



CANCER CARE AT THE CROSSROADS



 **NY, MARCH 25, 2016**

A One-Day International Summit on Innovation, Clinical Benefit and Cost

Meet the Sponsors



7:45am – 8:00am

Opening remarks

Setting the stage for the day



MIKE MEYER

President, Meyer Consulting



ROBERT DARNELL

MD, PhD, Founding Director and CEO, New York Genome Center; Professor & Senior Physician, The Rockefeller University; Investigator, Howard Hughes Medical Institute

Opening remarks

8:00am – 9:15am

Round table 1

Cancer care delivery and cost through the lens of health plans, academic centers, pharma and provider groups and how they perceive each other



Moderator

CHERYL A. MOORE

President and COO, New York Genome Center



Speaker

HAL PAZ

MD, Executive Vice President and Chief Medical Officer, Aetna



Speaker

MACE ROTHENBERG

MD, Chief Medical Officer and Senior Vice President, Clinical Development and Medical Affairs, Pfizer Oncology



Speaker

JEFFREY LeBENGER

MD, Chairman & CEO, Summit Medical Group & Summit Health Management



Speaker

RICHARD SCHILSKY

MD, Chief Medical Officer, American Society of Clinical Oncology

Round table 1

9:15am – 10:30am

Round table 2

How to innovate and leverage the resources and talent of academic medical centers in collaboration with community physicians



Speaker

ALEXANDER EGGERMONT

MD, PhD, Director General, Gustave Roussy; Chairman, Cancer Core Europe



Speaker

ANDREW NORDEN

MD, MPH, Associate Chief Medical Officer, Network, Dana-Farber Cancer Institute



Speaker

MARGARET B. ROW

MD, VP of Networks MD Anderson Cancer Center



Speaker

JEFFREY LeBENGER

MD, Chairman & CEO, Summit Medical Group & Summit Health Management

10:30am – 10:45am

Morning break

10:45am – 12:00pm

Round table 3

The use of genomics, precision medicine and targeted therapies to improve quality and reduce cost of care



Speaker

STEPHEN G. EMERSON

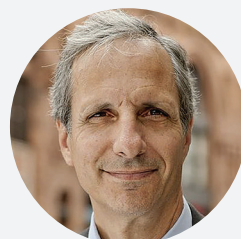
MD, PhD, Director, Herbert Irving Comprehensive Cancer Center; Clyde and Helen Wu Professor in Immunology, Columbia University College of Physicians and Surgeons; Associate Dean for Oncology at CUMC; and Director of Oncology Services for New York-Presbyterian Hospital.



Speaker

MACE ROTHENBERG

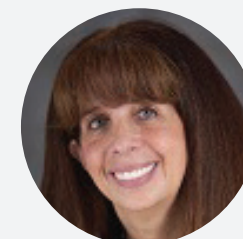
MD, Chief Medical Officer and Senior Vice President, Clinical Development and Medical Affairs, Pfizer Oncology



Speaker

ROBERT DARNELL

MD, PhD, Founding Director and CEO, New York Genome Center; Professor & Senior Physician, The Rockefeller University; Investigator, Howard Hughes Medical Institute



Speaker

RAZELLE KURZROCK

MD, PHD, Senior Deputy Center Director, Clinical Science; Director, Clinical Trials Office; Director, Center for Personalized Cancer Therapy; Chief, Division of Hematology and Oncology Leader, Experimental Therapeutics Program; Murray Professor of Medicine, UC San Diego Health

12:00pm – 1:00pm

Lunch served at conference center

1:00pm – 2:00pm

Round table 4

Strategies/ tools for assessing and improving the quality of care and reducing costs



Moderator

GLENN D. POMERANTZ

MD, JD, Vice President and Chief Medical Officer,
Horizon Blue Cross Blue Shield of New Jersey



Speaker

MAUREEN SULLIVAN

Senior Vice President, Strategic Services and
Chief Strategy Officer, Blue Cross and Blue Shield
Association (BCBSA)



Speaker

ELISABETH DE VRIES

MD, PhD, Professor and Head, Department
of Medical Oncology, University
Medical Center Groningen



Speaker

ANDREW PECORA

Chief Innovations Officer; Professor and Vice President
of Cancer Services, John Theurer Cancer Center
at Hackensack University Medical Center

2:00pm – 3:00pm

Round table 5

Public perceptions of cancer treatment, prevention and survivorship



Moderator

DAVID NANUS

MD, Chief, Hematology/Medical Oncology,
NewYork-Presbyterian/Weill Cornell; Associate Director,
Meyer Cancer Center, Weill Cornell Medicine



Speaker

ROBERT BAZELL

PhD, Professor, Yale University; Former Chief Health
and Science Correspondent for NBC



Speaker

FRANCES M. VISCO

JD, President, National Breast Cancer Coalition



Speaker

LARS HJORTH

MD, PhD, Consultant Pediatric Hematology/
Oncology, Skane University Hospital, Lund University;
Chairman, PanCare

Round table 4

Round table 5

3:00pm – 3:15pm

Afternoon break

3:15pm – 4:30pm

Round table 6

The challenges facing health plans and governments in financing new innovative treatments - alternative payment models



Moderator

JACQUE SOKOLOV

MD, Chairman and CEO, SSB Solutions



Speaker

HAL PAZ

MD, Executive Vice President
and Chief Medical Officer, Aetna



Speaker

ALEXANDER EGGERMONT

MD, PhD, Director General, Gustave Roussy;
Chairman, Cancer Core Europe



Speaker

MAUREEN SULLIVAN

Senior Vice President, Strategic Services
and Chief Strategy Officer, Blue Cross
and Blue Shield Association



Speaker

INDRANIL BAGCHI

PhD, Vice President and Head, Payer Insights
and Access, Global Health and Value, Pfizer

Closing remarks



INDRANIL BAGCHI

PhD, Vice President and Head, Payer Insights and Access, Global Health and Value, Pfizer

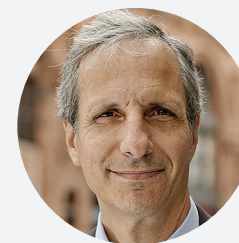
Dr. Indranil Bagchi is Vice President and Head of Payer Insights and Access at Pfizer, where he leads efforts to understand payer perspectives and develop the market access strategy for the entire Pfizer portfolio, including the payer value proposition, pricing strategy and reimbursement support across all disease areas and markets. Indranil has more than 18 years of experience in Pricing & Reimbursement, Health Economics & Outcomes Research, and Market Access across several major companies in the pharmaceutical industry. In 2014, Indranil received the 'Outstanding 50 Asian Americans in Business' award by the Asian American Business Development Center. In 2010, Indranil was recognized in Pharmaceutical Executive magazine's annual roster of Emerging Leaders, "The New Breed of Leadership." Due to his efforts in securing and expanding market access for Enbrel, Indranil was awarded the Wyeth President's Achieving Excellence Award in 2005. Indranil is a frequent speaker and contributor to forums, articles and conferences addressing issues related to access to medicines.



ROBERT BAZELL

Professor, Yale University; Former Chief Health and Science Correspondent for NBC

Robert Bazell is adjunct professor in the Department of Molecular Cellular and Developmental Biology. Before his arrival at Yale in 2013 he served for 38 years as chief science and health correspondent for NBC News. In that capacity he earned many awards including five Emmys, the Peabody Award and the DuPont Columbia. He has also written extensively for many peer reviewed and general interest publications and websites. He authored a best selling book called "Her-2: the making of a revolutionary treatment for breast cancer" which was adapted as a TV film At Yale in the CTL and the CST before it, he has set up a series of programs to train post-docs and graduate students in science to communicate more effectively with the public. He also teaches regularly in Yale College and the School of Public Health. Bazell has an undergraduate degree in biochemistry and a graduate degree in immunology from the University of California, Berkeley.



ROBERT B. DARNELL

MD, PhD Founding Director and CEO, New York Genome Center

Dr. Darnell's career in neurology and genomics spans over 25 years and includes his role as the Heilbrunn Professor at The Rockefeller University and a Howard Hughes Medical Institute Investigator. Dr. Darnell is a Senior Physician at the Rockefeller University Hospital as well as an Adjunct Attending Neuro-Oncologist at the Memorial Sloan-Kettering Cancer Center (MSKCC). He has received numerous awards, including the Derek Denny-Brown Young Neurological Scholar Award, the Burroughs Wellcome Fund Clinical Scientist Award in Translational Research, the Emerald Foundation Distinguished Investigator Award and an NIH Directors Transformative Research Award.

Dr. Darnell has studied patients with paraneoplastic neurologic syndromes, rare disorders triggered by an immune system response to common cancers, together with his clinical colleague Dr. Jerome Posner at MSKCC. These patient oriented studies led him to discover that neurons have unique mechanisms governing the regulation of RNA, the transcribed copies of our genes. He went on to pioneer the development of a new method, termed HITS-CLIP, to study RNA regulation in intact brains. HITS-CLIP is now the gold standard for the study of RNA regulation, and is being widely applied in neurobiology, cancer biology, immunology and virology.



ALEXANDER EGGERMONT

MD, PhD, Director General, Gustave Roussy;
Chairman, Cancer Core Europe

Full Professor of Oncology (2012-20) (Classe Exceptionnelle) at the Paris-Sud University in Paris, France. Full Professor of Surgical Oncology (2003-2016) as well as Endowed Professor of International Networking in Cancer Research (2011-2020) at Erasmus University MC Rotterdam. He holds the Joseph Maisin Chair in Oncology at Catholic University of Louvain in Belgium. PhD in tumor immunology at Erasmus University Rotterdam (1987) and is a Fellow of the NCI Surgery Branch, USA

Specialities: His clinical specialties include immunotherapy, melanoma, sarcoma and regional therapy techniques as well as general drug development. He is a past Chair of the EORTC Melanoma Group and current Chair of the Adjuvant Therapy Committee EORTC MG. His basic research experience is in tumor immunology, advanced in vivo imaging models and tumor pathophysiology.

Scientific Output: is the author or co-author of > 700 peer-reviewed publications, book chapters and monographs. More than 35 PhD theses have originated in his clinical, translational and basic research programs at the Erasmus University MC Rotterdam.

H-Index: 69; >23000 citations

International functions

- European Academy of Cancer Sciences: President, 2010-2016
- Cancer Core Europe President – 2014-2017
- ECCO: Past President
- EORTC: Past President
- ASCO: Past Board Member (Surgery Chair) and JCO Editorial Board
- AACR: Past Deputy Editor of Clinical Cancer Research
- Deutsche Krebshilfe: Chair International Jury for Comprehensive Cancer Centers Program
- FNCLCC: Vice President French Federation of Cancer Centers
- European Journal of Cancer: Editor-in-Chief since 2011

Societal Awards:

- Presidential Medical, Kazakhstan (2014)
- Legion d'Honneur, France (2015)



STEPHEN G. EMERSON

MD, PhD, Director, Herbert Irving Comprehensive Cancer Center; Clyde and Helen Wu Professor in Immunology, Columbia University College of Physicians and Surgeons; Associate Dean for Oncology at CUMC; and Director of Oncology Services for New York-Presbyterian Hospital.

Dr. Emerson graduated Haverford College and went on to Yale University, where he received a Master of Science degree in molecular biophysics, a Ph.D. in cell biology and immunology, and his medical degree. He served on the faculties of the University of Michigan and Harvard University before joining the University of Pennsylvania in 1994. Dr. Emerson is a renowned investigator in bone marrow stem cell biology who has been recognized with several awards, including the Stohlmán Award of the Leukemia and Lymphoma Society, the Medical Scientist Trainee Prize of Yale University, the Wilbur Cross Medal from Yale University, its highest honor for its Ph.D. graduates, and the Bai-Yu Lan Prize of the City of Shanghai, the Rolex Career Achievement Award, and most recently elected a Knight of the French Legion of Honor.

He has been actively involved with grant review and scientific program review at the National Institutes of Health and National Science Foundation. He sat on the leadership councils of the American Society of Hematology and the American Society for Blood and Marrow Transplantation, serving as Scientific Program Director for the annual meetings of each. He was a member of the Journal of Experimental Medicine and Blood Editorial Board and served as Senior Editor of the Journal of Clinical Investigation. In the laboratory, Dr. Emerson performs research in bone marrow stem cell biology, particularly as applied to bone marrow stem cell transplantation. Researchers in his laboratory have made discoveries that have led to new medical therapies used worldwide.



LARS HJORTH

MD, PhD, Consultant Pediatric Hematology/
Oncology, Skane University Hospital, Lund University;
Chairman, PanCare

Born 1958 in Malmö, Sweden. Qualified from Medical School at Lund University 1987. Working at Skåne University Hospital in Lund since 1990. Qualified as a Paediatrician 1994.

Appointed as Consultant in Paediatric Oncology in 2000. Specialist in Paediatric Oncology (Paediatric Oncology was not a speciality of its own in Sweden until 2007). Head of Paediatric Oncology & Haematology Lund 2007-2010. Chairman SALUB (Swedish Working Group for Long-term Follow-up after Childhood Cancer) 2004-2012. Chairperson PanCare (Pan-European Network for Care of Survivors after Childhood and Adolescent Cancer) since 2008. Coordinator PanCareSurFup (Collaborative Project in the Seventh Framework Programme of the EU) since 2011. Partner in the ExPO-r-Net network since 2014. Board member SIOPE since 2016. Special interest in late complications and survivorship issues after childhood cancer, long-term follow-up, nephrotoxicity, quality of life and bone sarcomas.



RYAN HUBBS

Principal, Meyer Consulting

Ryan Hubbs' career has spanned the healthcare sector, working in retained executive search, strategic and international consulting and global health. He has advised a broad range of healthcare organizations in their recruiting and strategic initiatives - managed care organizations, hospitals and health systems, academic medical centers, medical schools, investment-backed organizations and international healthcare consortiums. Hubbs has led and executed all phases of senior-level recruitment projects in most functional areas, served on strategic partnership and business development consulting teams, and acted as interim leadership.

As Principal for Meyer Consulting, Hubbs plays an integral role in building the firm's international healthcare practice as well as serving US-based clients in executive search and strategic consulting. Previously, Hubbs worked in communication and strategy with GBHealth, a global consortium of 200+ blue-chip companies dedicated to improving global health and supporting the work and mission of the Global Fund, a leading health organization based in Geneva, through corporate social responsibility and occupational/local health efforts. Previously, Hubbs spent five years in progressive roles in research, recruiting and project coordination for a top-ten retained executive search firm that serves healthcare and not-for-profit institutions.



RAZELLE KURZROCK

MD, PhD, Senior Deputy Center Director, Clinical Science; Director, Clinical Trials Office; Director, Center for Personalized Cancer Therapy; Chief, Division of Hematology and Oncology Leader, Experimental Therapeutics Program; Murray Professor of Medicine, UC San Diego Health

Dr. Razelle Kurzrock is known for developing the largest Phase 1 clinical trials department in the nation/world while at the University of Texas M.D. Anderson Cancer Center. A central theme of that program was the personalized medicine strategy, embodied in a protocol called PREDICT for Profile-related Evidence Determining Individualized Cancer Therapy. This approach utilized advanced molecular technologies to match patients with targeted cancer treatment that is more likely to work for their individual tumors.

At Moores Cancer Center, Dr. Kurzrock's charge is broad, including not just growing and innovating the center's clinical trials program, but also heading its newly established Center for Personalized Cancer Therapy. This center focuses on precision medicine trials, using the most innovative genomically-targeted drugs and/or agents that arm the immune system. As a physician-scientist, Dr. Kurzrock brings extraordinary expertise and experience in clinical research, business operations, regulatory operations, financial and budget planning, and administrative oversight, in addition to her world-recognized work in translational science. Dr. Kurzrock is also Chief of the Division of Hematology and Oncology in the UC San Diego School of Medicine. Dr. Kurzrock received her MD degree from the University of Toronto and has over 600 peer-reviewed publications and a uniquely strong record of competitive grant funding within the setting of Phase I program building. Dr. Kurzrock also has a strong history of building outstanding education/training programs at MD Anderson and the UCSD Moores Cancer Center.



JEFFREY LEBENGER

MD, Chairman and CEO, Summit Medical Group

Jeffrey LeBenger, MD, is Chairman & CEO of Summit Medical Group (SMG) and Summit Health Management (SHM) in Berkeley Heights, New Jersey. Founded in 1929, SMG is the largest and oldest physician-owned multispecialty medical practice in the New York/New Jersey metropolitan area and among the largest in the nation. Under Dr. LeBenger's leadership in 2014, SMG also created SHM, a management services company with a focus on population health management.

In 2014, Dr. LeBenger spearheaded a new relationship between SMG and MD Anderson Cancer Center to develop a new outpatient cancer center. The relationship is the first of its kind between the world-class cancer provider and a physician-owned multispecialty medical group. Dr. LeBenger earned his medical degree from New York Medical College. He did his residency training at Mount Sinai Medical Center and he is board certified in otolaryngology, head and neck surgery, and facial plastic and reconstructive surgery.



MIKE MEYER

President, Meyer Consulting

Mike Meyer has spent his career serving healthcare organizations in their strategic and human capital initiatives. Over the years he has built multiple consulting and executive search firms. Meyer is known for his work with Board- and C-Suite-level executives, his extensive network of senior healthcare executives, and his in-depth knowledge about healthcare, how it is funded and delivered, and the policy changes that drive the industry. His recruits, strategic partnerships and other consulting work have positively changed organizations, driven top- and bottom-line growth, and created new healthcare businesses.

Meyer founded Meyer Consulting in 2007 to offer healthcare organizations a consulting firm that has a unique business model encompassing executive search, strategic consulting and human capital consulting. Meyer's current and former clients include Memorial Sloan Kettering Cancer Center, Mayo Clinic, Blue Cross Blue Shield Association, MD Anderson Cancer Center, California Association of Health Plans, WIN Consortium for Personalized Cancer Medicine and numerous other academic centers, large providers, physician groups, and other for- and not-for-profit health care organizations.

Meyer is board chair and co-founder of the Institute for Mental Health Research (www.imhr.org), the only statewide, not-for-profit organization of its kind in the US which partners with and funds Arizona researchers and direct care providers in their broad-based and innovative mental health research. He has been widely quoted on healthcare, mental health and retiree topics in healthcare and general publications.



CHERYL A. MOORE

President and Chief Operating Officer,
New York Genome Center

Cheryl A. Moore is President and Chief Operating Officer of the New York Genome Center. Prior to joining the NYGC in 2016, Ms. Moore served as the Executive Vice President/COO of the Howard Hughes Medical Institute, a \$19B medical research organization, where she lead collaborative strategic efforts and supervised key operational functions. From 2004 until 2010, Ms. Moore was the founding COO of HHMI's Janelia Research Campus, an innovative hub in Northern Virginia, where she played a pivotal role in Janelia's startup. Prior to joining HHMI, she served as SVP/COO of the Sanford Burnham Prebys Medical Discovery Institute in La Jolla, CA and previously held top management positions in start-up and public healthcare companies that experienced intense periods of growth. Ms. Moore has been honored as one of the top 25 "Women Who Mean Business" by the Washington Business Journal and has also been nominated for the Athena Pinnacle Award, honoring women who forge paths of leadership.



DAVID NANUS

MD, Chief, Hematology/ Medical Oncology,
NewYork-Presbyterian/ Weill Cornell; Associate
Director, Meyer Cancer Center, Weill Cornell Medicine

Dr. Nanus is an internationally recognized leader in the treatment and care of patients with genitourinary (GU) cancers, including cancers of the prostate, kidney, bladder and testes. He is actively involved in clinical, translational and basic research in GU malignancies, serving as principle or co-investigator on a variety of clinical research trials that incorporate novel targeted therapies for his patients. Since 2004, Dr. Nanus who is The Mark W. Pasmantier Professor of Hematology and Oncology in Medicine, has served as Chief of the Division of Hematology and Medical Oncology at Weill Cornell Medical College.

Dr. Nanus is also Associate Director of Clinical Services for the Cancer Center. He is the recipient of numerous awards including membership in the American Society for Clinical Investigation and the American Association of Physicians. Dr. Nanus is a graduate of the University of Illinois and the Chicago Medical School. After completing clinical training in Medicine at Albert Einstein and Medical Oncology at MSKCC, and research training at the Sloan Kettering Institute, he was invited to join the faculty at MSKCC in 1989. Developing a program in GU cancer, he made several important contributions to clinical and basic research in kidney and prostate cancer. He was recruited to the full-time faculty of Weill Cornell Medical College in 1998. As a Director of the Genitourinary Oncology Research Laboratory, he works with a unique interdepartmental team of world class clinical researchers seeking to translate research on the molecular basis of GU cancers into improved cancer treatment.



ANDREW NORDEN

MD, MPH, Associate Chief Medical Officer, Network, Dana-Farber Cancer Institute

Dr. Norden is Associate Chief Medical Officer, Network for Dana-Farber Cancer Institute in Boston. He serves as Chief Medical Officer of Dana-Farber Community Cancer Care. In these roles, he oversees satellite and affiliated oncology/hematology units at several community locations in Massachusetts, New Hampshire, and Connecticut. Dr. Norden's scope of work includes physician oversight, clinician integration, quality of care, patient safety, program development, continuing education, and clinical trials.

Dr. Norden received his MD degree from Yale School of Medicine and then completed neurology residency training at Massachusetts General Hospital and Brigham and Women's Hospital, both in Boston. He served as Chief Resident and completed a neuro-oncology fellowship at Massachusetts General Hospital and Dana-Farber Cancer Institute in 2007. He received an MPH degree from Harvard School of Public Health in 2009. Dr. Norden's clinical work is focused on the care of patients with central nervous system tumors and neurologic complications of cancer. His clinical research is directed at finding more effective therapies for tumors of the central nervous system, improving quality of life for brain tumor patients, and identifying opportunities and tactics for optimizing the delivery of cancer care.



HAL PAZ

MD, Executive Vice President and Chief Medical Officer, Aetna

Dr. Harold L. Paz, MD, MS is executive vice president and chief medical officer for Aetna. He leads clinical strategy and policy at the intersection of all of Aetna's domestic and global businesses. He is responsible for driving clinical innovation to improve patient experience, quality and cost in all areas of the health care delivery system. Before joining Aetna in 2014, Dr. Paz served as chief executive officer of Penn State Hershey Medical Center and Health System, senior vice president for Health Affairs for Penn State University, dean of its College of Medicine and professor of medicine and public health sciences for eight years.

Prior to his appointment to Penn State, he spent 11 years as dean of the Robert Wood Johnson Medical School and chief executive officer of Robert Wood Johnson University Medical Group, the largest multispecialty group practice in New Jersey where he was professor of medicine. His vision for health care transformation at Penn State led to the formation of an integrated healthcare system of four hospitals, 64 ambulatory care practices and 18 affiliated hospitals focused on population health across central Pennsylvania. Dr. Paz has focused his research and teaching on clinical outcomes, health system organization, and health care effectiveness.



ANDREW PECORA

Chief Innovations Officer; Professor and Vice President of Cancer Services, John Theurer Cancer Center at Hackensack University Medical Center

Dr. Andrew L. Pecora is recognized internationally as one of the world's foremost experts in blood and marrow stem cell transplantation, cellular medicine, and immunology research. A certified hematologist and oncologist, Pecora has transformed the cancer program at Hackensack University Medical Center into one of the nation's top cancer centers. At HUMC, Pecora holds the titles of Chief Innovations Officers and Vice President of Cancer Services. Dr. Pecora founded and serves as President of COTA, a healthcare software analytics company focused on enabling value based care delivery. Pecora is instrumental in the continued expansion of Regional Cancer Care Associates (RCCA), one of the largest oncology physician networks in the country.

As President of RCCA, Pecora's goal is to create world class cancer care and access to research close to home for patients. He also co-founded and sits on the board of PCT Caladrius, L.L.C.: a company focused on development, manufacturing and delivery of cell-based therapies. Pecora is a professor of medicine and Oncology at Georgetown University and the University of Medicine and Dentistry of New Jersey. He has led award-winning research funded by the National Cancer Institute and the AHEPA Research Foundation. Dr. Pecora received his medical degree from the University of Medicine and Dentistry of New Jersey and completed his fellowship in hematology/oncology at Memorial Sloan Kettering Cancer Center. Dr. Pecora is married with three children and currently resides in New Jersey.



GLENN D. POMERANTZ

MD, JD, Vice President and Chief Medical Officer,
Horizon Blue Cross Blue Shield of New Jersey

Dr. Glenn Pomerantz is Vice President and Chief Medical Officer at Horizon Blue Cross Blue Shield of New Jersey. He is responsible for medical management activities, including quality and care management, utilization management, medical review, appeals, medical policy, and the clinical development of medical cost reduction initiatives, outlier management, and behavioral health policy.

Prior to joining Horizon BCBSNJ, Dr. Pomerantz worked for more than 25 years in the clinical and health insurance fields. He most recently served as head of Regional Care Management for Aetna. He also spent seven years at Cigna HealthCare, where after taking responsibilities as National Medical Director, he led teams in National Contracting and Medical Management. Prior to this experience, Dr. Pomerantz was an instructor of medicine at Harvard Medical School and served as Medical Director for the Beth Israel Deaconess Medical Center system in Boston. Dr. Pomerantz graduated from the University of Miami School of Medicine and also attained a law degree from Boston University School of Law. Dr. Pomerantz is married and has two children.



MACE ROTHENBERG

MD, Chief Medical Officer and Senior Vice President,
Clinical Development and Medical Affairs, Pfizer Oncology

Dr. Rothenberg is responsible for overseeing clinical research and development activities as well as post-marketing evaluation and monitoring for all Pfizer oncology products. Key responsibilities include membership on Pfizer Oncology's Leadership Team, Pfizer's Portfolio Strategy and Investment Committee, and Pfizer's Senior Leadership Council.

Dr. Rothenberg also co-chairs the Life Sciences Consortium of the CEO Roundtable on Cancer, is a member of the National Cancer Policy Forum of the National Academy of Medicine, and serves on the NYU School of Medicine Alumni Board of Governors.

Dr. Rothenberg came to Pfizer in 2008 after 25 years in academia where he focused on early-stage drug development, clinical trial design, and the coordinated laboratory-clinical evaluation of new therapies for gastrointestinal cancers. Dr. Rothenberg is the recipient of the American Cancer Society's Lane W. Adams Quality of Life Award, honoring him as one of the nation's top cancer caregivers and the American Society of Clinical Oncology's Statesman Award, honoring him for more than 20 years of service to the organization, the specialty of oncology and cancer patients. Dr. Rothenberg received his BA magna cum laude from the University of Pennsylvania in 1978 and his MD from the New York University School of Medicine in 1982. He received his post-graduate training in Internal Medicine at Vanderbilt University from 1982 to 1985 and in Medical Oncology at the National Cancer Institute from 1985 to 1988. Dr. Rothenberg served on the faculties of the University of Texas Health Science Center – San Antonio (1991-1998) and Vanderbilt University (1998-2008).



MARGARET B. ROW

MD, MBA, Vice President, Operations,
MD Anderson Cancer Network

Dr. Row, Professor of Emergency Medicine at MD Anderson Cancer Center, currently serves as Vice President, Operations for the MD Anderson Cancer Network. Row is responsible for the development, implementation and operations of MD Anderson Cancer Network clinical programs throughout the US and the world. After graduating with distinction from George Washington University of Medicine in 1994, Dr. Row completed her residency training in Internal Medicine at Baylor College of Medicine, where she was Chief Resident at the Veterans Affairs Hospital in 1996.

She completed her studies with a Masters of Business Administration degree in 2007 at the McCombs School of Business at the University of Texas. In 2000, after spending three years in private practice, Dr. Row joined the physician staff in the Emergency Center at MDACC in 2000 and served as Medical Director of both the Emergency Center and the Transfer Center, and Chief of the Section of Emergency Care in the Department of General Internal Medicine, Ambulatory Care/Emergency Care from 2000 to 2008. She led the team that successfully designed and moved the Emergency Center to the award winning 44-bed facility in May 2007. She served as Associate Vice President, Global Clinical Programs from 2008 to 2012. During this time, she was the clinical lead for the development and implementation of MD Anderson's first clinical partner, Banner MD Anderson Cancer Center that opened in September 2011 in Phoenix, Arizona.



RICHARD SCHILSKY

MD, Chief Medical Officer, American Society for Clinical Oncology (ASCO)

An international expert in gastrointestinal malignancies and cancer pharmacology, Dr. Schilsky has published more than 320 scientific articles, reviews and commentaries. He presently serves as a member of the Board of Directors of the Reagan-Udall Foundation for the FDA, a member of the Board of Directors of Friends of Cancer Research and as a member of the National Cancer Policy Forum of the Institute of Medicine. Dr. Schilsky has served as a member of the Board of Directors of the American Society of Clinical Oncology (ASCO) and of the Conquer Cancer Foundation of ASCO and as ASCO President 2008-2009.



JACQUE SOKOLOV

MD, Chairman and CEO, SSB Solutions

Jacque J. Sokolov, M.D. is chairman and chief executive officer of SSB Solutions, Inc., a US based, diversified healthcare management, development and financial services company currently operating in over 20 states. Following his formal training as an academic cardiologist, Dr. Sokolov has had the opportunity to serve as board director, corporate officer and advisor, in multiple healthcare sectors. He started his career as Vice President for Healthcare and Chief Medical Officer for Southern California Edison Corporation (NYSE:EIX).

Dr. Sokolov currently serves or has served in multiple board capacities for Public/Private Companies including Hospira (NYSE:HSP), MedCath (NASDAQ:MDTH), PhyAmerica (NYSE:ERDR) GlobalMed, SMG Holdings; and Non Profit Organizations including Phoenix Children's Hospital, The National Health Foundation, the American College of Medical Quality, and White House Health Project. Dr. Sokolov received his BA and MD Degree from the University of Southern California. He completed his internal medicine residency at the Mayo Graduate School of Medicine and his fellowship in cardiovascular diseases from the University of Texas-Southwestern Medical School. He previously held and currently holds academic appointments and advisory board responsibilities in the Schools of Medicine, Business and Public Health at Harvard, the Massachusetts Institute of Technology, the University of Pennsylvania, the University of California, Los Angeles, and the University of Southern California.



MAUREEN SULLIVAN

Senior Vice President, Strategic Services and Chief Strategy Officer, Blue Cross and Blue Shield Association (BCBSA)

Maureen Sullivan is senior vice president of Strategic Service and chief strategy officer for BCBSA, a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies. She has overall accountability for strategy, brand, marketing, business/program development, strategic communications and educational programs for BCBSA. She directs BCBSA's major strategic initiatives and evaluates new business opportunities. Currently, she is focused on helping BCBS Plans in their efforts to transition care delivery to become more patient focused and to transition to a consumer driven market. Previously, she provided strategic direction for the creation of Blue Distinction, a national program to raise the level of healthcare quality and increase overall value and Blue Health Intelligence (BHI), the nation's premier health intelligence data resource with longitudinal health information on more than 140 million consumers insured by the Blues.



FRANCES M. VISCO

JD, President, National Breast Cancer Coalition

In 1991, Fran Visco gave up her partnership in a Philadelphia law firm to become the first and only President of the National Breast Cancer Coalition (NBCC) and a member of its Board of Directors. Science magazine described Fran as "may be the most influential nonscientist ever in the field of breast cancer research." Appointed by President Clinton, Fran served three terms as one of three members of the President's Cancer Panel; she was the first consumer to chair the Integration Panel of the Department of Defense Peer-Reviewed Breast Cancer Research Program; and she co-chaired the National Action Plan on Breast Cancer and served on the National Cancer Policy Board.

Fran is a member of the Board of Directors of Translational Research in Oncology, an international non-profit clinical trials consortium. She has received numerous awards for her breast cancer work, including several honorary doctorates, a Glamour Woman of the Year designation and the Lucretia Mott Award from Women's Way. Fran speaks on the science of breast cancer and women's health advocacy issues throughout the country and internationally and appears frequently on national television and in the press discussing women's health issues, most recently as the only patient advocate in Ken Burn's documentary, "Cancer: The Emperor of All Maladies" on PBS. She has testified before various congressional committees and panels. Fran is a 28-year breast cancer survivor. She resides in Philadelphia.



ELISABETH DE VRIES

Professor and Head, Department of Medical Oncology, University Medical Center Groningen

Prof. Dr. E.G. Elisabeth de Vries, MD, PhD is Professor of Medical Oncology at the University Medical Center Groningen, Groningen, the Netherlands. She is involved in patient care, teaching, and research. Her research lines aim to increase the sensitivity of tumors to anticancer drugs, and she uses imaging techniques to support this. Apart from laboratory studies, she performs and coordinates clinical trials. She has received numerous grants, including grants from the Dutch Cancer Society, EU, CTMM and ERC advanced grant OnQview. She is currently chairperson of the committee for the new RECIST 2.0 version on behalf of the EORTC and is chair of the ESMO Magnitude of Clinical Benefit Scale working group. She is member of the Royal Netherlands Academy of Arts and Sciences (KNAW) and received the European Society of Medical Oncology (ESMO) award in 2009. She is Fellow of the European Academy of Cancer Sciences. She was awarded a Royal Netherlands Academy of Sciences professorship.



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Phone (406) 531.5505

Fax (480) 614.5660

Email Info@meyerconsultinginc.com

CORPORATE OFFICE

Meyer Consulting, LLC

5665 N. Scottsdale Road, Suite 110

Scottsdale, AZ 85250