



THE WHARTON HEALTHCARE  
MANAGEMENT ALUMNI ASSOCIATION

# 2014 ANNUAL ALUMNI CONFERENCE

*Healthcare Transformation:  
The Dance of Disruptors, Incumbents, and Rule-makers*

FRIDAY, OCTOBER 31, 2014  
7:30AM – 6:00PM

JON M. HUNTSMAN HALL | THE WHARTON SCHOOL  
University of Pennsylvania, Philadelphia, PA



# WELCOME

## **Fellow Alumni, Friends and Colleagues:**

Welcome to the 2014 WHCMAA Alumni Conference. Thank you for taking time out of your busy lives to share your time and insights. I always leave these meetings with several pearls that help me in my business – whether it is an idea, a contact, a new friendship, or an opportunity to work further with the WHCM program itself. My hope is that you will as well. This is really what the conference is all about.

This year's conference is packed full of Wharton Alumni, and their business partners, who are leading the disruption in the health care space. Much of this is welcome change and frankly, it is a lot of fun to be involved at this dynamic time. My recommendation to you today is to offer your critique, share your insights, and ask lots of questions in all of the sessions. We are not a bashful bunch, so let's learn from each other!

Conferences such as this cannot be accomplished without a dedicated team of people who put in the time and effort. First and foremost, thank you to June Kinney and her group who help with the coordination and in greasing the skids with UPENN. Second, my sincere appreciation goes to Co-Chairs Bryan Bushick, MD, WG'89 and John Harris WG'88, for assembling a fantastic program. Third, thank you to the core team who planned, implemented, and promoted this year's conference: Mitch Goldman, WG'75; Phil Heifetz, WG'96; Fran Kelleher, WG'84; Bob McDonald, MD, WG'92; and Maureen Spivack, WG'86. It is wonderful to see all of these people pitching in and to hear the diversity of opinion, which makes for a better product. It certainly did with this conference.

A couple of quick updates on where we are as an organization:

- We have 425 active members – our involvement is twice that of other Wharton alumni clubs.

- Financially, we are in a very strong position. We have close to \$1 million in assets, with the bulk of these assets residing in two scholarships: The Kissick Scholarship and the Alumni Scholarship in honor of June Kinney. The returns from these assets will allow us to provide meaningful scholarships to students in the range of \$45-\$50K per year. No other club can boast this commitment to current and prospective Wharton students.
- Our activity schedule is chock full. We are slated to hold over 35 events this year – with the vast majority planned/coordinated by us.
- We continue to work with the WCHM program faculty. The faculty have been extremely generous with their time and effort on our behalf. Their involvement includes: the Wharton business channel on SIRIUS radio; coordinating/promoting events (e.g. LDI public policy meeting in Washington, DC earlier this month); sharing the podium as guest lecturers in the classroom; and; presenting on our behalf. To all of the faculty, thank you for your support of the WHCMAA.

Lastly, a special shout out to the WHCMAA executive team: Vice President John Harris, WG'88; Treasurer Tom Kupp, WG'85; and Secretary Peter Muller, WG'09. You guys are a pleasure to work with and do a great job of keeping the association humming.

So enjoy the conference, get yourself involved with the WHCMAA, and continue to make a difference in the healthcare field.

Jeff Voigt, WG '85  
*President, WHCMAA*

# CONFERENCE PROGRAM AND OVERVIEW

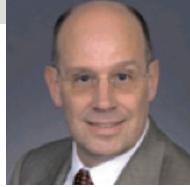
FRIDAY, OCTOBER 31

<b>7:30-8:30am</b>	<b>Registration</b> <i>Forum</i>	<b>2:10-3:10pm</b> <i>Room JMHH 340</i>	<b>Breakout Sessions - I</b>
<b>8:30-9:00am</b>	<b>Conference Overview / WHCMAA Update</b> <i>Auditorium G06</i>		<b>1. On the Verge: Device Companies Poised to Thrive in the “New” Environment</b>
<b>9:00-10:00am</b>	<b>Opening Leadership Discussion: Is Health Care Really Transforming?</b> <i>Auditorium G06</i> <ul style="list-style-type: none"><li>• Mitchell Blutt, MD, CEO, Consonance Capital Partners</li><li>• Mark Smith, MD, MBA, Founding President, California HealthCare Foundation</li></ul>	<b>Room JMHH 345</b>	<ul style="list-style-type: none"><li>• Luciana Soares, Director of Marketing, Direct Flow Medical</li><li>• Hjalmar Pompe van Meerdervoort, CEO, Visionscope Technologies</li><li>• Davide Vigano, CEO, Sensoria</li></ul>
<b>10:00-10:20am</b>	<b>Break</b> <i>Forum</i>		<b>2. Primary Care-based Models for Transforming Service Delivery</b>
<b>10:20am-11:20pm</b>	<b>Keynote: “Shaping Transformation through Innovative Models ”</b> <i>Auditorium G06</i> <ul style="list-style-type: none"><li>• Rahul Rajkumar, MD, JD, Acting Deputy Director, Center for Medicare and Medicaid Innovation (CMMI)</li></ul>	<b>3:10-3:20pm</b>	<b>Transition</b>
<b>11:30-12:30pm</b>	<b>Networking Lunch</b> <i>Robertson Hall, 8th Floor</i>	<b>3:20-4:20pm</b> <i>Room JMHH 340</i>	<b>Breakout Sessions - II</b>
<b>12:40-2:00pm</b>	<b>Blurred Lines: The New Payer-Provider Landscape</b> <i>Auditorium G06</i> <ul style="list-style-type: none"><li>• Michael Dowling, President and CEO, North Shore LIJ Health System</li><li>• Aran Ron, MD, Chief Medical Officer, Oscar</li><li>• Bill Winkenwerder, MD, Former CEO, Highmark, Inc.</li></ul>	<b>Room JMHH 345</b>	<b>1. mHealth: Linking the Promise with Prudent Business Practices</b>
<b>2:00-2:10pm</b>	<b>Transition</b>		<ul style="list-style-type: none"><li>• Jon Brilliant, Founding Board Member &amp; Former CFO, WellDoc</li><li>• Jay Rosan, MD, VP Health Innovation, Walgreens</li><li>• Jonathan Schaffer, MD, MBA, Managing Director, eClevelandClinic</li></ul>
		<b>3:10-3:20pm</b>	<b>Transition</b>
		<b>4:30-5:00pm</b>	<b>Break-out Session Highlights / Closing Comments</b>
		<b>5:00-6:30pm</b>	<b>Reception</b>

## SPEAKERS

### **A. John Blair, III, MD**

*CEO, MedAllies and President, Taconic IPA*



A. John Blair, III, MD, is a health care and technology executive with broad experience across the health care industry including clinical practice, hospital planning and governance, revenue cycle management, managed care, public health and health care informatics.

John is the CEO of MedAllies, a health information service provider company established in 2001 and based in Fishkill, NY. MedAllies facilitates physician adoption of health information technology and integrates the health care community to facilitate care coordination, patient-provider communication, public health and quality reporting. John also serves as president of Taconic IPA (TIPA), a nearly 5,000-member physician group at the forefront of transforming health care delivery in the Hudson Valley through meaningful use of health IT and pay-for-performance incentives.

A recognized industry expert, John serves on the Privacy and Security Workgroup and the NHIN Workgroup of the Policy Committee of the Office of the National Coordinator for Health Information Technology. He also serves as chair on the DirectTrust.org Board, the Health Information Technology Standards Committee (HITSC), and the National Committee on Quality Assurance Committee on Performance Measurement. He is a recipient of the Healthcare Informatics' Healthcare IT Innovator award.

John is a board-certified general surgeon who spent 15 years in academic medicine and private practice before becoming president of TIPA. He received his medical degree from Rush Medical School in Chicago and completed his surgical training at the University of Texas Medical Center in Dallas. He performed a gastrointestinal fellowship at the Middlesex Hospital in London, England.

### **Mitchell J. Blutt, MD, MBA**

*CEO, Consonance Capital*



Mitchell Blutt, MD is the CEO of Consonance Capital, a health care focused investment firm, which he founded in 2005. He is the former Executive Partner of J.P. Morgan Partners (JPMP), from which he retired in March of 2004. He is also a Clinical Assistant Professor of Medicine, in the Department of Medicine at Weill Cornell Medical College and the Graduate School of Medical Sciences of Cornell University.

Mitch has served on numerous boards of directors, including Cardinal Health, Cooper Holding, DJ Orthopedics, Fisher Scientific, General Medical, Hanger Orthopedic Group, Medical Arts Press, Tenax, and Thermoscan. He also formerly served on the Board of the Michael J. Fox Foundation for Parkinson's Research, the Board of Trustees of Penn Medicine (the Health System of the University of Pennsylvania), the Board of Trustees of the University of Pennsylvania, and the Board of The Brearley School. He currently serves on the Board of Overseers of the University of Pennsylvania School of Arts and Sciences. He is a member of the Weill Cornell Medical College Dean's Council, an advisory board to the Dean, and of the New York Weill Cornell Council, an advisory board to The New York Presbyterian Health System and Weill Cornell Medical School. Mitch is also on the board of directors of The Commonwealth Fund, a private foundation that supports independent research on health and social issues and makes grants to improve health care practice and policy.

Mitch completed his BA and MD degrees from the University of Pennsylvania. He received his MBA at the Wharton School of the University of Pennsylvania through the Clinical Scholars Fellowship sponsored by the Robert Wood Johnson Foundation. He completed his medical residency at the New York Presbyterian Hospital/Weill Cornell Medical School.

## SPEAKERS

### **Jon Brilliant**

*Founding Board Member and Former CFO, WellDoc*



Jon Brilliant is a founding board member of WellDoc and was recently the CFO for four years. WellDoc manufactures the first FDA cleared clinically validated mobile application that is prescribed by doctors, used by adult type 2 diabetics and reimbursed by payers. Jon now splits his time between working part time at WellDoc, being a Senior Advisor to Merck's Global Health Innovation Fund and advising and sitting on the boards of various healthcare IT companies. Jon has been a venture capitalist with his own fund (Atelier), a large European fund (Syntek Capital) and a London-based individual (former owner of Harrods). Jon has evaluated hundreds of business plans from start-ups to \$100M+ in revenue, invested \$100M+, raised billions of dollars in the public and private markets and even helped restructure the debt of a sovereign country. In between, Jon has had operating roles in the healthcare industry (Wright Medical), automobile industry (JM Family) and retail industry (Harrods). Along the way, Jon has served on the board of directors of over 15 companies ranging from startups to over \$500M in revenue. Jon is a Co-Founder of CanSurround and Start It Up Delaware, which aims to be the catalyst for creating a vibrant startup community in Delaware and surrounding communities.

Jon holds degrees from The Pennsylvania State University and Duke University.

### **Michael J. Dowling**

*President and Chief Executive Officer,  
North Shore-LIJ Health System*



Michael J. Dowling is President and Chief Executive Officer of the North Shore-LIJ Health System, one of the nation's largest health systems, with \$7.1 billion in annual revenue. North Shore-LIJ is the largest integrated healthcare system in New York State with more than 6,000 beds and total workforce of more than 48,000 employees – the state's largest private employer. North Shore-LIJ has 17 hospitals, about 400 outpatient physician practices and its own license to sell health insurance to individuals, families and employers under the name North Shore-LIJ CareConnect Insurance Co. Inc.

Prior to becoming president and CEO in 2002, Michael was the health system's executive vice president and chief operating officer. Before joining North Shore-LIJ in 1995, he was a senior vice president at Empire Blue Cross/Blue Shield. Michael served in New York State government for 12 years, including seven years as state director of Health, Education and Human Services and deputy secretary to the governor. He was also commissioner of the New York State Department of Social Services. Before his public service career, Michael was a professor of social policy and assistant dean at the Fordham University Graduate School of Social Services, and director of the Fordham campus in Westchester County.

## SPEAKERS

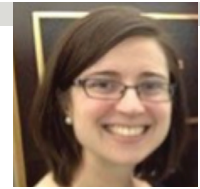
**Rushika Fernandopulle, MD, MPP**  
*CEO, Iora Health*



Rushika Fernandopulle is a practicing physician and co-founder and CEO of Iora Health, a healthcare services firm based in Cambridge, MA whose mission is to build a radically new model of primary care to improve quality and service and reduce overall expenditures. Rushika was the first Executive Director of the Harvard Interfaculty Program for Health Systems Improvement, and Managing Director of the Clinical Initiatives Center at the Advisory Board Company. He is co-author or editor of several publications including *Health Care Policy*, a textbook for physicians and medical students, and *Uninsured in America: Life and Death in the Land of Opportunity*. Rushika serves on the staff at the Massachusetts General Hospital and faculty of Harvard Medical School.

Rushika earned his A.B., M.D., and M.P.P. (Masters in Public Policy) from Harvard University, and completed his clinical training at the University of Pennsylvania and the Massachusetts General Hospital.

**Elizabeth Jurinka**  
*Chief Health Policy Adviser of the Senate  
Finance Committee*



Elizabeth Jurinka is the Chief Health Adviser to Chairman Ron Wyden and the Senate Finance Committee. In this position, Elizabeth advises the Chairman on all matters related to health care policy, including Medicare, Medicaid, insurance and the implementation of the Affordable Care Act. Prior to working for Senator Wyden, she worked for Representative Melissa Bean of Illinois, where she also covered the health care portfolio among other legislative issue areas.

Elizabeth graduated from University of Maryland with a bachelor's degree in government and received her master's in government from Johns Hopkins University where she received an honors distinction for her thesis work on health care policy.

## SPEAKERS

**Hjalmar Pompe van Meerdervoort**  
*CEO, VisionScope Technologies*



Hjalmar Pompe van Meerdervoort is a veteran of the medical device and biopharmaceutical industries with extensive concept-to-commercialization experience having launched a number of novel, disruptive technologies for both large and small companies globally.

Hjalmar is currently Chief Executive Officer of VisionScope Technologies, a company commercializing a novel office based diagnostic technology. Prior to VisionScope, he served in a number of senior management positions at Zimmer Holdings including General Manager of its global Knee business. Prior to Zimmer, Hjalmar was the Chief Operating Officer for Columna Pty (Australia), a company focused on changing the standard of care in the treatment of lower back pain. He joined Columna Pty after spending over 10 years at Stryker Corporation, in various management roles – both domestically and abroad – for their Biotech and Spine divisions. During his tenure at Stryker he participated in the development and launch of OP-1 (Bone Morphogenetic Protein 7), a recombinant bone graft substitute.

Hjalmar holds a B.A. from Emory University and Executive Education certificates from MIT, UCLA, Northwestern University and Harvard University.

**Rahul Rajkumar, MD, JD**  
*Acting Center Deputy Director for Policy, CMMI*



Rahul Rajkumar, MD, JD joined the Center for Medicare and Medicaid Innovation (CMMI) in February 2012 as a Senior Advisor to the front office and became Acting Center Deputy Director for Policy in April 2014. Prior to arriving at CMMI, Rahul was a consultant at McKinsey and Company, where he helped the senior management of leading hospitals and health care payers respond to national reform and the design and operational aspects of accountable care organizations.

Rahul is an internist and previously practiced hospital-based medicine at Brigham and Women's Hospital, where he completed his residency training in Internal Medicine. He holds a BA in History from Yale University, an MD from Yale School of Medicine and a JD from Yale Law School.

## SPEAKERS

### **Aran Ron, MD**

*Chief Medical Officer, Oscar Insurance Corporation*



Aran Ron is Chief Medical Officer (CONFIRM) at Oscar Insurance Corporation. He is also president of Health Strategies Consultants and interim President and Medical Director of Partners Health Plan and a former Operating Partner at Bessemer Venture Partners.

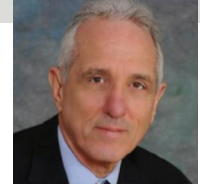
Prior to Oscar, Aran served as president and chief operating officer of Group Health Incorporated (GHI) and chief medical officer of EmblemHealth Plans. Prior to joining GHI, he served as Medical Director at Oxford Health Plans and Senior Vice President for Medical Affairs at New York Downtown Hospital and Director of Quality Programs at Beth Israel Medical Center in New York City.

Aran has served on the editorial board of the Journal of Clinical Outcomes Management, is a member and former Chair of the URAC accreditation committee, a former member of the board of GHI PPO and HMO. He lectures at Cornell Medical College where he won the 2008 excellence in teaching award and serves as Chairman of the Board of St. Christopher's Inc. a non-for-profit agency providing educational services for troubled youth.

Aran received a medical degree from the University of Pennsylvania and holds a degree in business and public health from Columbia University and trained in internal medicine at New York Hospital.

### **Jay Rosan, MD**

*Vice President, Health Innovation, Walgreens*



Jay Rosan is the Vice President of Health Innovation for Walgreens and is a member of the Walgreens Well Ventures Team. The original Innovation team was established in 2009 to help Walgreens develop a clear path in introducing successful innovative products and healthcare services, and to establish new partnerships with companies interested in building innovative growth businesses with Walgreens.

Prior to this he was the Senior VP of Health Innovation at the Walgreens Health and Wellness Division that acquired CHD Meridian Healthcare, where Jay was the Senior VP of Health Innovation. Previously, he has served in leadership roles at Doctor Quality, The Network Connection, HMO of Pennsylvania/US Healthcare. He was a co-founder of InteliHealth, one of the most visited health sites on the Internet with over 2 million pages of content and was featured on AOL, AltaVista, CBS.com, Discovery Health and hundreds of other major newspapers sites.

Jay is also a family physician and serial entrepreneur with extensive leadership experience in various industries including medicine, health insurance, the Internet, and broadband delivery. He was the managing partner in a model family practice that grew from one to eight physicians. Hi is a member of Robin, an angel group that provides both financial and mentoring help to startup companies in the Philadelphia Metro area.



## SPEAKERS

### **Jonathan L. Schaffer, MD, MBA**

*Managing Director, Information Technology  
Division, eClevelandClinic*



Jonathan L. Schaffer, MD, MBA is managing director of eClevelandClinic in the Information Technology Division and of the Distance Health team in Medical Operations at Cleveland Clinic. He leads Cleveland Clinic's MyConsult program, an online second medical opinion program that is used by consumers and corporations worldwide to provide access to care while removing the geographic barriers. He also leads the DrConnect series of portals which securely connect referring physicians and facilities to their patient's care at Cleveland Clinic.

An active board certified joint replacement surgeon, Jonathan is also a staff member in the Center for Joint Replacement in the Orthopedic and Rheumatologic Institute where he is the physician champion on the ICD-10 transition and leads the Advanced Operative Technology Group, developing novel technologies for the arthroplasty patient population including the physical and technology upgrading of the operating rooms.

Prior to the Cleveland Clinic, Jonathan was Assistant Professor of Orthopaedic Surgery at Brigham and Women's Hospital and Harvard Medical School. He was Associate Director of the Decision Systems Group, a medical informatics laboratory and President and subsequently Chief Executive Officer of Harmonie Group, Inc., a corporate software spin off from the laboratory with external venture and corporate funding.

Jonathan is a graduate of Haverford College and Case Western Reserve University School of Medicine in Cleveland. He completed his residency in orthopedic surgery at the University of Pennsylvania and a fellowship in adult reconstruction at the Brigham and Women's Hospital and Harvard Medical School in Boston and a research fellowship at Children's Hospital of Boston and Harvard Medical School. Dr. Schaffer also holds a MBA from the Kellogg Graduate School of Management at Northwestern University.

### **Mark D. Smith, MD, MBA**

*Founding President,  
California HealthCare Foundation*



Mark Smith was Founding President of the California HealthCare Foundation, which he led since its formation in 1996 until 2013. An independent endowed philanthropy in Oakland, California, the Foundation began operations with \$500 million in assets, has made \$650 million in charitable grants and has a current corpus of approximately \$720 million. Mark helped build the Foundation into a recognized leader in delivery system innovation, public reporting of care quality, and applications of new technology in health care.

Before founding CHCF, Mark was Executive Vice-President of the Henry J. Kaiser Family Foundation, where he oversaw programs in HIV, Reproductive Health, and the Health Care Marketplace. Prior to that, he was on the faculty at the Johns Hopkins Schools of Medicine and of Public Health, and directed the AIDS clinic there. In the fall of 2014 he will be a Menschel Senior Policy Fellow at the Harvard School of Public Health.

Mark was elected a member of the Institute of Medicine in 2001. He chaired the IOM's Committee on the Learning Healthcare System. He serves on the Boards of the Institute for Healthcare Improvement and the Archstone Foundation, on the Editorial Board of Health Affairs, and on the State Health Policy Advisory Board of the National Governors Association. He has served as a Director of Tibion, Inc. and the National Business Group on Health. He has been honored by the California Legislature, the California Hospital Association, Grantmakers in Health, the Society of General Internal Medicine, and others.

Mark holds a BA from Harvard College, an MD from the University of North Carolina, and an MBA from the Wharton School at the University of Pennsylvania. A Board-certified internist, he is a Professor of Clinical Medicine at the University of California at San Francisco and maintains an active practice in HIV care at San Francisco General Hospital.

## SPEAKERS

### **Luciana Soares**

*Director of Marketing, Direct Flow Medical*



Luciana Soares is a senior medical device executive with extensive experience in marketing, sales, market development and market access. Successful in driving healthcare company innovation and growth, Luciana joined Direct Flow Medical in 2013 as Director of Marketing. In this role, she has provided leadership to launch the Direct Flow Medical transcatheter aortic valve technology and establish its brand among interventional cardiologists and cardiac surgeons. She has also been instrumental in developing strategies to drive reimbursement and access to important European countries, including France.

Before joining Direct Flow Medical, Luciana was the Marketing Director for structural heart at Saint Jude Medical, where she was responsible for the market development and growth of the congenital and PFO businesses. Prior to that, she held a number of leadership positions at Medtronic, the world's largest medical technology company. While at Medtronic, she successfully steered the global launch of numerous cardiovascular and cardiology products including the commercialization of the Endeavor drug-eluting stent, the company's second biggest product launch at the time. Throughout her career, Luciana has lived and worked in Latin America, the US, Europe and Asia and was responsible for go-to-market strategies and commercialization of more than ten products worldwide.

Luciana holds a BS of Engineering from the Federal University of Mato Grosso do Sul, and an MBA from the Wharton School at the University of Pennsylvania.

### **Davide Vigano**

*Co-founder and CEO of Sensoria, Inc*



Davide Vigano is Co-founder and CEO of Sensoria, Inc. Sensoria designs and develops bio-sensing wearable garments. The vision of the company is that the garment will become the next ultra-personal computer. Davide is a former Microsoft partner level executive with over 25 years of sales, marketing and product management experience. As an intern he started the international localization group for MacWorks, MacOffice in 1987 and more recently served as General Manager of the Health Solutions Group where he lead marketing and product strategy for both consumer and enterprise product lines. He acted as Vice President of the Worldwide SMSP Medium Business division which he grew 18% YOY to over \$14B. He previously managed the Italian Marketing, Business and Enterprise operations as Business Marketing Officer for five years and brought it to number one in the world for contribution margin, 6th largest Microsoft subsidiary in the world by revenues.

Davide holds a European degree in Business Administration and Economics and completed marketing and business management courses at University of Washington and Kellogg.

## SPEAKERS



**William Winkenwerder Jr., MD, MBA**

William Winkenwerder, MD, MBA is one of the most influential and recognized leaders in American health care, with experience in medical care delivery, health care finance, and health insurance operations. Bill is also a prominent expert on federal health policy and programs, and new technologies such as electronic health records.

Most recently Bill served as Chief Executive Officer of Highmark Health, a Pennsylvania based diversified insurance and health care enterprise, with annual revenues of \$17 billion, employing 38,000 people and serving 35 million individuals. There he led a transformation to create the third largest integrated health care delivery and financing network in the nation. Highmark Health is the parent company of Highmark, Inc. which provides health insurance through Blue Cross Blue Shield plans in multiple states, dental insurance, vision care and other health related services to customers; and is the parent company for an integrated health care system- Allegheny Health Network- that includes seven hospitals and more than 2,500 affiliated physicians.

From 2001 to 2007, Bill served as Assistant Secretary of Defense for Health Affairs with responsibility for a \$40 billion annual budget, 132,000 personnel and 9.2 million beneficiaries worldwide. Before his service with the Department of Defense, he served in senior leadership positions at Blue Cross of Massachusetts, Prudential Healthcare and Emory University. Bill is a Fellow of the American College of Physicians, and a board certified physician who has practiced in primary care internal medicine.

A graduate of Davidson College and The University of North Carolina School of Medicine, Dr. Winkenwerder received his Masters of Business Administration from The Wharton School, of The University of Pennsylvania.

## OUR SPONSORS



## ACKNOWLEDGEMENTS

*We would like to thank the following individuals for their time and energies. Their support has played an integral role in making the 2014 Conference a success.*

### WHCM FACULTY AND STAFF:

June Kinney  
Christine Aleszczyk

### CONFERENCE PLANNING COMMITTEE MEMBERS:

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