



February 12, 2021

## Health Care in 2021

(Virtual Meeting)

Friday, February 12, 2021

### Webinar from the Fuqua School of Business

- 10:00 a.m.    **Introductions and Updates**  
David Ridley  
Faculty Director, Health Sector Management  
The Fuqua School of Business
- 10:20 a.m.    **Covid Diagnostics**  
Brian Caveney  
President of Diagnostics and Chief Medical Officer  
LabCorp
- 10:35 a.m.    **Covid Vaccines**  
Katie Greene  
Visiting Policy Associate  
Duke-Margolis Center for Health Policy
- 10:50 a.m.    **Health Policy in President Biden's First 100 Days**  
Susan Dentzer  
Senior Policy Fellow  
Duke-Margolis Center for Health Policy
- 11:15 a.m.    **Break Out Rooms**
- 11:30 a.m.    **Hospital Executives on the Outlook for Hospitals in 2021**  
Jessa Kelley  
Vice President, Strategy & Innovation  
HCA Healthcare
- Jim Kinser  
Assistant Vice President, Strategy & Innovation  
HCA Healthcare
- Jeff Reiersen  
Vice President, System Clinical Strategy  
M Health Fairview System
- Erica Taylor  
Associate Chief Medical Officer of Diversity and Inclusion  
Duke Health
- 11:50 a.m.    **The State of Fuqua**  
Sarah Izzo  
MBA Association Co-President  
The Fuqua School of Business
- 11:55 a.m.    **Next Steps**  
David Ridley
- 12:00 p.m.    **Adjourn**

## Speakers



**Brian Caveney**  
**President, Labcorp 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 U.S. 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



**Katie Greene**  
**Visiting Policy Associate**  
**Duke-Margolis Center for Health Policy**

Katie Greene is a Visiting Policy Associate at the Duke-Margolis Center for Health Policy, where she focuses on issues related to the COVID-19 response, vaccine policy, opioids and substance use disorders, and other public health issues.

Prior to joining Duke-Margolis, Greene served as a Program Director for the National Governor's Association (NGA), where she supported governors in the public health response to the COVID-19 pandemic, including issues relating to data-driven reopening strategies and public health infrastructure. In addition, Greene was the NGA's co-lead of a joint health and public safety opioid response team for governors, governors' staff, and states on addiction and substance use.

Previously, Greene served as Senior Policy Advisor and Associate Director of the Office of Intergovernmental and Public Liaison at the White House Office of National Drug Control Policy and Deputy Director of Federal Relations for Arizona Governor Janet Napolitano. She holds a master's degree in public policy from the Princeton School of Public and International Affairs and a bachelor's degree from Duke University.

## Speakers



**Sarah Izzo**  
**MBA Association Co-President**  
**The Fuqua School of Business**  
**Duke University**

Sarah Izzo is a second year Daytime MBA student at Duke's Fuqua School of Business. Prior to Fuqua, she worked in health care consulting, first at The Advisory Board (acquired by Optum) and then Fletcher Spaght Inc.

Izzo spent the summer of 2020 interning in Patient Services at Vertex Pharmaceuticals and will return there upon graduation this May. At Fuqua, she currently serves as co-president of the MBA Student Association. Izzo chairs the Fuqua Student COVID Task Force and also sits on the COVID Student Advisory Committee with Duke's Office of the Provost.

## Speakers



**Jessa Kelly**  
**Vice President, Strategy & Innovation**  
**HCA Healthcare**

Jessa Kelley currently leads the Technology & Advisory Practice within the Strategy & Innovation Group at HCA Healthcare where she is primarily responsible for accelerating the organization's understanding of critical business priorities and emerging opportunities. In her current role, Kelley focuses on aligning objectives and achieving consensus through thoughtful discussion and creative collateral.

Kelley began her career at HCA Healthcare in 2014 as the Assistant Vice President of Strategy for HCA's Information Technology Group, where she focused on defining and aligning long-term transformative technology strategies.

Prior to joining HCA Healthcare, Kelley spent seven years as a consultant responsible for managing several high-profile enterprise technology selections, implementations, and optimizations across the country.

Kelley holds a Master of Business Administration with a concentration in Health Sector Management from Duke University and a Bachelor of Science from the West Chester University of Pennsylvania.

## Speakers



**Jim Kinser**  
**Assistant Vice President, Strategy & Innovation**  
**HCA Healthcare**

Jim Kinser is an AVP in HCA Healthcare's Strategy & Innovation Group, which supports the development and execution of the organization's strategic initiatives and development activity. Earlier at HCA, Kinser led the company's efforts in bundled payment programs.

Prior to HCA, Kinser 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.

Kinser 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.



## Speakers



**Jeff Reiersen**  
**Vice President, System Clinical Strategy**  
**M Health Fairview System**

Jeff Reiersen is Vice President of Clinical Strategy for the M Health Fairview System. His team leads the strategic planning process and drives strategy throughout the \$5bn Fairview clinical enterprise.

Reiersen has over 15 years of global healthcare experience at Medtronic, Johnson & Johnson, and Tactile Medical driving portfolio strategy, business development (M&A), and marketing in the cardiovascular, neurovascular, and digital health space, including an expatriate role in Singapore.

Reiersen received his MBA from Duke University with a certification in Health Sector Management and his undergraduate degree from the University of Texas at Austin with a BBA in finance and a minor in Spanish.

## 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*).

## Speakers



**Erica Taylor**  
**Associate Chief Medical Officer of Diversity and Inclusion**  
**Duke Health**

Erica Taylor, MD is the Duke Health Physician Organization's inaugural Associate Chief Medical Officer for Diversity, Equity and Inclusion. She brings to this role a lifetime of experience, passion and a proven track record as a leader for change. Inspired by the aforementioned education and experiences, she founded the Orthopaedic Diversity Leadership Consortium, LLC, a pioneering organization whose mission is to elevate the necessary components of inclusive leadership in orthopaedic surgery through network and strategy development.

Dr. Taylor deeply values leadership, diversity, and inclusion. She is known for embracing differences among people and making sure that everyone has a "voice at the table" so that together we can achieve so much more.

As a proud member of the Duke Community, she is heavily committed to various aspects of leadership, including her service as the Chief of Surgery and Medical Director of Orthopaedic Surgery at Duke Raleigh Hospital. She is the Vice Chair of Diversity and Inclusion for the Department of Orthopaedics, working with colleagues and institutional leaders to develop thoughtful strategy and best practices toward belonging. For over a decade, she has worked closely with pipeline programs and national organizations that strive to promote successful pathways into orthopaedic surgery for populations that are under-represented in this field.

Dr. Taylor achieved her Bachelor of Science degree in Biomedical Engineering Science from the University of Virginia in 2002. She obtained her medical degree from the Duke School of Medicine and then returned back to the University of Virginia to complete orthopaedic surgical residency training, including a year of productive tissue engineering research under the guidance of Dr. Cato Laurencin. She then went on to complete a fellowship in Hand and Upper Extremity Surgery at The Cleveland Clinic in Ohio. She joined the Duke School of Medicine faculty as a hand surgeon in 2013 and received her Master of Business Administration from Duke's Fuqua School of Business in 2020.

# HSAC Members

**Durga Bobba**

Vice President, Global Franchise General Manager, CV  
*Cytokinetics*

**David Price**

Representative  
*U.S. Congress*

**Brian Caveney**

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

**Jeff Reiersen**

Vice President, System Clinical Strategy  
*M Health Fairview System*

**Brad Hirsch**

Chief Executive Officer  
*SignalPath Research*

**Katie Robinson**

Senior Director, Integrated Planning  
*Medtronic*

**Shaun Horrigan**

Regional Sales Director, Cardiovascular and Neurology  
*Amgen*

**Rina Shah**

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

**Jim Kinser**

Assistant Vice President, Strategy & Innovation  
*HCA Healthcare*

**Dan Sullivan**

Executive Director, U.S. Value & Access  
*Amgen*

**Jonathan Meltzer**

Senior Vice President Esoteric Businesses  
*Laboratory Corporation of America*

**Bernie Tobin**

General Manager  
*Natera*

**Robert Paz**

Assistant Treasurer  
*Eli Lilly*

# 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*

**David Ridley**

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  
Professor, Public Policy  
*Duke University Sanford School of Public Policy*

**Peter Ubel**

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

**Krishna Udayakumar**

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

**Charlene Wong**

Adolescent Medicine Pediatrician, Health Services  
Researcher, Assistant Professor of Pediatrics  
*Duke University Health System*



For more information, visit [www.fuqua.duke.edu](http://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](mailto:hsm@fuqua.duke.edu)