

April 17, 2020

Health Sector Advisory Council

Virtual Meeting



**The Novel
Coronavirus
Disease Reponse**

April 17, 2020

The Novel Coronavirus Disease Response (Virtual Meeting)

Friday, April 17, 2020

Webinar from the Fuqua School of Business

10:00 a.m. to noon

Featured Speakers:

Bill Boulding, PhD

Dean and J.B. Fuqua Professor of Business
The Fuqua School of Business

Brian Caveney, MD, JD, MPH

President of Diagnostics, and Chief Medical Officer
LabCorp

Susan Dentzer

Senior Policy Fellow
Duke-Margolis Center for Health Policy
(Former health correspondent for the News Hour with Jim Lehrer and editor of Health Affairs)

Mark McClellan, MD, PhD

Director and Robert J. Margolis, Professor of Business, Medicine, and Health Policy
Duke-Margolis Center for Health Policy
(Former head of FDA and CMS)

David Ridley, PhD

Faculty Director, Health Sector Management
The Fuqua School of Business

Speakers



Bill Boulding, PhD
Dean and J.B. Fuqua Professor of Business
The Fuqua School of Business
Duke University

Bill Boulding, PhD is the JB Fuqua Professor of Business Administration and Deputy Dean at The Fuqua School of Business, Duke University. William “Bill” Boulding is an accomplished scholar with a passion for helping advance business as a force for good.

Bill has advocated at the top levels of government, industry and academia for ways that enable business to improve society. In 2014, Bill was invited by the White House to be part of an initiative that developed best practices for how business schools can encourage success for women and working families. In 2015, Bill engaged with the New York Federal Reserve in examining the role business schools can play in rebuilding trust in the financial services sector.

Bill’s passionate belief in creating future business leaders who have the ability to bring people who are very different together to work toward a common goal, led to the school’s number-one ranking by Bloomberg Businessweek in 2014. Bill is a sought-after expert by the media on leadership trends and the qualities needed to succeed today, and has been interviewed by *CNBC*, *Bloomberg*, *The Wall Street Journal* and the *Financial Times*, among others. Bill shares his insights regularly on LinkedIn , and was named a Top Voice on the platform in 2016. He also writes for *Fortune* and *Harvard Business Review*.

Bill serves as a member of the World Economic Forum’s Council on Values and chairs the board of the Graduate Management Admission Council (GMAC®), which is the organization that administers the GMAT exam. He is chair of the Board of Directors of Duke Corporate Education and serves on Swarthmore College’s Board of Managers.

Bill has engaged in sponsored research, consulting, or executive development with a number of companies such as IBM, AT&T, Bank of America, Sears, Eli Lilly, Blue Cross/Blue Shield, Ford Motor Company, Lafarge, U.S. Postal Service, Stride Rite, Wolseley, Hanes, Harnischfeger, Thomson Newspapers, Siemens, and Citibank.

Bill has a research interest in evaluating how managers make decisions and how consumers respond. His recent work focuses on the domain of health care, examining the role of the patient experience, clinical adherence to standards and managerial activity in determining the quality of delivered care. His work has been widely published in a number of journals and Bill has been the recipient of numerous research and teaching awards.

Bill received his BA in Economics from Swarthmore College and his Ph.D. in Managerial Sciences and Applied Economics from the Wharton School, University of Pennsylvania.

Speakers



Brian Caveney
President of Diagnostics and Chief Medical Officer
LabCorp

Brian Caveney, MD, JD, MPH is President of Diagnostics and Chief Medical Officer of LabCorp. Caveney has broad responsibility for medical and scientific strategy, including serving as primary medical representative for the company externally, defining global standards for medical and scientific activities across

LabCorp's Diagnostics and Drug Development businesses, and enhancing a culture of medical and scientific excellence.

Previously, Caveney was Chief Medical Officer of Blue Cross Blue Shield where he directed the development and implementation of strategies to help employers control health care costs while improving the health of their employees. Earlier in his career, Caveney served as a physician and assistant professor at Duke University Medical Center, co-directed the preventive medicine course in the Duke University School of Medicine, and also provided consulting services for several companies in the Research Triangle Park region.

He earned his MD from the West Virginia University School of Medicine, a JD from the West Virginia University College of Law and an MPH in Health Policy and Administration from the University of North Carolina at Chapel Hill. He completed his residency at Duke University Medical Center and is board-certified in preventive medicine with a specialty in occupational and environmental medicine.

Speakers



Susan Dentzer
Senior Policy Fellow
Duke-Margolis Center for Health Policy

Susan Dentzer is the Senior Policy Fellow at the Duke-Margolis Center for Health Policy at Duke University. Based in Washington, DC, she works on a range of health policy issues including health system transformation, the use of artificial intelligence and related technologies in health care, biopharmaceuticals policy, and improving cancer care as well as maternity and infant care. Dentzer is the editor and lead author of the book *"Health Care Without Walls: A Roadmap for Reinventing US Health Care"*. Dentzer previously led the Network for Excellence in Health Innovation, a nonprofit that sought to advance innovation in health care. A longtime journalist, she has been on-air analyst on health issues with the PBS NewsHour and a commentator on health policy for National Public Radio. She wrote and hosted the 2015 PBS documentary, "Reinventing American Healthcare," focusing on the innovations pioneered by the Geisinger Health System and spread to health systems across the nation.

Dentzer was formerly senior policy adviser to the Robert Wood Johnson Foundation and the editor-in chief of the Health Policy Journal Health Affairs. From 1998-2008 she was the on-air health correspondent for the PBS NewsHour.

Dentzer is an elected member of the National Academy of Medicine and the Council on Foreign Relations; a fellow of the National Academy of Social Insurance; and a fellow of the Hastings Center, a nonpartisan bioethics research institute. She is also on the boards of directors of the International Rescue Committee; Research!America; and the Public Health Institute. She is a member of the RAND Health Board of Advisors, the March of Dimes national public policy advisory board, and the board of the Women's Health Activist Movement Global (WHAMglobal). She is a member of Women of Impact, and a former public member of the American Board of Medical Specialties.

Dentzer holds an honorary master's degree from Dartmouth and an honorary doctorate from Muskingum University.

Speakers



Mark McClellan

**Director and Robert J. Margolis, Professor of Business, Medicine, and Health Policy
Duke-Margolis Center for Health Policy**

Mark McClellan, MD, PhD, is the Robert J. Margolis Professor of Business, Medicine, and Health Policy, and founding Director of the Duke-Margolis Center for Health Policy at Duke University.

McClellan is a physician and an economist who has informed and improved a wide range of strategies and policy reforms to advance health care, including payment reform to promote better outcomes and lower costs, methods for development and use of real-world evidence, and strategies for more effective biomedical innovation. Before coming to Duke, he served as a Senior Fellow in Economic Studies at the Brookings Institution, where he was Director of the Health Care Innovation and Value Initiatives and led the Richard Merkin Initiative on Payment Reform and Clinical Leadership.

With highly distinguished record in public service and academic research, McClellan is a former administrator of the Centers for Medicare & Medicaid Services and former commissioner of the US Food and Drug Administration (FDA), where he developed and implemented major reforms in health policy. These reforms include the Medicare prescription drug benefit, Medicare and Medicaid payment reforms, the FDA's Critical Path Initiative, and public-private initiatives to develop better information on the quality and cost of care. He previously served as a member of the President's Council of Economic Advisers, Senior Director for Health Care Policy at the White House, and Deputy Assistant Secretary for Economic Policy at the Department of the Treasury.

McClellan is the founding chair and a current board member of the Reagan-Udall Foundation for the FDA and a member of the National Academy of Medicine (NAM), where he chairs the Leadership Council for Value and Science-Driven Health Care, co-chairs the guiding committee of the Health Care Payment Learning and Action Network, and is a research associate at the National Bureau of Economic Research. He is also a Senior Advisor on the faculty of the University of Texas Dell Medical School, co-chair of the Accountable Care Learning Collaborative, and a member of the Healthtech 4 Medicaid Board of Directors. McClellan is also an independent director on the boards of Johnson & Johnson, Cigna, Alignment Healthcare, and Seer. He was previously an associate professor of economics and medicine with tenure at Stanford University, and has twice received the Kenneth Arrow Award for Outstanding Research in Health Economics.

Speakers



David Ridley

**Dr. and Mrs. Frank A. Riddick Professor of the Practice of Business
The Fuqua School of Business
Duke University**

David Ridley, PhD is the Dr. and Mrs. Frank A. Riddick Professor of the Practice of Business. He is also the Faculty Director of Duke's Health Sector Management program. Ridley teaches in the daytime MBA, executive MBA, and Health

Analytics programs. He received a PhD in economics from Duke University in 2001.

In his research, Ridley examines innovation and pricing in health care. To encourage development of new treatments for neglected diseases, Ridley (with Jeff Moe and Henry Grabowski) proposed the priority review voucher program which became law in the United States in 2007. Total voucher sales have exceeded one billion dollars. Ridley's research appears in economics journals (*Journal of Public Economics*), medical journals (*Journal of the American Medical Association*), and scientific journals (*Nature Reviews Drug Discovery*).



November 2019 Meeting of the Duke Health Sector Advisory Council

HSAC Members

Durga Bobba

Vice President, Global Franchise General Manager, CV
Cytokinetics

Jonathan Meltzer

Senior Vice President Esoteric Businesses
Laboratory Corporation of America

Brian Caveney

Chief Medical Officer
Laboratory Corporation of America

David Price

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Ruth Hancock

Director, Palliative and Chronic Care
HCR ManorCare

Mike Reed

Vice President and General Manager
Heartland Home Health & Hospice
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Brad Hirsch

Chief Executive Officer
SignalPath Research

Rina Shah

Senior Vice President, Account Management and
Operations
Beacon Laboratory Benefit Solutions, Inc.

Shaun Horrigan

Regional Sales Director, Cardiovascular and Neurology
Amgen

Dan Sullivan

Executive Director, U.S. Value & Access
Amgen

Tom Kaminski

Senior Vice President, Corporate Strategy
Laboratory Corporation of America

Bernie Tobin

President
Crescendo Bioscience

Jim Kinser

Assistant Vice President, Strategy & Innovation
HCA Healthcare

Duke University Affiliates

George Abercrombie

Adjunct Associate Professor
The Fuqua School of Business

Bill Boulding

Dean
J.B. Fuqua Professor of Marketing
The Fuqua School of Business

Mary Frances Luce

Associate Faculty Director, Health Sector Management
Robert A. Ingram Professor of Business
The Fuqua School of Business

Mark McClellan

Director, Duke-Margolis Center for Health Policy
Professor of Business, Medicine and Policy
Duke University

Ryan McDevitt

Associate Professor of Economics
The Fuqua School of Business

Jeffrey Moe

Professor of the Practice of Global Health
Duke Global Health Institute

Arti Rai

Faculty Director, Duke Law Center for Innovation Policy
Elvin R. Latty Professor of Duke Law
Duke University School of Law

Barak Richman

Edgar P. and Elizabeth C. Bartlett Professor of Law
Duke University School of Law

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Faculty Director, Health Sector Management
Dr. and Mrs. Frank A. Riddick Professor of the Practice
The Fuqua School of Business

Devdutta Sangvai

Associate Chief Medical Officer
Associate Professor, Community and Family Medicine
Duke University Health System

Wendy Sanhai

Adjunct Associate Professor
Duke University Health System

Frank Sloan

J. Alexander McMahon Professor Emeritus of Health
Policy and Management
Duke University Sanford School of Public Policy

Don Taylor

Director, Social Science Research Institute
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Peter Ubel

Madge and Dennis T. McLawhorn University Professor
Professor of Business, Public Policy and Medicine
The Fuqua School of Business

Krishna Udayakumar

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