A close-up photograph of a person in a white medical coat. A stethoscope is draped around their neck, and a silver pen is tucked into the coat's pocket. The person's hands are holding a white tablet. The tablet's screen is black with the title 'Under and Overrated Health Care Trends' written in a bold, blue, sans-serif font. The background is a plain, light color.

Under and Overrated Health Care Trends

**Health Sector
Advisory Council**

November 12, 2021

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Under and Overrated Health Care Trends

Webinar from the Fuqua School of Business

10:00 a.m. Welcome

David Ridley
Faculty Director, Center for Health Sector Management
The Fuqua School of Business

Bill Boulding
Dean
The Fuqua School of Business

10:05 a.m. Introductions and Updates

David Ridley

10:25 a.m. Three Overrated Health Sector Trends

David Ridley

11:00 a.m. Break Out Rooms

11:15 a.m. Provider Trends

Claire Pearson
Managing Director
Barclays' Global Healthcare

11:35 a.m. Medtech Trends

Jeff Terrell
Partner
Hatteras Venture

11:55 a.m. Concluding Remarks

David Ridley

12:00 p.m. Adjourn

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



Claire Pearson, MBA
Managing Director
Barclay

Claire Pearson is a Managing Director in Barclays' Global Health Care Banking group where she is responsible for providing strategic advice on mergers and acquisitions, corporate finance and capital raising.

Pearson covers health care services clients including hospitals, ambulatory care facilities, and physicians. She is based in the New York office.

Pearson has a bachelor's degree in economics and a Certificate in Finance from Princeton University and earned an MBA from The Fuqua School of Business at Duke University, with concentrations in Health Sector Management and Corporate Finance.

Prior to business school, she was a Consultant at Trinity Partners, a life sciences strategic consulting firm.

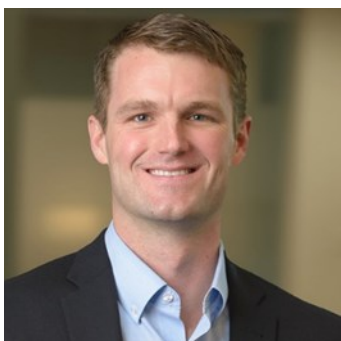
David Ridley
Dr. and Mrs. Frank A. Riddick Professor of the Practice of Business
The Fuqua School of Business
Duke University



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 Center for Health Sector Management. 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*).

Speakers



Jeff Terrell, MBA

Partner

Hatteras Venture Partners

Jeff Terrell joined the Hatteras team in 2012 while pursuing his MBA at Duke University. Prior to moving to Durham, Terrell worked in a sales and clinical support role for a large Medtronic distributor. Based in Georgia and South Carolina, he worked in the operating room with neurosurgeons and orthopedic surgeons, selling and providing service on Medtronic spinal implants and image-guided surgery equipment.

Prior to this role, Terrell devoted two years to pursue a career as a professional quarterback, spending time with the Kansas City Chiefs and Dallas Cowboys. Since joining Hatteras, he has worked in a corporate development role in a medical device portfolio company, and assisted in overall firm operations, deal flow Activities, and diligence. Terrell focuses primarily on Hatteras' medical device efforts.

Terrell is a director on the boards of AtaCor Medical, Dropworks and 410 Medical. He also serves as a board observer at Rapid Pulse, Contego Medical, Qvella, and Elligo Health Research.

He holds a bachelor's degree from Princeton University, and an MBA from Duke University, with a focus on health care and finance.

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Duke University School of Law

David Ridley

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

Devdutta Sangvai

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Researcher, Assistant Professor of Pediatrics
Duke University Health System



For more information, visit www.fuqua.duke.edu

Health Sector Management

Duke University
The Fuqua School of Business
100 Fuqua Drive
Box 90120
Durham, NC 27708-0120
Tel +1.919.660.7989
Email: hsm@fuqua.duke.edu