

# CATALYZING A PATIENT MOVEMENT IN PRECISION MEDICINE

JULY 18, 2017

## ROUNDTABLE AGENDA

**Monday, July 17, 2017**

**6:30 - 8:30 pm**

**WELCOME DINNER**

**Henrietta's Table at The Charles Hotel**

1 Bennett Street  
Cambridge, MA 02138

**Tuesday, July 18, 2017**

**Harvard Innovation Lab (HBS Hives)**

Batten Hall, 2<sup>nd</sup> Floor  
125 Western Ave  
Allston, MA 02163

**8:00 am**

**CONTINENTAL BREAKFAST**

**8:30 am**

**OPENING REMARKS**

**Kathy Giusti, MBA**

*Founder, Multiple Myeloma Research Foundation  
Faculty Co-Chair, HBS Kraft Precision Medicine Accelerator*

**Robert Kraft, MBA**

*Founder, Chairman and CEO  
The Kraft Group*

**Jonathan Kraft, MBA**

*President  
The Kraft Group*

**9:00 am**

**DIRECT-TO-PATIENT LANDSCAPE: DRIVING ORDER FROM CHAOS**

**Murray Aitken, MBA**

*SVP and Executive Director  
QuintilesIMS*

**Lynn O'Connor Vos**

*Chief Executive Officer  
greyhealth group*

**9:30 am**

**POWER OF THE COLLECTIVE GROUP**

**Richard Hamermesh, DBA**

*Faculty Co-Chair, HBS Kraft Precision Medicine Accelerator*

**Lori Marcus**

*Founder, Courtyard Connections  
Chair - DTP Initiative, HBS Kraft Precision Medicine Accelerator*

# CATALYZING A PATIENT MOVEMENT IN PRECISION MEDICINE

JULY 18, 2017

	<p><b>Tom Andrus</b> <i>Chief Digital Officer</i> <i>Prostate Cancer Foundation</i></p> <p><b>Andrea Ferris, MBA</b> <i>President</i> <i>LUNGevity Foundation</i></p> <p><b>Paul Giusti, MBA</b> <i>President &amp; CEO</i> <i>Multiple Myeloma Research Foundation</i></p> <p><b>DTC Expert Commentary Group Discussion</b></p>
10:15 am	<b>BREAK</b>
10:30 am	<p><b>LISTENING TO PATIENTS</b></p> <p><b>Kerri Lehrhaupt</b> <i>Vice President of Consulting</i> <i>Kantar Health</i></p> <p><b>Murray Aitken, MBA</b> <i>SVP and Executive Director</i> <i>QuintilesIMS</i></p>
11:00 am	<p><b>PATIENT ENGAGEMENT IN A DIGITAL WORLD</b></p> <p><b>Ryan Olohan</b> <i>National Industry Director, Healthcare</i> <i>Google</i></p>
11:30 am	<p><b>MAKING PROGRESS IN ENGAGING PATIENTS</b></p> <p><b>Kathy Giusti, MBA</b> <i>Founder, Multiple Myeloma Research Foundation</i> <i>Faculty Co-Chair, HBS Kraft Precision Medicine Accelerator</i></p> <p><b>Kim Chen, MBA</b> <i>Director of Business Intelligence and Member Engagement</i> <i>PatientsLikeMe</i></p> <p><b>Marc Hurlbert, PhD</b> <i>Chairman</i> <i>Metastatic Breast Cancer Alliance</i></p> <p><b>Jenny Isaacson</b> <i>VP, Marketing</i> <i>Pancreatic Cancer Action Network</i></p>

# CATALYZING A PATIENT MOVEMENT IN PRECISION MEDICINE

JULY 18, 2017

	<p><b>Nikhil Wagle, MD</b> <i>Deputy Director for Center Precision Medicine Dana-Farber Cancer Institute/Broad Institute</i></p> <p><b>DTC Expert Commentary Group Discussion</b></p>
12:15 pm	<b>BOXED LUNCH</b>
12:45 pm	<p><b>BREAKING THROUGH THE NOISE WITH A COLLECTIVE VOICE</b></p> <p><b>Deborah Lotterman, MA</b> <i>Chief Creative Officer precisioneffect</i></p>
1:15 pm	<p><b>DTC EXPERTS WEIGH IN</b></p> <p><b>Lori Marcus</b> <i>Founder, Courtyard Connections Chair - DTP Initiative, HBS Kraft Precision Medicine Accelerator</i></p> <p><b>Nancy Go, MBA</b> <i>Vice President, Brand Marketing Wayfair</i></p> <p><b>Tawana Murphy Burnett, MA, MBA</b> <i>Managing Global Client Partner, Global Marketing Solutions Facebook</i></p> <p><b>Amanda Tolleson, MBA</b> <i>Chief Marketing Officer Birchbox</i></p> <p><b>Delia Vallejo, MBA</b> <i>Senior Director, eCommerce Keurig Green Mountain</i></p>
2:00 pm	<b>CONCLUSION &amp; NEXT STEPS</b>