

# HEALTH POLICY UNDER THE NEW PRESIDENT AND CONGRESS

HEALTH SECTOR ADVISORY COUNCIL  
MARCH 24, 2017





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ADVISORY COUNCIL

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Friday, March 24

JB Duke Hotel  
230 Science Drive, Durham, NC 27708

**8:00 am**      **Light Breakfast**

**8:30 am**      **Welcome and Introduction**

- David Ridley, PhD  
Faculty Director, Health Sector Management  
The Fuqua School of Business, Duke University

**8:45 am**      **Policy**

- David Price, PhD  
Congressman, 4th District (D-NC)  
United States House of Representatives
- Mark McClellan, MD, PhD  
Director and Robert J. Margolis, M.D., Professor of Business, Medicine, and Health Policy  
Duke University

## Friday, March 24, continued

- Bill Gradison, DCS, MBA  
Commissioner, Medicare Payment Advisory Commission  
Former United States Congressman

**9:45 am      Break**

**10:00 am      Payers and Providers**

- Leila Nowroozi, MBA  
Government Affairs  
Aetna
- Jim Kinser, MBA  
AVP, Bundled Payments  
HCA

**11:00 am      Policy (continued)**

- Richard Burr  
Senator (R-NC), Committee on Health, Education, Labor, and Pensions  
United States Senate

**11:30 am      Lunch with Students**

**12:30 pm      Manufacturers**

- Justin McCarthy  
SVP, Global Policy and International Public Affairs  
Pfizer

**1:45 pm      Looking Ahead**

- David Ridley, PhD

**2:00 pm      Adjourn**

## Speakers

**Richard Burr** is a United States Senator (R-NC). First elected to the U.S. House of Representatives in 1994, Richard served five terms in the House and is currently serving North Carolina in his second term in the U.S. Senate.

In the Senate, Richard serves as Chairman of the U.S. Senate Select Committee on Intelligence. He also sits on the Health, Education, Labor, and Pensions Committee and the Finance Committee.

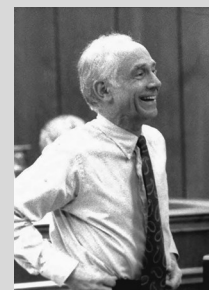
The son of a minister, Richard and his family moved to Winston-Salem, North Carolina when he was a young child. After graduating from Wake Forest University, he began his career far from the halls of Congress by spending seventeen years in business with Carswell Distributing, a wholesale commercial products company. He also serves as a Board Member of Brenner Children's Hospital and on the West Point Board of Visitors. Richard and his wife, Brooke, have two sons.



**Burr**

**Bill Gradison, MBA, DCS** has long been involved in health policy issues. During his 18 years in the House of Representatives he was the Ranking Member of the Ways and Means Health subcommittee as well as Ranking on the House Budget Committee. He later served as President of the Health Insurance Association of America. He was a founding Member of the Public Company Accounting Oversight Board set up under the Sarbanes-Oxley Act to register, inspect, and if necessary discipline the auditors of public companies. He also served as Vice Chairman of the U.S. Bipartisan Commission on Comprehensive Health Care (the "Pepper Commission") and Vice Chair of the Commonwealth Fund Task Force on Academic Health Centers.

He has served for the last four years as a Commissioner on the Medicare Payment Advisory Commission set up by the Congress to advise it on Medicare payment issues. For over a decade Mr. Gradison was a Scholar in Residence in the Health Sector Management Program at Fuqua. He is a graduate of Yale University and earned his MBA and Doctorate at the Harvard Business School.



**Gradison**

**Jim Kinser, MBA** is the AVP of Bundled Payments for HCA. Jim leads the company's efforts in government bundled payment programs (BPCI, CJR and EPM). When Jim first joined HCA in 2013, he worked as a Senior Director in the Strategic Resource Group, an internal consulting and business planning department. Prior to HCA, Jim was Director of Provider Contracting for BlueCross BlueShield of Tennessee. He has also worked in a number of hospital administration roles for Community Health Systems.

Jim has an MBA with a concentration in Health Sector Management from Duke's Fuqua School of Business. He earned his BA from Vanderbilt University with a major in economics.



**Kinser**



**McCarthy**

**Justin McCarthy, JD** is the Senior Vice President of Global Policy and International Public Affairs at Pfizer Inc. In this role, Mr. McCarthy is responsible for defining Pfizer's public policy positions and advancing government and public affairs strategies internationally. Prior to this role, he was the Chief Counsel for Pfizer's Worldwide Research and Development division, advising on regulatory, licensing and clinical trial issues, and responsible for Pfizer's global Intellectual Property activities. He has extensive experience negotiating Pfizer's research collaborations and partnerships with government, academic institutions and biotechnology companies.

He serves on the Boards of the Business Council for International Understanding, The Global Intellectual Property Center (GIPC), and the United States Council for International Business and on the harmonization subcommittee of the HHS Secretary's Advisory Committee on Human Research Protections (SACHP). Prior to joining Pfizer in 1993, Mr. McCarthy was an associate in the Washington, D.C., law firm of Keller & Heckman, where he focused primarily on food and drug law.

Mr. McCarthy holds a BS in Pharmacy from the University of Rhode Island and a JD from the Catholic University of America.



**McClellan**

**Mark McClellan, MD, PhD** is a senior fellow and director of the Health Care Innovation and Value Initiative at the Brookings Institution. Within Brookings, his work focuses on promoting quality and value in patient centered health care. A doctor and economist by training, he also has a highly distinguished record in public service and in academic research. Dr. McClellan is a former administrator of the Centers for Medicare & Medicaid Services (CMS) and former commissioner of the U.S. Food and Drug Administration (FDA), where he developed and implemented major reforms in health policy. These include the Medicare prescription drug benefit, the FDA's Critical Path Initiative, and public-private initiatives to develop better information on the quality and cost of care. Dr. McClellan will be joining Duke University as the Director of the new Duke-Margolis Center for health policy.

Dr. McClellan chairs the FDA's Reagan-Udall Foundation, is co-chair of the Quality Alliance Steering Committee, sits on the National Quality Forum's Board of Directors, is a member of the Institute of Medicine, and is a research associate at the National Bureau of Economic Research. He previously served as a member of the President's Council of Economic Advisers and senior director for health care policy at the White House, and was an associate professor of economics and medicine at Stanford University.

**Leila Nowroozi, MBA** leads Alliance Development within the Government Affairs office of Aetna. Her focus is to forge partnerships between the health plan and provider, patient, and consumer groups in order to identify and address gaps in the healthcare system. In a time of significant potential for change within healthcare, the goal of the Alliance function is to highlight Aetna's thought leadership and to forge relationships that help advance common goals. Areas of focus for partnerships include addressing the social determinants of health in communities across the United States, driving patient-centered care that reflects the patient's definition of value, and promoting the use of technology to inform health and wellness choices at the individual level. Ms. Nowroozi works closely with Aetna's clinical teams as well as the Aetna Foundation to bring the company's expertise and experience to Alliance relationships.

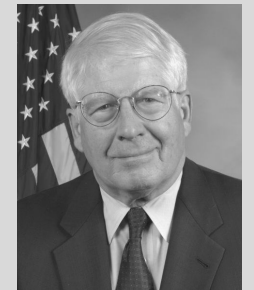
Prior to joining Aetna, Ms. Nowroozi was the Chief Marketing Officer of Avalere Health. She worked for a number of years in the pharmaceutical industry launching pharmaceutical products with J&J and Pfizer. Ms. Nowroozi has her MBA from Duke's Fuqua School of Business and her MPH in Epidemiology and Biostatistics from the University of South Carolina School of Public Health.



**Nowroozi**

**David Price, PhD** represents North Carolina's Fourth District - a rapidly growing, research-and-education-focused district that includes parts of Orange, Durham, and Wake counties. He received his undergraduate degree at UNC-Chapel Hill and went on to Yale University to earn a Bachelor of Divinity and Ph.D. in Political Science. Before he began serving in Congress in 1987, Price was a professor of Political Science and Public Policy at Duke University. He is the author of four books on Congress and the American political system.

Price currently serves on the House Appropriations Committee and is the ranking member of the Transportation, Housing and Urban Development Appropriations Subcommittee. He is also a member of the Appropriations subcommittees covering homeland security, State Department, and foreign operations funding. He is a recognized leader in foreign policy, co-chairing the House Democracy Partnership, which he initiated to help strengthen parliaments in emerging democracies. In North Carolina, David's constituents know him as a strong supporter of education, accessible health care, affordable housing, clean air and water, and improved transportation alternatives.



**Price**

**David Ridley, PhD** is the Dr. and Mrs. Frank A. Riddick Associate Professor of the Practice of Business and Economics. He is also the Faculty Director of the Health Sector Management program at Duke University's Fuqua School of Business.

In his research, Dr. Ridley examines innovation, location, and pricing, especially in health care. To encourage innovation in medicines for neglected diseases, Dr. Ridley, with Jeffrey Moe and Henry Grabowski, proposed a priority review voucher prize. The prize became law in 2007. Dr. Ridley received a doctorate in economics from Duke University in 2001.



**Ridley**

# Health Sector Management

**The health sector** is increasingly intricate, dynamic and far-reaching – a global network of business, government, and non-profit entities that impacts people and economies like no other. The demand for and development of new health care products and services calls for leaders with both business acumen and insight into the industry's complexities. Equally critical is the need for creative new approaches to improve patient outcomes, access to care and cost management strategies.

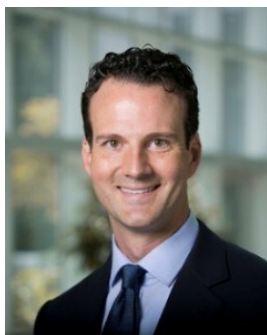


Health Sector Management (HSM) at The Fuqua School of Business leverages Duke University's longstanding leadership in education, research, and clinical care to develop the leaders who will drive and innovate the health care industry. HSM layers the interdisciplinary study of the global health sector onto Fuqua's world-class business management curriculum, providing rich, holistic and lasting learning experiences inside and outside the classroom.

HSM students work closely with faculty and industry leaders to explore and identify answers to health care's most fundamental and emerging issues, among them:

- Health Sector Economics
- Biopharmaceutical and Medical Device Strategy
- Health Systems Management
- Commercialization of Disruptive Innovations
- Health Care Law and Policy
- Financial Management of Health Care

With their understanding of the industry, highly applicable skills, and professional network, HSM graduates join noted public and private organizations to become industry leaders making a difference in healthcare.



*"Health care has a major impact on our well being and budgets. Furthermore, health care technology and regulation are always changing. In Duke's HSM program, we help you stay ahead of trends and provide fundamental tools of economics and strategy. With this knowledge you'll have opportunities to make important contributions in business and society."*

David Ridley, PhD  
Faculty Director, Health Sector Management  
Dr. and Mrs. Frank A. Riddick Associate Professor of the Practice



The HSM Certificate is offered as part of the Daytime MBA, Weekend Executive, Cross Continent, and Global Executive MBA Programs.

HSM Students are exposed to a multitude of extra- and co-curricular events and programming that serve to augment their coursework and subsequently their knowledge within the health care industry.



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## HSM Daytime Curriculum

**Fuqua daytime students must complete six courses to earn the HSM certificate:**

- Three required HSM courses.
- Three electives (minimum 9 credits).



### **Required Courses (Must complete all three)**

#### **Health Institutions, Systems, and Policy (HSM Bootcamp) - HLTHMGMT 710:**

A detailed overview of the health care system's segments and stakeholders; analyzes the industry's evolution and on-going changes within the sector during the next century.

#### **Health Care Markets - HLTHMGMT 711:**

Economics and strategy of the challenges and opportunities faced by product manufacturers, insurers, health care providers, and hospitals.

#### **Seminars in Health Care - HLTHMGMT 705 and 706:**

Duke Faculty and external industry experts explore the most current health care issues.

### **Elective Courses**

More than twenty-five elective courses, including:

- Medical Device Strategy
- Biotech and Pharma Strategy
- Duke University Hospital Project Course
- Health Policy & Management (Week in DC)
- Fuqua Client Consulting Practicum
- Provider Strategy
- Health Law and Policy
- Health Care Innovation & Entrepreneurship



## HSM EMBA Curriculum

**Executive MBA students complete four required courses and two electives.**

EMBA courses are designed and delivered specifically for working professionals.



### **Required Courses (Must complete all four)**

#### **Health Institutions, Systems, and Policy (HSM Bootcamp) - HLTHMGMT 710:**

See description above.

#### **Health Care Markets - HLTHMGMT 711:**

See description above.

#### **Seminars in Health Care - HLTHMGMT 705 - 709:**

See description above.

#### **HSM Project Course - HLTHMGMT 897:**

Capstone project that applies MBA skills and training to address a health sector business opportunity.

### **Elective Courses**

See examples above. Please note, not all daytime elective courses are available to EMBA students.