush Alzheimer’s Disease Center (RADC) Clinical Core in Chicago; Director of Research at the Rush Heart Center for Women, and an Associate Professor in the Departments of Neurological Sciences and Rush Alzheimer’s Disease Center at Rush University Medical Center. A graduate of the Academy of Neurology - Palatucci Advocacy Leadership Forum, Dr. Aggarwal is a long-standing voice for community based research, clinical trial participation, public health initiatives, both locally and nationally. She completed her medical degree from the Rosalind Franklin University - Chicago Medical School, completed her neurology residency at Henry Ford Hospital in Detroit, Michigan, and completed an aging and neurodegenerative disorders fellowship at the Rush Alzheimer’s Disease Center.

Mr. Paul Ceverha is a managing director with AArete’s healthcare strategy team. He has an extensive track record of developing new and innovative approaches to complex clinical, IT, operational, and market opportunities. Paul has served in various roles as a senior executive, program manager, CTO, industry subject matter specialist, and technical architect. He has extensive experience in, and broad knowledge of, clinical and business intelligence, and regularly advises hospital systems on the enablers required for bearing risk and improving outcomes on populations.

Mr. Loren Trimble, MBA, CPA, is the Founder, CEO, and Managing Director of AArete, a global management consulting firm. His primary focus is setting the strategic direction of the firm and creating and molding AArete’s go to market strategy and execution. In addition to Mr. Trimble’s primary focus, he also plays a significant role in thought leadership for the firm and is at the core of AArete’s Knowledge Management CenterTM. Mr. Trimble lives and breathes every day his passion for excellence with AArete’s personnel and clients. Mr. Trimble has extensive business and operations strategy experience, serving clients globally in the following industries: healthcare- provider, payer and pharmaceutical, as well as higher education, distribution, consumer products, and business services.

2:15 PM - Presentation: Designing for Trust

Trust is the most valuable—yet vulnerable—currency of any organization. Openbox will lead a discussion on current challenges to trust with real world examples of breaking and building trust in the healthcare industry. Openbox will share a human-centered design case study of designing for trust to help grow the largest national healthcare movement aimed at radicalizing self-care for Black women, GirlTrek.

Mr. Marquise Stillwell, MBA, is the Founder and Principal of Openbox. As a business designer and developer for more than two decades, he grounds the Openbox vision in strategic planning from the fields of investing, product development, and technology. Marquise also works in creative leadership, teaching with the KaosPilots in Denmark and South Africa to help students learn by doing. An active supporter of the arts, Marquise has collaborated with director Petter Ringbom on three short films and one feature-length movie, Shield and Spear (2014), about the rise of creative expression in post-apartheid South Africa. Marquise acts as a board member for the Lowline Underground Park and board advisor for the Andrew Goodman Foundation and MoCADA, and he is a mentor to Geeks Without Bounds and the Girls & Boys Club. He is also a supporter of the Joyce Theater, Makeshift Magazine and MCA Denver for their ability to inspire exploration and empower creative cultures. Marquise is passionate about the power of design and has a boundless curiosity for life. You can find him riding his bike through the streets of Manhattan, doing his part to build a greener urban future.
According to the FDA, African-Americans represent 13.3% and Hispanics 17.8% of the U.S. population, but these racial/ethnic groups only represent approximately 5% and 1% of clinical trial participants, respectively. In a country where minorities are estimated to outnumber Caucasian Americans by 2044, the inclusion of individuals of varied races, ethnicities, ages, gender identities, and sexual orientations in clinical trials and clinical research will help prevent disparities in the evaluation of potential new medicines, therapies, and treatments. Historically, racial and ethnic minorities have been woefully underrepresented in clinical trials. As newer concepts such as precision medicine and biomarkers move to the forefront of modern medicine, diversity in clinical research will have even greater implications. Clinical research provides crucial information on whether new drugs and treatments are safe and effective, and it is vital for researchers to ensure that participants are representative of the broader U.S. population. Overall, the FDA encourages more people to participate in clinical trials, as varied reactions are not only based on differences in genetics but also age and gender. Additionally, the FDA recently released a communications toolkit to promote minority participation in clinical trials. However, a web-based approach of connecting with underrepresented communities will likely be useful, but ultimately insufficient if not combined with a more systematic approach. This panel explores the obstacles that underrepresented and minority patient populations face in accessing clinical trials, as well as discusses best practices and new ideas for how biopharmaceutical, contract research, and provider organizations can make clinical trials more diverse and inclusive. A group of clinical trial experts will explore these obstacles and share their insights and specific calls to action on how to make our clinical trial ecosystem more diverse and inclusive for all patients.
MODERATOR: Dr. Melva Covington, PhD, MPH, MBA, is a Director, Health Economics and Pharmacoeconomics at ORION RWE. Previously, she was a Senior Director, Health Outcomes & Value Assessment at Pacira Pharmaceuticals. Her leadership skills, expertise and impact has spanned throughout the drug development lifecycle process for over 15 years. Her goal is to apply knowledge contextually to understand the patterns of health care conditions in society as well as more targeted so as to focus on the specific needs of individuals and diverse communities. She has MPH and PhD from the University of North Carolina and MBA from Cornell University. Dr. Covington has authored numerous publications and is an impassioned public speaker. Much of her work focuses on addressing population-based disparities in health outcomes and cultural competency.

Dr. Lucy Chen, MD, is a medical director at Astellas Pharma Global Development Inc. leading a multinational phase 3 study in metastatic prostate cancer. She also serves as the Global Medical Lead for a new oncolytic virus program. As a board-certified medical oncologist, Dr. Chen joined Astellas Pharma Global Development Inc. in October 2016 after serving on the University of Illinois faculty for 6 years. She earned her bachelor's and medical degrees from the University of Illinois and completed her residency in internal medicine at Lutheran General Hospital in Park Ridge, IL. She went on to complete a hematology oncology fellowship at the University of Chicago and was awarded the Young Investigator Award by the American Society of Clinical Oncology (ASCO).

Ms. Allecia Harley, MPH, is the Associate Vice President of Clinical Research Administration in the Office of Research Affairs at Rush University and is Certified Clinical Research Professional (CCRP). Allecia has 20+ years of experience in clinical research working for pharmaceutical companies, contract research organizations, a consulting firm, and an academic medical center. Prior to joining Rush, Allecia was a Director at Huron Consulting Group, where she provided oversight to multidisciplinary project teams that assisted academic medical centers, NCI designated cancer centers, and health systems with complex regulatory challenges in research administration. Allecia received her Bachelor of Science in Biology from Spelman College in Atlanta and a Master of Public Health in Epidemiology from the University of Michigan in Ann Arbor.

Ms. Tammy Russo, MS, leveraged successful roles in healthcare marketing, integrated communications, medical education and public relations, creating advocacy offerings at three pharmaceutical companies and a healthcare communications agency. Included in her experience is development of diversity and inclusion programming to ensure disproportionately impacted populations receive resonant messaging. Tammy has lead unbranded educational patient advocacy outreach campaigns, translating messaging into language that resonates with patients, caregivers and healthcare professionals, communicating to the community at large about the implications and impact on treatment decisions, patient empowerment and healthcare reform.

Mr. Bert Bruce, MBA, is Vice President, Global Marketing, Rare Disease at Pfizer. His responsibilities span drug development, business development, commercial preparedness and lifecycle management for Rare Disease medicines. Bert has a diverse skill set and broad pharmaceutical background, with leadership experiences across multiple therapeutic areas and disciplines and Johnson & Johnson, Wyeth and Pfizer. Bert earned a B.S. from Eastern College and an M.B.A. from the University of Pennsylvania’s Wharton School of Business. He is well recognized for his strategic vision, collaborative leadership, influencing skills, and development of high-performing teams; his professional passions include improving the participation of minorities in clinical trials and leadership development.

Dr. Owen Garrick, MD, MBA, is President & COO of Bridge Clinical Research. Bridge Clinical is a global patient recruitment healthcare communications company. It is also the leading company focused on increasing the participation of minority investigators and patients in clinical trials. Dr. Garrick was formerly Director of Corporate Strategy and M&A at McKesson. Prior to McKesson, Dr. Garrick was Global Head of M&A Negotiations at Novartis. Previously he was at Goldman Sachs in New York. Dr. Garrick earned his MD from Yale, MBA from Wharton. He holds an AB from Princeton University. Dr. Garrick also serves on the boards of Sutter Health, the American Psychiatric Association Foundation and Samuel Merritt University. He was confirmed to the HHS Secretary’s Advisory Committee on Human Research Protections in 2012.

Ms. Philana Rowell, MS, is a Director of Project Leadership in clinical operations for Cardiovascular Disease and Diabetes at Sanofi. Philana has over 13+ years working in pharmaceutical clinical operations and strategic development for phase I-IV clinical research and across multiple therapeutic areas. She is adept in applying new ideas and technology to support innovative recruitment strategies for diverse inclusion in clinical research and proven success in partnering with key stakeholders to build relationships and create a culture of trust. Philana received her Bachelors of Science in pre medical studies from Fordham University in New York City and her Masters of Science in Clinical Research and Organizational Management from Drexel School of Medicine in Philadelphia, PA.

Dr. Jeffrey (Jeff) W. Sherman, MD, FACP, is Chief Medical Officer and Executive Vice President at Horizon Pharma. Jeff has more than 25 years of experience in the pharmaceutical industry at IDM Pharma, Takeda Global Research and Development, NeoPharm, Searle/Pharmacia, and Squibb/Bristol-Myers Squibb. He also serves on the Board of Directors of Strongbridge Biopharma. Jeff is an Adjunct Assistant Professor of Medicine at the Northwestern University Feinberg School of Medicine and a Diplomat of the National Board of Medical Examiners and the American Board of Internal Medicine. Jeff received his Bachelor’s degree in Biology from Lake Forest College and medical degree from the Rosalind Franklin University of Medicine and Science/The Chicago Medical School.
Opening Remarks

Mr. Joseph Gaspero is the CEO and Co-Founder of CHI. He is a healthcare executive, strategist, and researcher. He co-founded CHI in 2009 to be an independent, objective, and interdisciplinary research and education institute for healthcare. Joseph leads CHI’s research and education initiatives focusing on including patient-driven healthcare, patient engagement, clinical trials, drug pricing, and other pressing healthcare issues. He sets and executes CHI’s strategy, devises marketing tactics, leads fundraising efforts, and manages CHI’s Management team. His leadership stems from a wide array of experiences, including founding and operating several non-profit and for-profit organizations, serving in the U.S. Air Force in support of 2 foreign wars, and deriving expertise from time spent in industries such as healthcare, financial services, and marketing. Joseph’s skills include strategy, management, entrepreneurship, healthcare, clinical trials, diversity & inclusion, life sciences, research, marketing, and finance. He has lived in six countries, traveled to over 30 more, and speaks 3 languages, all which help him view business strategy through the prism of a global, interconnected 21st century. Joseph has a B.S. in Finance from the University of Illinois at Chicago.

Keynote Introduction

Dr. Benée Brown, PharmD, is the Senior Medical Liaison at Sanofi. She is a graduate of the University of Texas and the University of Texas Health Science Center in San Antonio with experience in hospital, ambulatory care, managed care, and prescription benefit management (PBM) settings. Prior to her Diabetes Medical Liaison role with Sanofi, she served as a Women’s Health Medical Science Liaison with Eli Lilly. This was followed by serving as a Formulary Pharmacist for the second largest Prescription Benefit Management (PBM) Company in the U.S., with responsibility for more than 8 million covered lives. As a PBM pharmacist for the Caremark/CVS National Pharmacy and Therapeutics (P&T) Committee, Benée carefully conducted clinical reviews, pharmacoeconomic evaluations and provided evidence-based recommendations for various categories and classes of Federal Drug Administration (FDA) approved prescription drugs evaluation by the National Caremark/CVS P&T Committee. Since 2012, Benée has also served as an adjunct clinical professor at Chicago State University College of Pharmacy. Benée is an avid runner, biker, swimmer, reader and traveler. She enjoys sharing her active lifestyle with her wonderful family which includes her husband, daughter and son.

Concluding Remarks

Mr. Michael Rosen, MBA, is a global life science connector with expertise in building global businesses (from a start-up phase beginning with university technology licensing) and life science clusters. Mr. Rosen is a developer of science parks with world-class universities with extensive experience in creating entrepreneurial faculty and identifying key areas of scientific expertise to attract international companies to co-locate at the university and commence activities in the U.S. Market. Michael was the Senior Vice President, New Business Development for the Science + Technology Group at Forest City Enterprises, a NYSE-traded real estate development company which develops and builds bioscience parks across the US. Mr. Rosen works with key research universities affiliated with Forest City bioparks, such as Northwestern University in Chicago, and endeavors to bring life science companies from Europe, Asia, Latin America, India, Israel and Canada into these parks. During his thirty-five years in the life sciences industry, he held management positions with Pfizer, Bristol-Myers Squibb, and Searle/Monsanto while living in Japan, Latin America, and Europe and worked extensively in Canada, Israel and Asia. Mr. Rosen has been President/CEO of European and US biotech and medical device companies; additionally he founded Rosen Bioscience Management to provide CEO services to startup life science companies including a University of Wisconsin diagnostics company developing biomarkers for kidney disease, a University of Illinois company developing new cancer vaccines and a wound-care company from Michael Reese Hospital.
Get Social
Bring today’s important conversation online via social media. Tweet with #DILSS about today’s symposium, new insights, diversity in clinical trials, diversity in the workplace, healthcare disparities, or any other pressing D&I topics.

#DILSS
Diversity, Inclusion, & Health Equity Symposium
2018 Sponsorship Opportunities

The 8th annual Diversity, Inclusion, & Health Equity Symposium is a leading annual, collaborative event focusing on health equity and health disparities in the U.S. The symposium brings together leading healthcare professionals, executives, physicians, patient groups, patients, researchers, academics, clinical trial professionals, and diversity and inclusion advocates to discuss health equity in the life sciences and the health sectors. The symposium focuses on the latest trends, challenges, opportunities in both the marketplace and workplace, with a specific focus on how to best serve an increasingly diverse patient base. We also aim to address the broader health disparity challenges in the U.S., and the symposium equips attendees with the latest insights and ideas. Attendees will learn practical solutions, share perspectives, and meet new industry and marketplace colleagues. Benefits of sponsorship include:

- Learn the latest actionable insights and ideas surrounding equity and healthcare and life sciences
- Brand recognition and strengthening with leading healthcare and life science executives, physicians, and other key healthcare and life science decision makers
- Access to the world’s best and brightest healthcare and life science thought-leaders, including top innovators, entrepreneurs, researchers, scientists, authors, physicians, CEOs, professors, and inventors
- Access to potential alliance partners
- Access to potential collaborators and partners in academia, industry, and non-profit sectors
- Access to new and diverse markets
- Network and share best practices with some of the country’s leading health equity experts and other healthcare and life science professionals and organizations
# Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>Sponsorship Levels and Benefits</th>
<th>Foundational Sponsor $25,000</th>
<th>Lead Sponsor $10,000</th>
<th>Platinum Sponsor $7,500</th>
<th>Gold Sponsor $5,000</th>
<th>Silver Sponsor $3,000</th>
<th>Reception Sponsor $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to appoint Honorary Symposium Chairperson</td>
<td>●</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Acknowledgement in the welcome letter</td>
<td>●</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Opportunity to provide Welcoming or Concluding Remarks</td>
<td>●</td>
<td>●</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Opportunity to add speakers</td>
<td>2 moderators or panelists</td>
<td>2 moderators or panelists</td>
<td>1 moderator or panelist</td>
<td>1 panelist</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Complimentary attendees</td>
<td>20 attendees</td>
<td>10 attendees</td>
<td>6 attendees</td>
<td>4 attendees</td>
<td>3 attendees</td>
<td>2 attendees</td>
</tr>
<tr>
<td>Listing on symposium website</td>
<td>12 months</td>
<td>12 months</td>
<td>9 months</td>
<td>6 months</td>
<td>3 months</td>
<td>1 months</td>
</tr>
<tr>
<td>Advertising in symposium program book</td>
<td>Two page</td>
<td>Two page</td>
<td>One page</td>
<td>Half page</td>
<td>Quarter page</td>
<td>N/A</td>
</tr>
<tr>
<td>Access to attendee lists</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Display table</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>N/A</td>
</tr>
<tr>
<td>Profile interview on CHI's blog</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>N/A</td>
</tr>
<tr>
<td>Placement throughout</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Acknowledgement throughout the program</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

Please contact [joseph@chisite.org](mailto:joseph@chisite.org) or call (773) 330-2416 to request more information
Sanofi is a proud sponsor of CHI’s Diversity, Inclusion & Health Equity Symposium

Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, Sanofi is transforming scientific innovation into healthcare solutions around the globe.

www.sanofi.us
DO WORK THAT MATTERS

Bringing a variety of perspectives to the table

When you bring a variety of perspectives to the table, it creates a culture of innovation—essential to facing the world’s healthcare challenges.

At Abbott, we’re committed to helping you live your best possible life through the power of health. Our products and technologies – in nutrition, diagnostics, medical devices and established pharmaceuticals – create more possibilities for more people at all stages of life.

Discover the career of a lifetime at abbott.com/careers.

Connect with us: [Facebook] [Twitter] [YouTube] [Instagram] [LinkedIn]

An equal opportunity employer, (EOE Minorities/Females/Protected Veterans/Disabled). Abbott welcomes and encourages diversity in our workforce.

What drives the American Medical Association?
Making health care efficient, sustainable and fair—for patients, physicians and the diverse populations they serve.

Learn more about the AMA’s work to confront hypertension in at-risk populations.

ama-assn.org/health-equity
We’re with building stronger, healthier communities. Healthy communities start with healthy people. That’s why we’re committed to strengthening the well-being of the diverse communities where we live and work—because we all live better when we care for each other.

Aurora Health Care®
aurora.org

At the forefront of building healthy communities.
SOLVE PROBLEMS IN HEALTHCARE
EARN A MASTERS OF SCIENCE IN HEALTH COMMUNICATION IN ONE-YEAR

Northwestern University would like to showcase the Masters of Science in Health Communication program. This one-year, professional MS degree in health communication is a unique program that will prepare students to solve problems in healthcare using the communication arts and sciences. This program has helped students and alumni achieve incredible career advancement opportunities within organizations that work to improve health outcomes.

Visit healthcomm.northwestern.edu to learn more about the MS in Health Communication program.

ATTEND AN EVENT
HEALTHCOMM.NORTHWESTERN.EDU/EVENTS

Walkiria
Type 1 Diabetes

Because nothing should come between grandma and a hug.

It takes more than medicines to feel better when you have a chronic condition. That’s why, for nearly a century, Novo Nordisk has been making medicines and developing partnerships to raise awareness, improve prevention, promote early diagnosis and expand access to care for people living with diabetes and other chronic diseases.

For more information on all that we’re doing, visit novonordisk.us
Girl Band’s Show Spotlights STEM
College Student Makes Strides in Cancer Research
Safer Helmets Through Tech

MAJOR LEAGUE MATH
ENGINEER RICARDO VALERO EMPLOYS BASEBALL TO CHEAT ACADEMIC HEAVY-HITTERS

HealNow App Delivers Local Pharmacy to Your Home

SUBSCRIBE FOR FREE!
diversityinaction.net

facebook.com/divinaction
twitter.com/divinaction
CHI Corporate Memberships

Memberships
CHI memberships provide unparalleled access to our education and training, world-class events and symposia, cutting-edge industry insights, objective research, and unparalleled networking and partnership opportunities. Memberships benefits include comprehensive access to our educational events, opportunity to shape and lead research projects, exclusive early access to innovative research reports, panelist and speaking opportunities, special annual meetings with healthcare thought-leaders, unparalleled networking opportunities, wide recognition and greater health sector visibility to meet organizations’ strategic and business objectives, and a myriad of other exclusive benefits.

Memberships Timeline
CHI Memberships are on annual basis. Memberships terms can be on a calendar year or fiscal year, based on the preferences of the member organizations. Members can also join on a pro-rated basis for those organizations seeking memberships midway through the current year. As part of the membership process, new members will meet with CHI staff and Board of Director(s) to discuss how to best utilize the membership, as well as help us understand how to create the most valuable membership experience for your organization.

Why Become A Member?
CHI Memberships provide members with comprehensive access to research and education throughout the year. Together, CHI and members aim to:
- Understand opportunities, challenges, trends, and best practices related to healthcare innovation, value, quality, access, and cost, as well as understand how the health sector can best serve patient communities
- Create dialogue among organizational leaders and professionals, CHI Board of Directors, and CHI staff on some of the most pressing healthcare issues and challenges

<table>
<thead>
<tr>
<th>MEMBER BENEFITS</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier branding opportunities on event programs, research reports, &amp; website banners</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Website advertising and logo placement</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Special acknowledgement as CHI patron &amp; supporter in widely-distributed programs &amp; other overviews</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Attendees at CHI’s annual educational events (minimum 3 events across the nation)</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Opportunity to serve as distinguished panelist(s) at CHI’s educational events (Based on representative’s area of expertise &amp; current role)</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Guest blogging &amp; other thought-leadership opportunities</td>
<td>6 times / year</td>
<td>4 times / year</td>
<td>3 times / year</td>
<td>2 times / year</td>
</tr>
<tr>
<td>Get exclusive early access (30 days earlier) to CHI’s research reports</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Organizational logo &amp; branding opportunities on CHI’s research reports</td>
<td>3 times / year</td>
<td>2 times / year</td>
<td>once / year</td>
<td>N/A</td>
</tr>
<tr>
<td>Opportunity to make Opening Remarks at CHI’s Board of Directors Strategic Retreat (June)</td>
<td>2 attendees &amp; opportunity to make remarks</td>
<td>1 attendee</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Receive special briefing from Chairman &amp; Vice Chairman of the Board on CHI’s annual report</td>
<td>●</td>
<td>●</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Sponsor research reports &amp; white papers (assist in shaping topic or become a collaborator)</td>
<td>●</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Please call (773) 330-2416 or reach out to info@chisite.org for more information.
Recent and Upcoming Research


This white paper, A Collaborative Health System: A Guide to Actionable Measures for Successful Community Engagement, is based on CHI’s Healthcare Executive Roundtable held on October 12, 2017, in New York City. The white paper is meant to help operationalize the insights discussed at the roundtable, with a specific focus on providing actionable and implementable steps that healthcare organizations and individuals can take to build a more collaborative healthcare system that successfully engages patients in the 21st century. Special thanks to all for attending the roundtable. We hope the white paper can be a resource for you and your organization as we think about how to successfully build a value-based, collaborative healthcare ecosystem for all.

Breakthroughs in Healthcare Equity Action Plan

This Action Plan is based on CHI’s second annual Breakthroughs in Healthcare Equity Symposium, a leading annual, collaborative symposium for patients, patient groups, clinicians, researchers, technologists, healthcare and life science executives, and diversity and inclusion advocates to discuss equity in healthcare. The second annual symposium brought these groups together in a collaborative forum to create networks, discuss best practices, and exchange new ideas related to making healthcare more equitable, with a specific focus on understanding how to serve underserved patient groups, including racial and ethnic minorities, women, and the LGBT community. The symposium also focused on helping provider, pharma, and other organizations who serve patients with the latest ideas and insights on how these organizations can better understand the unique and diverse needs of the patients they serve. Attendees exchanged the newest insights and ideas, discussed practical solutions, and met industry and marketplace colleagues.

A Patient-Centered Approach in Clinical Trials: Impact on Patient Retention and Costs

This white paper reviews the patient-centered care (PCC) model and examines how several PCC metrics may be influential in reducing clinical trials dropouts, ultimately resulting in reduced costs. In particular, we analyze how the adoption of a patient-centric model in clinical trials recruitment and retention has potential for cost savings by improving patient education, engagement, and retention of chronically ill patients in clinical trials. In an era of increasing complexity and rising costs, the drug development industry is increasingly focusing on personalized medicine in their patient recruitment and retention strategies. However, there is limited research on the use of patient-centric approaches to retain patients with chronic disease such as cancer. Often, these patients have functional limitations, difficulty accessing care, or lack the proper education and awareness of clinical trials. Patient-centric interventions, including increasing access to transportation and health information technology (HIT) or improving patient-centeredness among providers can help increase engagement and retention of the most vulnerable patient populations. Informed and empowered patients can be pivotal in retaining a diverse range of patients for clinical trials and reducing the cost burden associated with patient recruitment and retention.
Our CHI Team

**BOARD OF DIRECTORS**

- **Mr. Michael Rosen (Chair), MBA**, Managing Director, Rosen Bioscience Strategies; Adjunct Professor of Global Biotechnology Enterprise, Northwestern University
- **Mr. Julius Pryor III (Vice Chair)**, Senior Director, Inclusion & Diversity, McCormick & Company
- **Dr. Neelum Aggarwal, MD**, Chief Diversity Officer, American Medical Women’s Association; Associate Professor, Department of Neurological Sciences, Rush University Medical Center
- **Dr. Cheryl Beal Anderson, PharmD, MBA**, Vice-President, Head of Regulatory Affairs and Quality, Upsher-Smith
- **Dr. Benée Brown, PharmD**, Senior Medical Science Liaison, Sanofi
- **Mr. Ashwin Datt**, Head of People, Vitrisa Therapeutics
- **Dr. James Gillespie, PhD, JD, MPA**, President, Center for Healthcare Innovation
- **Ms. Lynn Hanessian**, Chief Science Strategist, Edelman
- **Mr. Joff Masukawa**, President, Diligentia
- **Mr. Stephen Morales, MBA**, Consultant, LEK Consulting
- **Ms. Sahrinia Shah, MBA, CPA**, Founder, CEO, and Managing Director, AArete

**EXECUTIVE COUNCIL**

- **Mr. Dennis Urbaniak (Chair)**, Managing Director, Accenture
- **Mr. Mitchell DeKoven, MHSA**, Principal, Health Economics and Outcomes Research, IQVIA
- **Mr. Rick Goddard, MS**, Director of Clinical Innovation, Advocate Health Care
- **Ms. Vera Rulon, MS**, Founder and President, Tir Health Advisors
- **Dr. Eckhard von Keutz**, Senior Vice President, Head Global Early Development, Bayer Healthcare

**RESEARCH GROUP**

- **Mr. James Jordan, MBA (Chair)**, Distinguished Service Professor in Healthcare & Biotechnology Management, Carnegie Mellon University
- **Mr. Mark Kwiatia, MBA**, (Vice Chair), Cost Strategy, Abbott Laboratories
- **Dr. Jason Arora, MD, MPH**, Director at the International Consortium for Health Outcomes Measurement
- **Dr. Ryan Bethancourt, PhD, MBE**, Program Director and Venture Partner, IndieBio (SOSV)
- **Dr. G. Randall Green, MD, JD, MBA**, Program Director, Cardiac Surgery, St. Joseph’s Hospital Health Center
- **Dr. Marco Quarta, PhD**, Director, Inst. for Bioengineering in Stem Cell & Regenerative Medicine, Stanford
- **Dr. Andres Quintero, MD, MPH, MBA**, Associate Director, Healthcare Strategic Solutions, Navigant
- **Dr. Kate Rosenbluth, PhD**, Chief Executive Officer, Cala Health
- **Dr. James Su, PhD**, Chief Science Officer, Lap IQ

**MANAGEMENT TEAM**

- **Mr. Joseph Gaspero**, CEO & Co-Founder, Center for Healthcare Innovation
- **Dr. James Gillespie, PhD, JD, MPA**, President, Center for Healthcare Innovation
- **Dr. Tina Shah, MD, MPH**, Ambassador, CHI; White House Fellow, U.S. Department of Veteran Affairs
- **Mr. Tolga Babur**, Research Associate, CHI; MHA Student, Johns Hopkins
- **Ms. Ivory Chang**, Project Manager, Center for Healthcare Innovation
- **Mr. Ryan Haake, MS**, Research Associate, CHI; Molecular Biologist, Argonne National Laboratory
- **Mr. Lawrence Ham, MPH**, Advisor, CHI; Founder, Borrow
- **Ms. Ritu Kamal**, Ambassador, CHI; Global Project Manager, Biodesign Program, Stanford University
- **Mr. Joshua Limp**, Senior Project Manager, Center for Healthcare Innovation
- **Mr. Brian Sandoval, MPH, MBI**, Advisor, CHI, Co-Founder, Binary Health