

3<sup>rd</sup> Annual

# Johnson Healthcare Symposium

Thursday, November 19, 2020  
10am-4pm

**ON THE CUTTING EDGE**

*Innovation in Healthcare*



**CORNELL  
TECH**



Johnson  
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SC Johnson College of Business



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**SLOAN PROGRAM IN HEALTH ADMINISTRATION**  
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**Weill Cornell Medicine**  
Healthcare Policy & Research

# LETTER FROM THE BOARD

## Dear Cornellians, Colleagues, and Accomplished Leaders,

Welcome to the 2020 Cornell Johnson Healthcare Symposium! We are so excited to have you join us, and we hope that you enjoy the event today.

When the board first came together in February to chart a path forward, we identified a common thread that we wanted to serve as our north star for the coming year: community. We realized that very often, in a field as diverse and expansive as healthcare, the various aspects of the industry – business, science, technology – often remain in isolation from one another. With the world in quarantine and a fog of uncertainty widening this divide, we felt it more necessary than ever to bring together our remarkably talented colleagues to participate in a day of learning, networking, and engagement.

We believe that interdisciplinary dialogue and collaboration is crucial to building a better future for healthcare, one that positively impacts patients and makes equitable access to care possible. We hope that this Symposium will serve as a stepping-stone in that direction, a forum to foster meaningful dialogue, form relationships, and help bring us closer to our colleagues within the healthcare ecosystem.

We are incredibly grateful to all of our speakers, panelists, and moderators for volunteering their time and insights. This event would not have been possible without their generous support, and we look forward to deepening these relationships moving forward. Thank you for helping us to turn our ideas into reality.

**The 2020 Johnson Healthcare Club Board**



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# AGENDA

10:00 – 10:15 am **Welcome and Introductory Remarks**

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**Morning Keynote: Leadership in Healthcare**

10:15 – 11:00 am

**Ryan Steinberger**

Senior Vice President, Pfizer Digital, Client Partners, Product Management and Colleague Services  
Pfizer Pharmaceuticals

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11:00 – 11:30 am **Coffee Break**

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**Morning Panel: Health Entrepreneurship**

**Moderator – Anaiza Morales**

Founder and President, AMCS Startup Strategy Specialists

**Jamey Edwards**

CEO and Founder, Cloudbreak Health

**John Hui**

CEO and Co-Founder, Twiage

**Andrea Ippolito**

CEO and Founder, SimpliFed

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12:15 – 01:15 pm **Lunch**

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**Afternoon Panel 1: Innovation in Healthcare**

**Moderator – Adam Russman**

Vice President of Customer Success, KenSci

**Aafia Chaudhry, MD**

Vice President Strategic Program Direction, Immuno-Oncology, Regeneron

**Angela DiFabio Horstmann**

Marketing Launch Lead, Immunology, AstraZeneca

**Shawn St. Pierre**

Senior Director, Screening & Diagnostic Solutions Franchise, Hologic

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02:00 – 02:15 pm **Coffee Break**

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**Afternoon Panel 2: The Future of Care**

**Moderator – Sean Nicholson, PhD**

Director, Sloan Program in Healthcare Administration, Cornell University

**Nicholas Gavin, MD**

Vice Chair of Clinical Operations, Department of Emergency Medicine

Columbia University Vagelos College of Physicians and Surgeons

**Sarah Thompson, PharmD**

Vice President, Pharmacy Innovation, Onduo

**Victoria Wilmarth**

Director of Network Strategy, Department of Surgery, Brigham and Women's Hospital

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03:00 – 03:15 pm **Coffee Break**

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**Afternoon Keynote: Cutting-Edge Healthcare Innovation**

03:15 – 04:00 pm

**Seanna Thompson, MD, FACOG, Diplomate Of ABOM**

Senior Regional Medical Director, MSO, Mount Sinai South Nassau

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04:00 – 04:15 pm **Closing Remarks**

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## Ryan Steinberger

**Pfizer Pharmaceuticals**

Senior Vice President, Pfizer Digital



Ryan Steinberger is a Senior Vice President in Pfizer's Digital organization. In his current role, Ryan leads the digital relationship management team that serves as strategic thought partners to all areas of Pfizer's business around the globe. His team develops digital strategies and coordinates the full breadth of digital service offerings to accelerate the impact of technology on Pfizer business outcomes and the patients who depend on Pfizer medicines and vaccines. In addition, Ryan leads the Digital Colleague Services function to ensure colleagues receive high-quality technology support and services. Ryan is a member of the Pfizer Digital and Pfizer Global BioPharmaceutical leadership teams.

Most recently, Ryan was the Digital leader for Pfizer's Global Product Development function and was accountable for the delivery of digital platforms in support of Pfizer's value chain from research through commercialization. In this role he partnered with Global Product Development to drive the creation and adoption of digital innovations to accelerate Pfizer's clinical trials, many of which were leveraged as part of the company's response to the COVID-19 pandemic. In addition, Ryan's team oversaw many of the digital programs to transform Pfizer interactions to new virtual engagement models.

Over the course of his diverse career, Ryan has held positions of increasing leadership responsibility. He has partnered with leaders across the enterprise to apply innovative digital, data and technology solutions that drive revenue, manage costs, and increase efficiency. He has experience partnering with all areas of the pharmaceutical business, identifying opportunities to scale technology solutions for maximum impact. He has created digital centers of excellence in analytics and artificial intelligence and has extensive experience leading major business transformation programs, including Pfizer's highly successful global SAP deployment.

Prior to joining Pfizer, Ryan was a consultant at Andersen Consulting (Accenture) in New York. He is a graduate of Cornell University and holds an Executive MBA from Drexel University.

## Health Entrepreneurship

*What does it take to make it in healthcare entrepreneurship? Are you starting your own entrepreneurial journey? Join us for a panel discussion led by three successful healthcare entrepreneurs who will share their experiences turning new concepts into innovative products and services, the challenges that lie ahead, and what is the future for healthcare entrepreneurship.*

### **Anaiza Morales**

#### **AMCS Startup Strategy Specialists**

Founder and President



**Moderator**

Anaiza Morales (BS '00, MEng '01, MBA '02) is the Founder and President of AMCS Startup Strategy Specialists, a company that provides consulting services with a special expertise in business plan development, startup financial modeling and analysis, marketing strategy, and operations strategy for startup ventures to angel investment groups, private angel investors, and private equity firms. She is a specialist in startup strategy with 21 years of experience as a founding entrepreneur, advisor, and investor. She also has implementation experience as an Interim COO and founder specializing in operations and marketing strategy in medical services, pharmaceuticals, business services, finance, beauty, food products and film production industries. Anaiza is on the Advisory Board to Cornell's Red Bear Angel Investment Group and is a Founding Member of the Cornell Association for Healthcare Entrepreneurship (Cornell AHE) group launched this Fall, and invites all participants to join their LinkedIn Group to learn more about getting involved.

# Health Entrepreneurship Panelists

## Jamey Edwards

**Cloudbreak Health**  
CEO and Founder



Jamey Edwards (BS '96, MBA '03) is on a mission to fix healthcare. As a serial entrepreneur, Jamey has founded or co-founded companies in the hospital management, physician outsourcing and telemedicine space. He is currently the CEO of Cloudbreak Health, a leading unified telemedicine company currently performing over 100,000 encounters per month in over 1,500 healthcare venues nationwide. Jamey is a member of the Global Army of Healthcare Transformers of StartUp Health and is focused on two main moonshots of increasing access to care and driving the cost of care to zero. Prior to Cloudbreak, Jamey was the CEO of Emergent Medical Associates, growing the company into the leading multi-specialty group (ER, Hospitalist, Anesthesia) in the southwest US & was honored as a 4x INC. 5000 & 2x Modern Healthcare Hottest company.

Jamey is a proud member of the #PinkSocks Tribe of healthcare innovators that can be found on Twitter and beyond working to disrupt healthcare from the ground up and drive positive change for patients and providers.

## John Hui

**Twiage**  
CEO and Co-Founder



John Hui (MBA '15) is a serial entrepreneur and angel investor with more than 17 years of healthcare industry experience covering industry sectors, such as digital health, physician practice management, clinical diagnostics, radiology imaging, medical devices, and pharmaceuticals. Hui is currently the CEO and Co-founder of Twiage, an award-winning healthcare IT startup that provides a novel communication technology enabling hospitals and ambulances to accelerate life-saving emergency care. He also co-founded Rendr Care Physicians, a large multi-specialty physician group serving a patient population of more than 90,000 in NYC. Previously, he co-founded and has run Reliant Diagnostics, a radiology practice management company that provides portable ultrasound services to physician practices in NYC. In addition to Hui's entrepreneurial ventures, he is an active angel investor and Founder Member of Red Bear Angels, a Cornell alumnus run angel investor group. He also serves as an Advisor for other startup companies in the healthcare space, such as Cornell Tech Runway company, Biotia.

## Andrea Ippolito

**SimpliFed**  
CEO and Founder



Andrea Ippolito (BS '06, MEng '07) is the CEO and Founder of SimpliFed, the first independent telehealth platform exclusively focused on infant feeding and nutrition. She currently serves as a Lecturer in the Engineering Management Program at Cornell University. Prior to joining Cornell, Andrea served as the Director of the Department of Veterans Affairs Innovators Network designing and overseeing the creation of a \$10.5M program that provides the tools and resources to VA employees to develop innovations that improve the experience of our Veterans. A former Presidential Innovation Fellow, Ms. Ippolito is the Co-Founder of an innovative application that improves access to care called Smart Scheduling (acquired by athenahealth in 2016), and previously served as the Co-Director of MIT Hacking Medicine, and as an Innovation Specialist at the Brigham Innovation Hub and Product Innovation Manager at athenahealth.

## Innovation in Healthcare

*Recent industry disruption has made rapid evolution for leaders in healthcare a necessity as they strive to create value and change. Learn from a panel of professionals committed to fostering critical transformation in their sector of healthcare.*

### **Adam Russman**

**KenSci**

Vice President of Customer Success



**Moderator**

Adam Russman (MS '19, MBA '19) is a data analytics leader with extensive experience in business development, including product-market fit, go-to-market execution, and customer engagement strategies. He is currently the Vice President of Customer Success at KenSci, a team of doctors, developers and data scientists, transforming healthcare by harnessing the power of data. KenSci's Machine Learning Platform and Predictive Analytics Apps answer the hard questions about 'Who might get sick?', 'What can we do about it?' and 'How can we serve them better across the continuum of care?'

## Aafia Chaudhry, MD

### Regeneron

Vice President, Strategic Program Direction, Immuno-Oncology



Dr. Aafia Chaudhry (MS '20, MBA '20) is a physician executive, oncology strategist, and innovator. She has a proven track record of accomplishment in oncology clinical development and is adept at creating value in a spectrum of environments, from emerging biotech to large pharma. Dr. Chaudhry currently serves as Vice President, Strategic Program Direction, ImmunoOncology at Regeneron overseeing assets from initial IND to global registration.

## Angela DiFabio Horstmann

### AstraZeneca

Marketing Launch Lead, Immunology



Angela Horstmann (MBA '08) is an innovative leader with 18+ years of marketing & consulting experience with a reputation as a fast-paced positive change agent. She has a proven record of translating insights to build brands and deliver integrated solutions. Horstmann is the Marketing Launch Lead for Immunology at AstraZeneca, and formerly a product lead for US Vaccines and Head of Customer Experience Acceleration & Innovation for GSK.

## Shawn St. Pierre

### Hologic

Senior Director, Screening & Diagnostic Solutions Franchise



Shawn St. Pierre is a Senior Director of Marketing for Screening and Diagnostic Solutions Franchise at Hologic, Inc. Shawn is a visionary global business leader with a passion for innovation and transformation. Over 19 years of progressive accomplishment, he has worked on developing growth strategies, building roadmaps, leading teams, commercializing solutions, developing claims and clinical evidence, exceeding revenue targets, and driving organizations to accelerate adoption of new product and business model innovations. Shawn holds an MBA from the University of Rochester.

## The Future of Care

*The way that we create and deliver care to patients is changing. This panel of physicians and hospital leaders will discuss their forward-looking initiatives in research, operational excellence, and patient-centric care.*

### **Sean Nicholson, PhD**

**Cornell University**

Director, Sloan Program in Healthcare Administration



**Moderator**

Sean Nicholson is a professor in the Department of Policy Analysis and Management (PAM) at Cornell University, the Director of the Sloan Program in Health Administration, and a Research Associate at the National Bureau of Economic Research. Prior to joining the PAM Department in 2004, Sean was a faculty member in the Health Care Systems Department at The Wharton School of the University of Pennsylvania.

# The Future of Care Panelists

## Nicholas Gavin, MD

**Columbia University Vagelos College of Physicians and Surgeons**

Vice Chair of Clinical Operations, Department of Emergency Medicine



Dr. Nicholas Gavin (MS '19, MBA '19) is an emergency physician and Vice Chair of Clinical Operations, Department of Emergency Medicine, at the Columbia University Vagelos College of Physicians and Surgeons. He has a strong belief in high quality and high value care. As the health system transforms into a value-based care environment, he believes that those in emergency medicine must work to change the front door of the hospital into the front porch of the medical neighborhood.

## Sarah Thompson, PharmD

**Onduo**

Vice President, Pharmacy Innovation



Sarah Thompson (MS '19, MBA '19) is a creative healthcare leader with experience in population health management, care management and pharmacy who has improved clinical outcomes and reduced the total cost of care for Commercial and Medicare patients in a large primary care ACO. She is experienced in leading interdisciplinary teams, clinical operations, change management, and developing strategic partnerships to provide comprehensive care services for patients. Her recent work is on developing programs to address social and behavioral determinants of health, increasing primary palliative care services and developing innovative population health and value-based payment models for high-risk, chronically ill populations.

## Victoria Wilmarth

**Brigham and Women's Hospital**

Director of Network Strategy, Department of Surgery



Victoria (Tori) Wilmarth (MBA '18) is the Director of Network Strategy for the Department of Surgery at Brigham and Women's Hospital. In this capacity, she manages and develops collaborative programs with community hospitals and provider groups outside of the Mass General Brigham system. Tori has experience in network development, clinical operations, and strategic planning within academic medical centers. She began her career as a consultant developing and implementing health technology innovation initiatives as a part of IBM's Life Sciences consulting practice.

## Seanna Thompson, MD, FACOG, Diplomate of ABOM

Mount Sinai South Nassau

Senior Regional Medical Director



Dr. Seanna Thompson (BA '97, MS' 20, MBA '20) has 15 years of clinical experience and 7 years of senior management experience. She has held previous physician executive positions with Mayo Clinic Health Systems where she led the local integration of electronic delivery rooms, served as the Medical Director for the Lehigh Valley Physician Group (LVPG)-Pocono where she led the successful clinical integration into the Lehigh Valley Health Network while fostering collaboration across the enterprise and launched LVPG-Pocono as a digital health organization. Currently she is Mount Sinai South Nassau's Senior Regional Medical Director for the Management Service Organization (MSO), working on a quintuple aim of decreased cost, increased quality, improved patient experience, care team well-being experience and healthcare equity.

She was recently promoted to the Senior Network Medical Director and will be working collaboratively to oversee clinical aspects of the ambulatory practices and collaboratively work with teams in Queens, Brooklyn, Long Island, Westchester, New Jersey, Manhattan.

She completed her undergraduate training at Cornell University Arts & Sciences, medical school training at University of Illinois at Chicago and residency training at New York Presbyterian Weill Cornell. She holds additional Masters' degrees from the Cornell Johnson Graduate School of Management and Weil Cornell Graduate School of Medical Sciences.

Dr. Thompson is dually board certified in Obstetrics & Gynecology and Obesity Medicine.

# BOARD MEMBERS

**Lauren Gergel**  
President



Lauren is a 2<sup>nd</sup> year MBA student at the SC Johnson Graduate School of Management and holds a degree in Biology & Biotechnology from Worcester Polytechnic Institute where she graduated with High Distinction. Prior to Cornell, Lauren worked as a preclinical scientist in the biopharmaceutical industry where she helped drive therapies for cancers and rare diseases towards clinical trials and FDA approval. She continues to be passionate about using scientific advances to help those with unmet medical needs. Lauren has felt honored to work with the Healthcare Club Board to provide industry education, networking opportunities, career guidance, and exciting events for students to connect to healthcare industry professionals.

This summer Lauren interned with PricewaterhouseCoopers LLP in the Healthcare Industry Advisory, Pharmaceutical Life Science, R&D division, and will be joining the firm next spring.

**Victor Chan**  
Co-VP of Corporate & Alumni Affairs



Victor is a 2<sup>nd</sup> year MBA at the SC Johnson Graduate School of Management. He holds a Bachelor of Science in Psychology from Fordham University. Prior to Johnson, he worked in clinical research at NewYork-Presbyterian/Weill Cornell Medicine in New York City. There, he developed and implemented quality and process improvement initiatives to improve workflow efficiencies and facilitated the expansion of a precision medicine oncology research trial. Victor is passionate about combining business, technology, and data to drive innovation across the healthcare landscape to improve the quality and efficacy of patient care. After graduation, Victor will be joining Charles River Associates in their Life Sciences consulting practice.

**Nikita Shrinath**  
Co-VP of Corporate & Alumni Affairs



Nikita Shrinath is a 2<sup>nd</sup> year MBA candidate at the Johnson Graduate School of Management. After graduating from Emory University in 2015 with a BS in Anthropology & Human Biology and a BA in Psychology, she moved into clinical operations at Atrius Health, a not-for-profit healthcare organization. As the Population Health Coordinator, she worked with clinicians, administrators and staff to optimize both patient outcomes and financial outcomes, reduce hospitalization rates, and track and improve performance improvement metrics. After business school, she will be joining CVS Health and hopes to leverage her field experience and work as a healthcare leader to drive improvement and innovation throughout the industry.

# BOARD MEMBERS

**Emily Khaykin**  
Co-VP of Education



Emily is a 2<sup>nd</sup> year MBA in the Class of 2021 at the Johnson Graduate School of Management. Emily holds a BS in Social & Decision Sciences and a minor in Policy & Management from Carnegie Mellon University. Prior to Cornell, Emily worked at IBM across direct sales and global marketing. In her most recent role as an AI Product Specialist, Emily worked with healthcare and life sciences clients to help them understand the implications of AI and potential applications for their business. During the Fall 2019 semester, Emily had the opportunity to serve as an MBA Fellow working with PhD students across Cornell's engineering schools to create a commercialization plan for their patented technology.

**Harley Keh**  
Co-VP of Education



After graduating from the University of Pennsylvania in 2014, Harley started his 5-year career at Houston Methodist Hospital, developing clinical expertise as a registered nurse in the inpatient and outpatient settings. In the coronary intensive care unit, he cared for critically ill patients and navigated sensitive end-of-life situations. As an outpatient heart transplant coordinator, he managed the complete post-transplant care of high-risk, immunosuppressed patients, earning their trust and collaborating with interdisciplinary healthcare professionals. Passionate about patient care, Harley aims to utilize his intimate knowledge of the patient journey to curate solutions and influence decisions in healthcare organizations. He will be joining Janssen's Pharmaceutical Leadership Development Program full-time next summer.

**Matthew Judy**  
VP of Marketing



Matt is a current 2nd year MBA/MHA candidate at the Johnson Graduate School of Management and the Sloan Program in Health Administration. Matt holds a degree in Economics from Wake Forest University. Prior to attending Cornell, Matt was working Optum as a financial and operations analyst in the risk adjustment department. There his work focused on workforce optimization, cost benefit analysis, and operational implantation with senior leadership. Before that, he worked as a financial advisor at Merrill Lynch. During the fall 2019 semester, Matt had the opportunity to work as an MBA consultant for Boston Scientific where he helped to assess the feasibility and market entry for a novel medical device. Matt is passionate about using technology to improve clinical outcomes. This past summer, Matt interned at EY-Parthenon and was aligned to the healthcare team. Matt will be returning to EYP after graduation in 2021.

# BOARD MEMBERS

**Joe Fontana**  
VP of Finance



Joe is a 2nd year MBA candidate at the S.C. Johnson Graduate School of Management at Cornell University. Joe holds a Bachelor of Science in Finance and Chinese from Rutgers Business School – New Brunswick. After graduating from Rutgers, Joe entered into an intensive rotational program at Deutsche Bank within the corporate and investment bank. Following this program, Joe spent four years at Fitch Ratings covering the real estate and leisure sector. Responsible for select sub-sectors within the real estate and leisure team, Joe published over 30 credit research reports and compendiums opining on various company credit considerations. Joe will be joining Bain & Company as a management consultant following his graduation at Johnson.

Joe is passionate about healthcare, particularly mental health. Joe volunteers for both The Trevor Project and the American Foundation of Suicide Prevention. He is also a certified yoga instructor and mental health advocate.

**Hayden Krauss**  
MHA Representative



Hayden is an MHA candidate in the Class of 2021 at the Sloan Program in Health Administration. He holds a degree in Health Care Management from the University of Alabama at Birmingham. Prior to attending Cornell, Hayden worked internationally in Singapore for Johns Hopkins Singapore International Medical Centre and in the United Arab Emirates for Imperial College London Diabetes Centre. Domestically, he has worked for UAB Health System as well as Grandview Medical Center, both located in his home state of Alabama. Hayden is currently a Project Analyst at the UPMC Hillman Cancer Center, working on projects both domestically and internationally. Through his experiences, Hayden became passionate about increasing quality and accessibility in foreign countries and plans to return abroad during his career. Hayden will be joining Rush Medical Center as an Administrative Fellow following his graduation from Cornell in the Spring.

**Yili Zhao**  
Cornell Tech Representative



YiLi is a one-year MBA student at Johnson Cornell Tech (Class of 2021) and a medical student at Weill Cornell Medicine (Class of 2022). She graduated from Tufts University with a Bachelor of Arts in Classical Studies and a Bachelor of Science in Biochemistry. YiLi is excited to further explore the intersection of business and technology with medicine and healthcare.

# BOARD MEMBERS

## Lindsey Dru McDonald

EMBA Co-Representative



As a Director for Herman Miller in the Mid-Atlantic Region, Lindsey leads a team of design, sales and project management professionals who create human-forward environments and are changing the face of construction. She currently attends the Weill Cornell EMBA and MSc In Healthcare Leadership program, with a focus on innovation in capital planning and operations.

## Rajita Goldberg

EMBA Co-Representative



Rajita Goldberg, PMP, is an entrepreneurial business development professional in life sciences innovation at the Executive MBA/MS in Healthcare Leadership program. She is also a high-performing Associate Director at Bristol Myers Squibb. She is currently responsible for leading complex, global, cross-functional, multi-site projects. Prior to Bristol-Myers Squibb, she was a Senior Manager at Accenture Consulting for 14 years with a focus on leading large scale, global transformation programs across the Life Sciences and Public Sector industries. She has experience with full-lifecycle projects in emerging markets, like Argentina, Brazil, China, the Philippines and India from planning to deployment.

# SPECIAL THANKS

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