



HBA Metro Chapter
Executive Event:
**Keys to Creating Successful Collaboration
Across the Healthcare Ecosystem**
June 22, 2015

Speaker Biographies



Ana Ceppi
Vice President, Business Development, Healthcare and Financial Services,
Univision Communications, Inc.

Ana works with healthcare companies to realize the Hispanic market business potential. To do that, Ana consults with clients and agencies to develop Strategy, Research and Consumer Insights, Marketing and Media Services and Measurement. Previously, Ana was VP of Global Advertising and Brand Management for American Express, leading product development, positioning and marketing for card members and prospects. With her agency and Business unit partners, she did 360 marketing in 20 countries in 14 languages.

Recent project: Novo Nordisk, Univision Farmacia and Montefiore Unite to Serve Hispanic Diabetics, to create awareness within Hispanic community for diabetes care and prevention. Novo Nordisk wanted to help the 1 in 5 Hispanics diagnosed with diabetes, but they knew they needed help. So, they partnered with Univision Farmacia and Montefiore Medical Center to create an outreach event called “Salud en tu Comunidad” aimed at identifying and educating Hispanic diabetics. Learn how these three groups worked as one to help an underserved population in the healthcare industry.



Anthony Coyle
Chief scientific officer, Centers for Therapeutic Innovation, Pfizer, Inc.

Anthony “Tony” Coyle is Senior Vice President and Chief Scientific Officer of the Centers for Therapeutic Innovation (CTI) based out of Boston. CTI was established in late 2010 as a new model to drive innovation in BioTherapeutics R & D. Tony is responsible for the CTI sites, which currently include CTI – New York City, CTI-Boston and CTI-California. Tony is supported by his leadership team, which will include the site heads of each CTI, his operations team, project management, clinical and Precision Medicine heads.

As a former Vice President and Global Head of Respiratory, Inflammation, and Autoimmunity Research at Medimmune Biologics, a Division of AstraZeneca, Tony has succeeded in advancing a biologic portfolio from discovery to Phase Two in the areas of Respiratory and Autoimmune diseases including Lupus, Asthma and COPD.

Prior to joining Medimmune, Tony was Director of Research at Millennium Pharmaceuticals, where he led a group responsible for the identification of novel target genes as well as for late stage lead optimization and delivery of both small molecule and biologic development candidates.

Tony has been Associate Professor in the Department of Pathology and Experimental Therapeutics at McMaster University in Ontario since 1992, and has authored more than 200 manuscripts. Tony is a member of the Alliance for Lupus Research (ALR) Scientific Advisory Board as well as a Scientific Advisory Member of the CTSA Coordinating Center (C4). He holds a B.Sc. Honours and a Ph.D. from Kings College, University of London.

Biographies continue on next page.



Mikael Dolsten, M.D., Ph.D.
President, Worldwide Research and Development, Pfizer Inc.

Mikael Dolsten, M.D., Ph.D. is President of Pfizer Worldwide Research and Development (WRD) and Executive Vice President of Pfizer Inc. He is focused on advancing the company's pipeline and provides scientific leadership for all Pfizer products. Dr. Dolsten is a member of the Pfizer Executive Leadership Team and co-chairs the company's Portfolio Strategy and Investment Committee, which governs major pipeline investments and strategic end-to-end R&D priorities.

Dr. Dolsten leads the WRD group at Pfizer, comprised of approximately 9000 R&D colleagues worldwide supporting Pfizer's R&D projects and marketed products. He is responsible for all research at Pfizer, including development of compounds through proof of concept (POC) and provides safety, regulatory and clinical operations activities to all of Pfizer's projects and marketed products. WRD is comprised of Pfizer's research units and Pfizer's partner lines. The research units include Cardiovascular and Metabolic/Renal Disease; Neuroscience and Pain; Oncology; Inflammation and Immunology; Vaccines; and Rare Disease, as well as the Centers for Therapeutic Innovation (CTI) and the biotech unit, Rinat. Mikael leads Pfizer's partner line groups that oversee safety, regulatory, development operations, external R&D innovation, as well as science-based teams in biosimilars R&D, pharmaceutical sciences, drug safety R&D and design of small, large and vaccines therapies.

Prior to joining Pfizer in 2009, Dr. Dolsten was President of Wyeth Research responsible for global research and development activities. Before joining Wyeth, he served as Executive Vice President for Worldwide Research at Boehringer Ingelheim. His earlier career as a research leader included VP leadership positions with AstraZeneca, Pharmacia and Upjohn. Mikael has, during his 25 years in the Pharmaceutical industry, led R&D groups that have selected more than 100 Candidate drugs for treatment of human disease and supported the R&D advancement of some 20 important novel medicines and vaccines. Dr. Dolsten has also served as a Private Equity partner at Orbimed, the world's largest healthcare focused investment company. In addition, he gained leadership experience from five large-scale M&A transactions.

Dr. Dolsten earned his Ph.D. in tumor immunology and M.D. from the University of Lund in Sweden. He studied virology and cell biology at the Weizmann Institute in Israel and has been appointed as Adjunct Professor in Immunology at the Medical Faculty in Lund, Sweden.

Mikael is a governor of the New York Academy of Sciences, a member of the Biomedical Advisory Council of The Pharmaceutical Research and Manufacturers of America (PhRMA), co-lead for the industry-NIH Accelerating Medicine Partnership (AMP) Executive Committee and serves on the PhRMA Foundation Board of Directors. He has been a board member of a Swedish Business School for Innovation and Chamber of Commerce. Dr. Dolsten is a named inventor on several patents and has published approximately 150 articles in international journals, with particular contributions in areas such as molecular cell biology, immunology and oncology.



Alex Jung (moderator)
Principal – Strategy / Life Sciences, Advisory Services, EY

Alex Jung is a Principal in EY Strategy with over 25 years of experience with healthcare, life sciences and employee benefits strategy. EY Strategy helps clients define and implement their strategy and build organizational capabilities to deliver sustainable business results across three platforms: Innovation and Digital Enterprise Strategy, Industry and Market Strategy, and Strategic Transformation.

Relevant positions:

- ▶ Senior Vice President, Corporate Strategy, Walgreens
- ▶ Healthcare Practice Leader, AonHewitt
- ▶ Managing Director, General Board of Pension and Health Benefits, United Methodist Church
- ▶ National Healthcare Analysis Unit Leader, Mercer

- ▶ Senior Manager – Arthur Andersen

Experience:

- ▶ Market access and payer strategy
- ▶ Value proposition development
- ▶ Commercialization strategy for new products and growth strategies including mergers & acquisitions
- ▶ Business strategy, asset repurposing and new business model redesign
- ▶ Life Sciences and Hospital operations and process improvement
- ▶ Clinical program development
- ▶ Employee benefits strategy, plan design and funding strategies



Jocelyn Konrad

Vice president, pharmacy initiatives and clinical services, Rite Aid

As Rite Aid's Group Vice President of Pharmacy Initiatives and Clinical Services, Jocelyn Konrad is responsible for the development, implementation and management of new pharmacy business and clinical programs including Rite Aid Health Alliance, immunizations, medication therapy management and medication adherence.

A registered pharmacist and retail pharmacy veteran with more than 20 years' experience, Jocelyn began her career in pharmacy in 1992, serving as a pharmacist for Thrift Drug Pharmacy. In 1997, she joined Eckerd Pharmacy as a District Manager, overseeing the pharmacy staff and operations of 36 stores.

Jocelyn held this role through 2007, when Eckerd and the Brooks pharmacy chain (both owned by Jean Coudu) was acquired by Rite Aid Corporation. She successfully helped her store teams with the integration and continued serving Rite Aid as a Pharmacy District Manager.

In 2011, Jocelyn was promoted to Regional Pharmacy Vice President. In this role, she led a team of more than 350 pharmacists at approximately 150 Rite Aid pharmacies in Pennsylvania, Maryland and the District of Columbia, and had responsibility for implementing company programs, growing pharmacy business, managing costs, talent management and enhancing both the customer and Rite Aid associate experience. In 2012, she was promoted to the role of vice president, healthcare initiatives, and was named to her current role in 2015.

Jocelyn holds a Bachelor of Science degree from Philadelphia College of Pharmacy and Science.