The Future of Diversity, Inclusion, & Equity in Medicine & Technology Workshop

Friday, 9/20/2019
9:00AM - 12:00 PM PT
Latham & Watkins
505 Montgomery St # 2000
San Francisco, CA 94111
Facts About Health Equity in the U.S.

5% of patients account for 50% of all US healthcare spending

How can information technology innovations address this disparity?

NIHCM, 2011

How Diverse and Inclusive are Hospital Leadership Positions in the U.S.?

Minorities as share of U.S. population 38%
Minorities in executive leadership 11%
Minorities on hospital boards 14%

Institute for Diversity in Health Management, 2015
A study found that health apps are used 2 or more times a day by

21% Users with no chronic conditions
17% Users with high cholesterol
13% Users with obesity
12% Users with diabetes
12% Users with depression
3% Users with hypertension

This suggests people with poor self-reported health who stand to benefit most from health apps were the least likely to report use of health apps.

JMIR Mhealth Uhealth, 2017
Welcome from Event Chair

Dear Healthcare Professionals, Diversity and Equity Advocates, and Technologists,

We welcome you all to CHI's Future of Diversity, Inclusion, & Equity in Medicine & Technology Workshop. The workshop welcomes physicians, diversity and equity professionals, technologists, entrepreneurs, healthcare executives, investors, researchers, and healthcare professionals from the Bay Area and across the U.S. to discuss equity, healthcare, and technology. Our goal is to convene a group of interdisciplinary professionals for a day of co-learning and intimate discussion on the opportunities, challenges, and best practices of leveraging technology to make modern healthcare more equitable for all patients. Some key themes will include (1) examining inherent biases in health tech artificial intelligence and machine learning, (2) understanding how digital media, social medial, and digital health/therapeutics can be leveraged to increase access and improve quality in a way that reduces healthcare disparities, and (3) discussing what Silicon Valley and the tech sector can do to increase gender and racial diversity in the healthcare tech sector.

CHI’s workshop is designed to inspire and empower you and your organization with real-world, actionable ideas on the intersection of equity, healthcare, and technology in the 21st century. We hope you learn new ideas, share your perspectives, and meet new colleagues. We wish you an enjoyable day of learning.

Warmest regards,

Dr. James Gillespie
President & Co-founder
Center for Healthcare Innovation
Agenda

9:00 AM   Registration & Networking

9:20 AM   Welcoming Comments
Mr. Joseph Gaspero, CEO at Center for Healthcare Innovation &
Mr. Kirt Switzer, Office Managing Partner at Latham & Watkins LLP

9:30 AM   Distinguished Opening Remarks
Dr. Ronald Copeland, MD, SVP of National D&I Strategy and Policy and
Chief D&I Officer at Kaiser Permanente

9:45 AM   Workshop Module 1
Co-Moderated by Julius Pryor III, Chair of the Board at Center for Healthcare
Innovation and Bhavini Shah, MBA, Customer Success Director of Healthcare & Life
Sciences at Salesforce

10:30 AM  Break

10:45 AM  Distinguished Keynote Address
Doug Harris, CEO at the Kaleidoscope Group

11:15 AM  Workshop Module 2
Co-Moderated by Julius Pryor III, Chair of the Board at Center for Healthcare
Innovation and Bhavini Shah, MBA, Customer Success Director of Healthcare & Life
Sciences at Salesforce

11:55 AM  Closing Remarks
Daniel Settelmayer, Partner and former Global Co-Chair of the Healthcare and Life
Sciences Practice at Latham & Watkins LLP &
Julius Pryor III, Chairman of the Board at the Center for Healthcare Innovation

Thank you to our Corporate Members

[Logos of sponsors]
Welcoming Comments

Joseph Gaspero
CEO/Co-founder of the Center for Healthcare Innovation

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. Joseph is passionate and committed to making healthcare and our world a better place. 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.

Kirt Switzer, JD
Office Managing Partner at Latham & Watkins LLP

Kirt Switzer is the Office Managing Partner of Latham’s San Francisco office and was previously the Global Chair of Latham’s Transactional Tax Practice.

Mr. Switzer’s practice focuses on federal taxation of corporations and partnerships in a variety of US and international contexts and specifically involves advising clients on tax issues related to mergers, acquisitions, divestitures, financings, restructurings, and post-merger integration matters. He has represented US and non-US corporations, private equity funds, and investment banks in a variety of matters, including: US and cross-border taxable and tax-free acquisitions and dispositions, including reorganizations, joint ventures, and spin-offs; bankruptcy and insolvency restructurings public and private financing transactions.

In 2017, Mr. Switzer was recognized as a “Bankruptcy Tax Specialist” by Turnarounds & Workouts. Mr. Switzer has been recognized as a leading tax lawyer in The Legal 500 US directory since 2010.

Mr. Switzer is a member of the California State Bar and a Certified Public Accountant (inactive status). He has lectured on tax aspects of mergers and acquisitions at various conferences. He is a co-author of Tax Management Portfolio 771 3rd Corporate Acquisitions - (A), (B), and (C) Reorganizations.

Prior to joining Latham, Mr. Switzer practiced within the Transaction Advisory Services group of Ernst & Young LLP.
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 recently retired 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 board member of the National Organization on Disability and the Center for Healthcare Innovation; an advisory board member for the Centre for Global Inclusion; 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.”
Distinguished Speakers

Co-Moderator
Julius Pryor III
Chair of the Board of Directors at CHI

Julius Pryor helps companies leverage Diversity & Inclusion to accelerate innovation and drive business results. 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. He’s held numerous Navy leadership roles including, Unit Commanding Officer and Fleet Staff Officer. He had the honor of serving on the re-commissioning crew of the historic USS Missouri (BB-63). 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. He is a member of the Omega Psi Phi Fraternity, having pledged at the legendary Psi Chapter at Morehouse College. Julius is the author of Thriving in a Disruptive World: 6 Critical Concepts for Navigating the 21st Century.

Co-Moderator
Bhavini Shah, MBA
Customer Success Director of Healthcare & Life Sciences at Salesforce

Ms. Bhavini Shah, MBA, is a Customer Success Director of Healthcare & Life Sciences at Salesforce. She is a healthcare expert with expertise in strategic planning, sale operations, and marketing. She has held positions in the payer, provider, and pharma sectors. She was an Executive Director of System Planning & Strategic Development at Carle, where she was responsible for the strategic development team and regional teams. Prior to that, she was the Senior Director of Project Management at Siemens Healthcare, where she was responsible for managing the portfolio of strategic projects for the region. Ms. Shah also held positions at Blue Cross Blue Shield, where she worked as the Senior Manager of Strategic Relations and led collaborations across 5 organizations in the development of a community medical record exchange solution. Prior to that, she was the Manager of E-Commerce at Blue Cross Blue Shield. Ms. Shah received her MBA in Strategy, Marketing and Finance from University of Chicago-Booth School of Business. She is experienced in helping organizations through times of transformation. Ms. Shah has the analytical skills with the ability to help organizations gain new insights and develop new strategies.
Distinguished Participants

Carol Sands Langensand  
Founder & Managing Partner of The Angels’ Forum and The Halo Fund

Carol Sands is the Founder and the Managing Partner of The Angels’ Forum and The Halo Funds. She has 30 years of experience with investing, entrepreneurial, and large corporate institutions. She is interested in investing in capital efficient, fast growing companies, across technology and life sciences. In 1997, Carol formed The Angels’ Forum, an innovative angel group, and has grown it to the top rated angel group in the Silicon Valley. The Angels’ Forum organizes individual investors with previous entrepreneurial experience to invest using a venture capital model for due diligence, mentoring, and board management. In 2000, The Halo Funds were launched. With 3 funds and over $40 million under management, Halo Funds invested in early stage, Silicon Valley based start ups. A globally recognized expert, Carol consults with government officials and corporations about early-stage investing and innovation. She teaches two courses at Stanford University’s Continuing Education Program and has guest lectured at other universities around the world.

Christine Meinders, MA, MFA  
Founder of Feminist.AI

Christine is a design strategist and emerging technologies designer who uses collaborative and inclusive design approaches to creating AI design tools and developing community-driven, social AI projects. She hold an MFA in Media Design Practices from ArtCenter College of Design and an MA in Clinical Psychology from Pepperdine University. The general focus of her research is the design and user experience of artificial intelligence (AI); currently, she primarily research civic and health sectors. In addition to design research, a varied experience in hands-on prototyping and workshops also shapes her approach to design inquiries. Christine believes that human-centered design and inclusivity brings focus and purpose to her research methods. Accordingly, her recent work in AI design and research has primarily been community-driven and uses AI design approaches to physical and digital products to enhance human experiences.
Mr. Doug Harris is the Chief Executive Officer of The Kaleidoscope Group with almost 30 years of experience in the field of diversity & inclusion consulting. Prior to joining Bea Young Associates in 1993, Doug worked for several years as a consultant and trainer for Harbridge House, Inc. where he facilitated diversity & inclusion education sessions with senior executives of Fortune 500 organizations. Today, as the leader of The Kaleidoscope Group, Doug empowers organizations to achieve their diversity and inclusion goals. His knowledge and expertise guides organizations through the creation of customized strategies that address the specific diversity needs of the business. He recently developed and launched The Kaleidoscope Group Youth Practice to assist underserved youth in the Chicagoland and surrounding communities and is working with Tufts University to design and implement a student leadership development program.

For almost 30 years, Doug Harris has impacted the American workplace with his work in diversity & inclusion (D&I). Combining compassion and a keen business sense, he has shepherded organizations, teams and executives forward as the diversity dialogue has evolved from compliance, to fostering inclusion and ultimately, achieving exceptional business outcomes.

From household names to small businesses, from financial institutions to academia, to make the absolute most of each of their people, including Caterpillar, Nielsen, HP, Coca-Cola and Blue Cross Blue Shield, just to name a few. As different as each of these organizations are, what they share in common is they have enriched their culture and advanced their mission by embracing Doug’s mission: To free the human potential™. Doug holds degrees in Economics and Sociology from Tufts University.
Closing Remarks

Dan Settelmayer, JD, LLM
Partner and former Global Co-Chair of the Healthcare and Life Sciences Practice at Latham & Watkins LLP

Dan Settelmayer is a partner in the Los Angeles office of Latham & Watkins and former Co-Chair of the firm’s Global Healthcare & Life Sciences Practice. Mr. Settelmayer’s practice focuses on a wide range of transactional and regulatory matters for healthcare sector clients and investors, leveraging over thirty years of experience in the industry. Mr. Settelmayer is recognized by Chambers USA as a Band 1 lawyer in the Healthcare Industry. He is a member of the California Bar Association, the ABA Health Law Section, and American Health Lawyers Association. He has served as Chair of the Executive Committee of the Los Angeles County Bar Association’s Health Law Section, and is a current member of the California Bar Association, Healthcare Law Committee.

Julius Pryor III
Chair of the Board of Directors at CHI

Julius Pryor helps companies leverage Diversity & Inclusion to accelerate innovation and drive business results. 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. He’s held numerous Navy leadership roles including, Unit Commanding Officer and Fleet Staff Officer. He had the honor of serving on the re-commissioning crew of the historic USS Missouri (BB-63). 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. He is a member of the Omega Psi Phi Fraternity, having pledged at the legendary Psi Chapter at Morehouse College. Julius is the author of Thriving in a Disruptive World: 6 Critical Concepts for Navigating the 21st Century.
The Future of Diversity, Inclusion, & Equity in Medicine & Technology Workshop

2019 Sponsorship Opportunities

The Center for Healthcare Innovation’s workshop brings together best-in-class physicians, diversity and equity professionals, technologists, entrepreneurs, healthcare executives, investors, researchers, and healthcare professionals from the Bay Area and across the U.S. to discuss the interesting intersection of equity, healthcare, and technology. The emphasis will be on compelling, cross-functional, and inter-disciplinary themes. The workshop will focus on the opportunities, challenges, and best practices of leveraging technology to make modern healthcare more equitable for all patients. Additionally, we will discuss the business case for how diversity, inclusion, and equity --in addition to being beneficial for humanity and society-- are catalytic for decreasing costs, increasing revenues, and ultimately driving higher profits at the organizational level. The event will punctuate the critical importance of diversity, inclusion, and engagement for modern organizations. This workshop is a collaborative, engaging, highly interactive exchange of ideas and information, with the hope and expectation that multiple subsequent collaborations between participants will emerge in the wake of the event. Benefits of sponsorship include:

- Learn the latest actionable insights and ideas surrounding Technology, healthcare, and equity
- Brand recognition and strengthening with leading healthcare and technology executives, physicians, technologists, entrepreneurs, and other key healthcare decision makers
- Access to the world’s best and brightest healthcare and technology 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 technology professionals and organizations
# Sponsorship Levels and Benefits

<table>
<thead>
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<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>
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<td>Opportunity to provide Welcoming or Concluding Remarks</td>
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<td>Executive attendees</td>
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<td>Listing on workshop website</td>
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<td>Advertising in workshop program book</td>
<td>Two page</td>
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<td>Half page</td>
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<td>Access to attendee lists</td>
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<td>Profile interview on CHI's blog</td>
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<td>Acknowledgement throughout the program</td>
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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 an 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>
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<tr>
<th>MEMBER BENEFITS</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td>Premier branding opportunities on event programs, research reports, &amp; website banners</td>
<td>●</td>
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<td>Website advertising and logo placement</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Special acknowledgement as CHI patron &amp; supporter in widely-distributed programs &amp; other overviews</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<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>
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<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>
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<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>
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<td>Get exclusive early access (30 days earlier) to CHI’s research reports</td>
<td>●</td>
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<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>
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<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>
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<td>Receive special briefing from Chairman &amp; Vice Chairman of the Board on CHI’s annual report</td>
<td>●</td>
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<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>
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Please call (773) 330-2416 or reach out to info@chisite.org for more information.
Upcoming Event and Recent Research

The Future of Diversity, Inclusion, & Equity in Healthcare Workshop

Tuesday, November 5, 2019 | Atlanta, GA

This workshop brings together best-in-class entrepreneurs, executives, investors, policymakers, researchers, scientists, and technologists drawn from the Atlanta metro region and across the United States. The workshop will focus on the interesting intersection of business, management, strategy, healthcare, and medicine. The emphasis will be on compelling, cross-functional, and inter-disciplinary themes. We will discuss the business case for how diversity, inclusion, and equity --in addition to being beneficial for humanity and society-- are catalytic for decreasing costs, increasing revenues, and ultimately driving higher profits at the organizational level. The event will punctuate the crucial importance of diversity, inclusion, and engagement for modern organizations. Most importantly, we will examine the “why” and “how” D&I are good for patients and their families. This will be an engaging, highly interactive exchange of ideas and information, with the hope and expectation that multiple subsequent collaborations between participants will emerge in the wake of the event.

Learn More

Improving Care via Innovation in Incentive Payments

The US healthcare system is moving slowly from volume to value-based care. Value-based care models reimburse providers based on agreed-to health outcomes, whereas volume-based care involves payment based on the number of services delivered. Though different organizations may be at varying points in this progression, the change seems to be inevitable. As U.S. healthcare costs continue to soar, many states are experimenting with novel programs to improve overall population health, reduce cost of care, and improve patient outcomes. The Center for Medicare & Medicaid Innovation (CMMI) has developed several innovation models that have been implemented across the country with varying levels of success. On Tuesday, April 2nd, 2019, the Center for Healthcare Innovation (CHI) convened 25 healthcare executives at the “Improving Care via Innovation in Incentive Payments” roundtable at the Edelman firm in New York City. The participating thought leaders shared their experiences with alternative payments models, focusing not only on their successes, but also on the challenges faced. The thought leaders discussed a range of innovation models, from bundled payments to the Delivery System Reform Incentive Payment (DSRIP) program and the Oncology Care Model. This paper summarizes the major highlights from the “Improving Care via Innovation in Incentive Payments” roundtable.

Learn More

Minority Participation in Precision Medicine Trials

Minority and at-risk patients have been historically underrepresented in clinical trials. Evidence suggests that therapeutic efficacy is impacted by clinical trial demographics as (1) non-inclusive recruitment protocols are not representative of the target patient group and (2) the trial participants do not match the epidemiology of the disease. We hypothesize that clinical trials that are focused on precision medicine, such as therapeutics targeting a specific rare or genetic disease, have the potential to blind clinical trial recruitment and achieve diversity goals in patient enrollment. In these cases, recruitment would be more stringent than historical protocols due to the targeted patient population. More specifically, for a rare or genetic disease that primarily affects minorities, clinical trial makeup should reflect the patient population as trial administrators are screening based on a patient’s genetic profile. This could have the unintended consequence of recruiting a higher percentage of minority patients than in traditional clinical trials. This paper explores the impact of precision medicine on bridging the diversity gap in clinical trial recruitment.

Learn More
Our CHI Team

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Mr. Julius Pryor III (Chair), Author and Expert in Innovation, Diversity & Inclusion
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Ms. Bhavini Shah, MBA, Customer Success Director of Healthcare & Life Sciences, Salesforce
Dr. Eckhard von Keutz, Senior Vice President, Head Global Early Development, Bayer Healthcare

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Mr. Joshua Limp, Director of Business Development, CHI
Mr. Roger Mosley, Director of Strategic Partnerships, CHI
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Ms. Ivory Chang, MS, Project Manager, CHI
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Mr. Ryan Haake, MBA, MS, Senior Analyst, CHI
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Ms. Ritu Kamal, MBA, MS, Ambassador, CHI; VP, Product Management, Fabric Genomics
Mr. Brian Sandoval, MPH, MBI, Advisor, CHI; Co-Founder, Binary Health
Dr. Tina Shah, MD, MPH, Ambassador, CHI; Medical Director, WellStar Health System

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Mr. Mark Kwatia, MBA, (Vice Chair), Cost Strategy, Abbott Laboratories
Dr. Jason Arora, MD, MPH, Director at the International Consortium for Health Outcomes Measurement
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Our vision is to be the leading global platform for meaningful change in health equity.

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