

Transforming Healthcare through Digital Innovation



Health Sector Advisory Council

April 21, 2023



Duke Fuqua School of Business

The JB Duke Hotel - Ballroom

230 Science Dr, Durham, NC 27708

April 21, 2023

8:30 a.m.	Light Breakfast
9:00 a.m.	Welcome and Updates David Ridley Faculty Director, Health Sector Management The Fuqua School of Business
9:10 a.m.	Introductions
9:30 a.m.	Bimal Shah, MD, MBA Chief Operating Officer Homeward
9:40 a.m.	Discussion
10:05 a.m.	Brad Hirsch, MD, MBA Head of Product & Implementation Verily
10:15 a.m.	Discussion
10:40 a.m.	Break
11:00 a.m.	Lana Feng, PhD Co-Founder and CEO HumaAI
11:10 a.m.	Discussion
11:35 a.m.	Blake Cameron, MD, MBI Medical Director for Telehealth and Access Innovation at Duke Health Duke University
11:45 a.m.	Discussion
12:10 p.m.	Concluding comments David Ridley
12:30 p.m.	Adjourn Lunch in the JB Duke Market Place

Speakers

in Alphabetical Order

Blake Cameron, MD, MBI is an Associate Professor of Medicine, practicing nephrologist, and physician leader at Duke Health. He serves as Medical Director for the Digital Strategy Office of Duke University Health System, where he provides clinical leadership for the planning and execution of enterprise digital health programs. He additionally leads telehealth and digital access innovation for Private Diagnostic Clinic, the faculty physician practice of Duke Health, and serves on the board of managers for the Duke Connected Care ACO.

He earned his medical degree at Loma Linda University School of Medicine and a Master's in Clinical Informatics from Oregon Health & Science University. He completed his Internal Medicine residency and Nephrology fellowship training at Duke University Medical Center. In his spare time, he enjoys mountain biking, reading and hiking with his family.



Lana Feng, PhD is the Co-Founder and CEO of Huma.AI. She has led the company from inception to growth phase post series A, providing its generative AI platform to Pharma and life science companies to automate manual data curation and eliminate data bottlenecks in medical affairs, clinical development, RWE, and post-market surveillance.

Dr. Feng spent over 20 years in precision medicine. Dr. Feng, before founding Huma.AI, she came from Novartis Oncology Business Unit where she established international partnerships for their targeted cancer therapeutics programs. She joined Novartis through its acquisition of Genoptix. Dr. Feng built the BioPharma division at Genoptix, where she grew the business from zero to \$45M in five years by forging alliances with pharmaceutical companies and providing companion diagnostics development for targeted cancer therapies. The division was instrumental in Genoptix' acquisition by Novartis for \$500M.



Speakers

Bradford Hirsch, MD, MBA leads product development and implementation at Verily, an Alphabet precision health company. In this role, he oversees the development and delivery of solutions to accelerate clinical research and improve care.

Dr. Hirsch joined Verily through its acquisition of SignalPath in 2021, a clinical trials technology solution, where he served as Co-Founder and CEO. Research sites and sponsors use SignalPath to run more efficient and effective clinical research studies, and under Dr. Hirsch's leadership, it has been widely adopted by leading health systems.

Prior to SignalPath, he served as Senior Medical Director at Flatiron Health and was on the faculty at Duke University. He is a medical oncologist and has been a principal investigator, ensuring that his approach to reimagining clinical research and care delivery is driven by deep knowledge and experience.

Dr. Hirsch sits on the board of directors for Galvani Bioelectronics, a company developing therapies to treat chronic diseases through implant-based modulation of neural signals, and serves on multiple non profit boards such as the National Outdoor Leadership School, AT&T Performing Arts Center and the Parkland Hospital Foundation. He received his BA from the University of Pennsylvania, and his MD from UT Southwestern and his MBA from Duke University.

David Ridley, PhD is the Faculty Director for the Center for Health Sector Management at Duke University's Fuqua School of Business. David is dedicated to creating innovative policy and business tools to address health care problems. He focuses on incentives for innovation and quality, as well as pricing.

David and his colleagues have published two papers that became law. In 2006, David (with Jeffrey Moe and Henry Grabowski) proposed the Food and Drug Administration's priority review voucher program. In 2017, David (with Jeffrey Moe and Nick Hamon) proposed the Environmental Protection Agency's vector expedited review voucher program. His research has been supported by the Bill & Melinda Gates Foundation and the National Institutes of Health.

David teaches courses on health care policy and business strategy to Duke University graduate students. He earned his doctorate in economics from Duke University.



Speakers

Bimal R. Shah, MD, MBA, FACC, FAHA is a nationally recognized cardiologist who was most recently the Chief Operating Officer and Co-Founder of Homeward. Previously, Dr. Shah became the Chief Medical Officer at Teladoc (NYSE: TDOC) after its merger with Livongo Health (NASDAQ: LVGO). In these roles, he oversaw clinical product strategy, content, value and insight analytics, behavioral health strategy, clinical operations, quality and commercial enablement.

Prior to Livongo, he was the Chief Medical Officer for Emerging Technology and Informatics and Service Line Vice President for Life Sciences at Premier Inc., (NASDAQ: PINC) where he led the P&L across all aspects of strategy, sales, marketing, product management, and operations.

Prior to Premier, Dr. Shah served as an Assistant Professor in both the Department of Medicine and Fuqua School of Business at Duke University where he led numerous research programs in the areas of health services research, implementation science, clinical trials, and registry analyses as well as an administrative role as the Director of Quality for the Department of Medicine.

Dr. Shah graduated from the University of North Carolina – Chapel Hill with highest honors and earned both a MD and MBA from Duke University. He completed his residency in Internal Medicine at Stanford University before finishing a general cardiology fellowship at Duke University.

He remains on faculty at Duke University and serves on the Board of Directors for Floreo and as a member of the Board of Visitors at the Duke University School of Nursing. He previously served on the Board of Visitors at the University of North Carolina – Chapel Hill.



HSAC Members

Adarsh Babu

Worldwide Product Director
DePuy Synthes

Charles Bass

Senior Director
Global Commercial Strategy Neuroscience
Janssen Pharmaceutical

Durga Bobba

Vice President, Vaccines Commercialization Lead
GSK

Brian Caveney

President, LabCorp Diagnostics, and Chief Medical Officer
Laboratory Corporation of America

Brad Hirsch

Chief Executive Officer
SignalPath Research

Shaun Horrigan

Regional Sales Director, Cardiovascular and Neurology
Amgen

Jim Kinser

Assistant Vice President, Strategy & Innovation
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Christopher Martin

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U.S. Congress

Katie Robinson

Senior Director, Integrated Planning
Medtronic

Dan Sullivan

Executive Director, US Value & Access
Amgen

Bernie Tobin

General Manager
Natera

Duke University Affiliates

George Abercrombie

Adjunct Professor
Duke Fuqua School of Business
Former CEO, Roche
HSAC Co-Founder

Bill Boulding

Dean
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Duke Global Health Institute
HSAC Co-Founder

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

David Ridley

Faculty Director
Center for Health Sector Management
Dr. and Mrs. Frank A. Riddick Professor of the Practice
Duke Fuqua School of Business

Devdutta Sangvai

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

Erica Taylor

Associate Chief Medical Officer, Private Diagnostic Clinic
Chief of Surgery, *Duke Raleigh*

Krishna Udayakumar

Associate Professor, Global Health and Medicine
Director, Global Health Innovation Center
Duke Global Health Institute

Charlene Wong

Assistant Secretary for Children and Families, NCDHHS
Associate Professor, Pediatrics
Duke University Health System



DUKE HEALTH SECTOR ADVISORY COUNCIL (HSAC)

ABOUT THE COUNCIL

Duke University's Health Sector Advisory Council (HSAC) is an invited group of executives, faculty, and policy makers who meet twice per year, typically on a Friday in April and November. The objectives of the council are to:

- Promote interaction with leading thinkers and influencers including executives, professors, and policy makers;
- Encourage dialog among leaders from different areas of health care with contrasting perspectives, including representatives from providers, payers, producers, and policy makers;
- Examine leading-edge research in health care management and policy;
- Discuss how to translate new knowledge into innovative practice; and
- Impart insights and experiences to students who represent the future of health sector leadership.

HSAC MEMBER PARTICIPATION

The Faculty Director convenes HSAC twice per year (Fall and Spring). Meetings are typically on the Duke campus, but occasionally in a location that facilitates access to specific thought leaders' topics. For example, the HSAC occasionally meets at the Duke office in Washington to discuss health policy.

Participating HSAC companies are invited to send representatives to the council's fall and spring meetings. Member companies can send multiple representatives to each meeting. The company might choose representatives whose roles within the company enable them to contribute key insights to the discussion and to leverage learnings from HSAC meetings for impact within their organization. However, those attending need not be an expert on the topic. The meetings are opportunities to learn.

Past HSAC Meetings

FEM TECH —April 2022 in Durham, NC



Past HSAC Meetings

Health Policy — November 2022 in Washington, DC





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

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