



Becoming the Best: Recent Developments in Evidence-Based Medicine

Speaker Biographies

Mary R. Grealy
President
Healthcare Leadership Council

Mary R. Grealy is president of the Healthcare Leadership Council, a coalition of chief executives of the nation's leading healthcare companies and organizations. HLC advocates consumer-centered healthcare reform, emphasizing the value of private sector innovation. It is the only health policy advocacy group that represents all sectors of the healthcare industry. She was appointed to the position in August 1999.

Ms. Grealy has an extensive background in healthcare policy. She has led important initiatives on the uninsured, improving patient safety and quality, protecting the privacy of patient medical information, and reforming the medical liability laws. She testifies regularly before Congress and federal regulatory agencies. She is a frequent public speaker on health issues and has been ranked many times by Modern Healthcare as one of the 100 Most Powerful People in Healthcare and has been named to Modern Healthcare's list of the Top 25 Women in Healthcare for 2009.

Jeffrey Rose, MD
Senior Vice President, Clinical Strategy
Hearst Health

Jeffrey Rose, MD is the senior vice president of clinical strategy for Hearst Health, leading care guidance initiatives that reach across FDB, Zynx Health, MCG, Homecare Homebase and MedHOK. He is a key advisor to M2Gen, a precision medicine and oncology genomics company of which Hearst owns a minority stake, and to Hearst Health Ventures and the Hearst Health Innovation Lab. In addition, Rose leads the Hearst Health government policy council.

The mission of Hearst Health is to guide the most important care moments by delivering vital information into the hands of everyone who touches a person's health journey. Each year in the U.S., care guidance from Hearst Health reaches 85 percent of discharged patients, 205 million insured individuals, 70 million home health visits and 3.2 billion dispensed prescriptions.

Rose is a nationally recognized informaticist and fellowship-trained physician with proven expertise in the development, implementation and use of health information technology across the industry and in clinical practice. He has extensive experience leading major initiatives ranging from clinical excellence and decision support to payor and provider collaboration in existing and emerging industry markets. He has twice been named one of Modern Healthcare's Top 25 Clinical Informaticists.

Throughout his career, Rose's passion has centered on systems for the improvement of care quality for patients in every setting where care is delivered. Prior to joining Hearst in 2014, Rose held various leadership roles in clinical informatics, including Vice President of Clinical Excellence in informatics at Ascension, Chief Medical Officer of Cerner Corporation, Chief Medical Officer of Health Language Inc., and director of clinical information systems for the Rocky Mountain division of Kaiser Permanente. He most recently served as the Chief Medical Information Officer at TriZetto Corporation, where his focus was on revenue cycle management, payer claims software systems and evolving payment models in the post-ACA healthcare world.

His humanitarian work in healthcare includes the African Health and Hospital Foundation, which he and his wife Jill founded in 2007 to provide medical aid and supplies for impoverished communities in East Africa.

Rose completed his medical doctorate and fellowship training at the University of Colorado Health Science Center. He is a board-certified interventional radiologist and has 15 years of clinical practice and physician group leadership experience in addition to his informatics work. He is an instructor for the American Association for Physician Leadership, an author of multiple pieces, including the books *Invasive Radiology: Risks and Patient Care and Medicine and the Information Age*.

Mitch DeKoven, MHA
Senior Principal, Health Economics/Outcomes Research
IQVIA

As Senior Principal, Health Economics and Outcomes Research at IQVIA, Mitch DeKoven leads teams in a variety of health economics and outcomes research projects, including value development plans, retrospective database studies, and observational surveys.

Mr. DeKoven was an associate director of reimbursement and market access at ValueMedics Research LLC, which IQVIA acquired in March 2007. Prior to joining ValueMedics, he was manager of reimbursement services at United BioSource

Corporation's Center for Pricing & Reimbursement. Before that, was a consultant with CHPS Consulting, now Navigant Consulting. Previous to his experience at CHPS, Mr. DeKoven was the program manager of the Center for Cancer and Blood Disorders at Children's National Medical Center in Washington, DC, a position he held after completing a two-year administrative fellowship with the Johns Hopkins Health System.

Mr. DeKoven is past president of the board of directors of the Lupus Foundation of America's Greater Washington Chapter, sits on the editorial advisory boards of Annals of Diabetes Research, Journal of Diabetes Mellitus and Metabolic Syndrome, International Journal of Healthcare, First Report Managed Care and the Journal of Comparative Effectiveness Research. He is a peer reviewer for Journal of the Pharmaceutical Management Science Association, American Health & Drug Benefits, Formulary, the Journal of Medical Economics, and the American Journal of Managed Care. He has also published several articles in leading health care journals.

Mr. DeKoven earned his M.H.S.A. from the University of Michigan School of Public Health and his B.A. in Spanish from Washington University in St. Louis.

Andrew Whitney
Senior Director, New Product Commercialization
Mallinckrodt Pharmaceuticals

Andrew Whitney is a Senior Director of New Products at Mallinckrodt Pharmaceuticals, and is based in Bedminster, NJ. He leads commercialization efforts for Mallinckrodt pipeline products including StrataGraft (for severe burns and other acute wounds), ExpressGraft (for chronic wounds) and inhaled Xenon gas (for Cardiac Arrest). Andrew joined Mallinckrodt in 2016.

Prior to joining Mallinckrodt, Andrew was a management consultant with the Boston Consulting Group where he led projects for clients in the Pharmaceutical sector; previously, he was a Marketing Manager at PepsiCo North America where he led launch planning and execution for beverage products.

Andrew is a graduate of the Wharton School of the University of Pennsylvania, where he earned Bachelor of Science in Economics and a Master of Business Administration degrees.