Actionable Insights into Health Policy, Practice and Outcomes Through Research and Big Data - with a Spotlight on Oncology

Attend the Virtual Meeting in HE-Xpo®

Wednesday, Feb. 18, 2015
Session One: 9:30 am - 11:30 am ET
Session One Encore: 11:30 am - 1:30 pm ET

HealthCore®

HEXPO
AGENDA

Introduction
Patti Peeples, RPh, PhD, HealthEconomics.Com
Brooke Paige, CSAP, Staff VP, Strategic Initiatives, HealthCore

Opening Remarks from HealthCore’s President
Marcus D. Wilson, PharmD, President

I. Life Sciences Industry Research

Evolving Research Connectivity,
Better Decisions for the Health Care Industry
Mark J. Cziraky, PharmD, CLS, Vice President, Research

A Focus on Oncology Data within HealthCore’s Research Environment
Vince Willey, PharmD, Staff VP, Industry Sponsored Research

Safety and Epidemiology Research
Crystal Holick, ScD, MPH, Senior Director, Research, Safety and Epidemiology

II. Government and Academic Research
Nandini Selvam, PhD, MPH, Senior Director, Government and Academic Research

III. Health Plan Research

How Research Can Provide Actionable Information to Health Plans
John Barron, PharmD, Staff VP, Payer and Provider Research
Andrea DeVries, PhD, Senior Director, Payer and Provider Research

Closing Remarks
Mark J. Cziraky, Vice President, Research, HealthCore

Q&A
Patti Peeples, CEO and Founder, HealthEconomics.Com

Encore presentation follows. 11:30 am to 1:30 pm ET.
Marcus Wilson is President of HealthCore, Anthem’s wholly-owned outcomes research subsidiary. He has been extensively involved in real world evidence development and clinical decision support for innovators, regulators and payers for more than 20 years. Prior to co-founding HealthCore in 1996, Dr. Wilson spent seven years within a large group practice setting providing physician and patient clinical decision support, effectively integrating ancillary services into a broader health outcomes approach for patient care.

In addition to his role with HealthCore, Dr. Wilson serves as chair, Innovations in Medical Evidence Development (IMEDS) Steering Committee, Reagan-Udall Foundation for the FDA, is member of the FDA Mini-Sentinel Program’s Project Operations Council, the Brookings Active Safety Surveillance Council, the eHealth Initiative Board of Directors, the Board of Visitors for the Mayes College of Healthcare Business & Policy at the University of Sciences in Philadelphia and the Dean’s Roundtable for the College of Science at Virginia Tech. He is a past member of the Board of Directors for ISPOR and is a reviewer for multiple journals.

Dr. Wilson received his Bachelor of Science in Biochemistry from Virginia Tech and his Doctor of Pharmacy degree from the Medical College of Virginia. He completed a residency in Family Medicine at the Medical University of South Carolina prior to joining the faculty at the Philadelphia College of Pharmacy where he taught didactic and experiential courses in clinical therapeutics and decision support.
As HealthCore’s co-founder and Vice President of Research, Dr. Mark Cziraky has been extensively involved with clinical, health economic and outcomes research for more than 20 years. He is responsible for the operation of the industry-sponsored and government and academic research business. He is dedicated to HealthCore’s mission to provide information to enable health care decision-makers to assess the real-world value of pharmaceutical products and medical devices.

Dr. Cziraky serves as a key architect in creating open source research collaborations with the medical industry that allow health plans to be involved in research design and execution. Dr. Cziraky’s experience spans leadership roles in clinical pharmacy practice, observational research and clinical trial research.

Dr. Cziraky has Fellowship status in the American Heart Association and the National Lipid Association and is accredited as a Clinical Lipid Specialist by the Accreditation Council for Clinical Lipidology. Dr. Cziraky was elected a member of the National Heart, Lung and Blood Institutes National High Blood Pressure Education Program Coordinating Committee, representing the American Pharmacists Association, and was part of the Writing Committee for the JNC-7 Hypertension Management Guidelines. He served for five years as a member of the Cardiology Expert Committee for the United States Pharmacopeia.

Most recently, Dr. Cziraky serves on the Diabetes Measurement Advisory Panel for the National Committee for Quality Assurance and as a member of the Board of Trustees for the Institution of Safe Medication Practice and the Board of Directors for the American Pharmacists Association Foundation. He recently completed terms on both the National Lipid Association and the North East Lipid Association Board of Directors.

Dr. Cziraky is a nationally recognized presenter on both cardiovascular and health economic topics and has published original research, review papers and book chapters in these areas. Dr. Cziraky earned his Bachelor and Doctorate of Pharmacy degrees from the Philadelphia College of Pharmacy and Science, graduating Summa Cum Laude. He completed a residency in Ambulatory Care Pharmacy Practice at Blue Cross and Blue Shield of Delaware. Prior to starting HealthCore, Dr. Cziraky held a full-time faculty position as an Assistant Professor of Clinical Pharmacy at The Philadelphia College of Pharmacy and Science.
Vincent J. Willey, PharmD, BCACP is the Staff Vice President, Industry Sponsored Research (ISR) for HealthCore. He is responsible for the overall operations of the ISR Health Economics and Outcomes Research group within HealthCore. Prior to this position, Dr. Willey was an Associate Professor of Pharmacy and Vice Chair at the Philadelphia College of Pharmacy within the University of the Sciences. He continues to hold an adjunct faculty position at the university. This is his second stint with HealthCore, as he was previously with the company from 1996 to 2008. Dr. Willey held multiple positions of increasing responsibility at HealthCore, serving as the Vice President of Research for the final eight years. He received his Bachelor of Pharmacy degree from the Philadelphia College of Pharmacy and Science and his Doctor of Pharmacy degree from the Philadelphia College of Pharmacy at the University of the Sciences. Dr. Willey’s pharmacy practice experience spans the areas of community pharmacy, long-term care consulting, home infusion, and ambulatory care clinical services. He is currently a Board Certified Ambulatory Care pharmacist.

Dr. Willey has published over 40 original research manuscripts in peer reviewed journals and has presented at numerous medical, pharmacy and research national meetings. He has published and presented on a variety of topics, including diabetes, cardiovascular disease, mental health and cancer. He has also served as a peer reviewer for multiple medical and pharmacy journals and is currently a member of the Editorial Board of the American Health and Drug Benefits journal and formally a member of the Journal of Managed Care Pharmacy’s Editorial Advisory Board. Dr. Willey served as a Member of the Agency for Healthcare Research and Quality’s Comparative Effectiveness Research (CER) Pharmacy Workgroup, has been selected as a stakeholder reviewer for the Patient-Centered Outcomes Research Institute (PCORI), and was previously a member of the Institutional Review Board at the University of Pennsylvania.
Director Andrea DeVries, PhD, leads a wide range of claims-based research studies on topics such as the evaluation of emerging technologies, management of chronic disease, and specialty pharmacy.

Dr. DeVries was previously a manager within a Blue Cross Blue Shield plan serving Western and Central Pennsylvania. She also worked as a senior analyst for a Blues-owned pharmacy benefits manager, where she analyzed medical and pharmacy claims data on projects related to benefit design, patient adherence to medication, and market share shifts. Dr. DeVries has published her research in a number of peer-reviewed journals, including Health Affairs, Archives of Internal Medicine, and American Journal of Managed Care.

Dr. DeVries obtained a PhD in Health Services Research, Policy, and Administration from the University of Minnesota, Minneapolis.

As Senior Director of Research, Crystal N. Holick, ScD, MPH, directs the business operations and oversees the execution of pharmacoepidemiology, risk management, and medical product safety strategies for a portfolio of clients in the pharmaceutical, biotechnology, and medical device industries for HealthCore's Safety and Epidemiology Industry Sponsored Research services.

Prior to joining HealthCore, Dr. Holick held the position of Epidemiologist at Optum Life Sciences and directed the scientific and operational activities of real-world evidence research. Previously, Dr. Holick's expertise extends to multidisciplinary clinical research in nutrition, genetics, and oncology at the Fred Hutchinson Cancer Research Institute, Harvard School of Public Health, and National Cancer Institute Division of Cancer Epidemiology and Genetics.

Dr. Holick earned a Doctorate of Science in Nutrition with majors in Epidemiology and Biostatistics from Harvard School of Public Health, Boston, MA, with a Master of Public Health degree from Yale School of Public Health, New Haven, CT.
Nandini Selvam, PhD, MPH, leads the Government and Academic Research (GAR) line of business at HealthCore. In this capacity, she serves as the HealthCore Principal Investigator on a number of research studies, including the Sentinel Initiative, and is responsible for providing scientific input, business development, and planning and managing resources for the GAR team. She also conceptualizes, designs, and develops responses to proposals, and has oversight over projects and personnel working on studies funded by the State and Federal Governments, and academic institutions.

Dr. Selvam has nearly 15 years of experience in epidemiology, surveillance, domestic and global health policy, project management and implementation, and strategy development at private, government, and academic settings. She has expertise in project and personnel management, study design, data management, analysis, and reporting.

Prior to joining HealthCore, Dr. Selvam was a Senior Epidemiologist at a major pharmaceutical company, and worked on conducting epidemiologic studies and clinical trials for infectious diseases and vaccine products. She also served as an Epidemic Intelligence Service (EIS) Officer at the Division of STD Prevention at the Centers for Disease Control and Prevention (CDC), Atlanta, GA. As an EIS officer, she was lead on projects assessing the prevalence of sexually transmitted infections among HIV infected individuals in Mozambique, and led investigations in collaboration with a number of state and local health departments in the U.S.

Dr. Selvam received her PhD in Epidemiology, with a focus on infectious diseases, and an MPH in urban and environmental health, from the School of Public Health, Rutgers University, New Brunswick, New Jersey. Dr. Selvam has authored publications, presented at a number of conferences, and is a recipient of awards and honors.
John Barron, PharmD
Staff Vice President, Payer and Provider Research
HealthCore
Wilmington, Delaware

John J. Barron, PharmD, Staff Vice President, Payer and Provider Research, is responsible for conceptualizing projects, leading the preparation of proposals, and project planning and management for all research projects conducted in collaboration with affiliated health plans, employers and health care providers. He is responsible for assuring the quality and timeliness of deliverables to research partners as well as mentoring staff. Dr. Barron’s research is used by healthcare decision-makers for the development, enhancement and quality improvement of clinical programs, medical policy, clinical pharmacy policy, care management, center for quality measures, health and wellness programs, provider engagement and contracting support, employer group analyses, public health policy, and benefit design decisions.

Dr. Barron specializes in health services and outcomes research, focusing on clinical and economic analyses using large managed care administrative data sets along with clinical data from medical records and patient-reported outcomes. The author of a clinical textbook chapter and numerous peer-reviewed articles in a variety of therapeutic areas, Dr. Barron has presented his research findings at conferences nationwide.

Dr. Barron received his Doctorate in Pharmacy from Temple University, School of Pharmacy, Philadelphia, PA. He currently teaches as an adjunct professor at the University of Delaware School of Nursing, Newark. He has served as a journal reviewer for several peer reviewed journals, and was a member of the Delaware Medical Assistance Program Drug Utilization Review Board.
Brooke Paige, CSAP
Staff Vice President, Strategic Initiatives
HealthCore
Wilmington, Delaware

Brooke Paige is Staff Vice President of Strategic Initiatives. In this capacity, she is responsible for strategic planning, marketing and communications, alliance development and innovation management. Ms. Paige also serves as HealthCore’s Chief of Staff.

Prior to joining HealthCore, Ms. Paige was one of the first alliance managers in the biopharma industry. Building on this experience, she founded 7ContinentsCollaboration, LLC, a consulting firm focused on advising senior leaders in the Life Sciences on optimizing outcomes from alliance collaborations. In this capacity, she has been active in working with several early-stage companies. Earlier in her career, she held sales and marketing roles at Merck and Bristol-Myers Squibb. She possesses extensive global experience, having lived and worked in the UK, Germany, France and Japan.

Ms. Paige is a high honors graduate of Mount Holyoke College, and was a Sloan Fellow at London Business School, where she wrote her graduate thesis on how to structure and optimize biopharma alliance collaborations. She is also a certified Strategic Alliance Professional.