

# ENGAGING PATIENTS AS CONSUMERS

A GAME CHANGER FOR PRECISION MEDICINE **OCTOBER 21, 2016**

## Co-Chairs

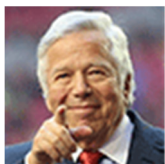


**Kathy Giusti, MBA**  
*Henry and Allison McCance  
Family Senior Fellow of Business  
Administration – Harvard Business  
School  
Faculty Co-Chair HBS Kraft  
Precision Medicine Accelerator*



**Richard G. Hamermesh, DBA**  
*Faculty Co-Chair HBS Kraft  
Precision Medicine Accelerator  
Senior Fellow – Harvard Business  
School*

## Honored Guests



**Robert Kraft, MBA**  
*Founder, Chairman and CEO  
The Kraft Group*



**Jonathan Kraft, MBA**  
*President  
The Kraft Group*

## Confirmed Attendees



**Susan M. Love, MD, MBA**  
*Chief Visionary Officer  
Dr. Susan Love Research  
Foundation*



**Chris Taylor, MBA**  
*General Manager  
Uber Technologies*



**Lori Marcus**  
*Former Chief Marketing Officer  
Peloton and Keurig Green  
Mountain*



**Kathy Hudson, PhD**  
*Deputy Director for Science,  
Outreach & Policy  
National Institutes of Health*



**Krishna Yeshwant, MD, MBA**  
*General Partner  
GV*



**Robert Higgins, MBA**  
*Co-Founder – Causeway Media  
Partners and Highland Capital  
Partners  
HBS Faculty*



**Alex de Winter, PhD, MBA**  
*Managing Director  
GE Ventures*



**Kathleen Lobb**  
*Co-Founder – Stand Up To  
Cancer  
Chief Communication Officer –  
Entertainment Industry Foundation*



**Deborah Dunsire, MD**  
*Former CEO  
Forum Pharmaceuticals*



**Matt Franklin, MBA**  
*Senior Vice President, Global  
Marketing  
Foundation Medicine*

# ENGAGING PATIENTS AS CONSUMERS

A GAME CHANGER FOR PRECISION MEDICINE **OCTOBER 21, 2016**



**Paul Giusti, MBA**  
*President & CEO*  
Multiple Myeloma Research  
Foundation



**Tania Simoncelli, MS**  
*Senior Advisor to the Director*  
The Broad Institute of MIT  
Count Me In



**Gautham Sastri**  
*President and CEO*  
iSentium



**Beth Kaplan, MBA**  
*Former President & Chief  
Marketing Officer – GNC*  
*Strategic Advisor and Board  
Member – Rent the Runway*



**Greg Simon, JD**  
*Executive Director, White House  
Cancer Moonshot Task Force*  
Biden Cancer Moonshot



**Nancy Go, MBA**  
*Vice President of Brand Marketing*  
Wayfair



**Iya Khalil, PhD**  
*Chief Commercial Officer and Co-  
Founder*  
GNS Healthcare



**Thales S. Teixeira**  
*Lumry Family Associate Professor  
of Business Administration*  
Harvard Business School



**Kim Chen, MBA**  
*Director, Member Engagement &  
Business Intelligence*  
PatientsLikeMe



**Tom Andrus**  
*Chief Digital Officer and Executive  
Vice President*  
Prostate Cancer Foundation



**Sam McCleery**  
*Vice President, Open Innovation*  
Under Armour



**Murray Aitken, MBA**  
*Senior Vice President –*  
QuintilesIMS  
*Executive Director – QuintilesIMS*  
Institute



**Deborah Lotterman, MA**  
*Chief Creative Officer*  
precisioneffect



**Adrian Rosenkranz**  
*Head of Small Business Marketing*  
Salesforce



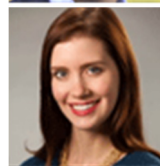
**Jennifer Polinski, ScD,  
MPH,**  
*Chief Scientist and Senior  
Director, Enterprise Evaluation  
and Population Health Analytics*  
CVS Health



**Bill Sahlman, PhD, MBA**  
*Baker Foundation Professor of  
Business Administration*  
Harvard Business School



**Sameer Gupta, MBA**  
*Chief Operating Officer*  
iSentium



**Kelly McManus, MBA**  
*Director, Strategy and Consumer  
Insight*  
Wayfair

# ENGAGING PATIENTS AS CONSUMERS

A GAME CHANGER FOR PRECISION MEDICINE **OCTOBER 21, 2016**



**Stewart Sill, MS**  
*Senior Health Advisor*  
IBM Watson Health



**Robert Huckman, PhD**  
*Albert J. Weatherhead III*  
*Professor of Business*  
*Administration and Faculty Chair*  
*of the HBS Healthcare Initiative*  
Harvard Business School



**Jia Chen, PhD**  
*Watson Cognitive Client*  
*Experience Center Leader*  
IBM Watson Health



**Stephanie Devaney, PhD**  
*Precision Medicine Initiative*  
The White House



**Dusty Majumdar, PhD**  
*Vice President and Chief*  
*Marketing Officer*  
IBM Watson Health



**Ash Malik, MS, MBA**  
*Partner, Healthcare Industries*  
*Advisory*  
PricewaterhouseCoopers



**Josh Mandel, MD**  
*Health IT Ecosystem Lead*  
Verily



**Anne Quinn Young, MPH**  
*Vice President, Development and*  
*Strategic Partnerships*  
Multiple Myeloma Research  
Foundation



**Nicole Giusti**  
*Member Loyalty Program*  
*Associate*  
PatientsLikeMe