



Center for
Healthcare
Innovation

8th Annual Diversity, Inclusion, & Health Equity Symposium

Wednesday, 6/27/2018
8:00AM - 4:00PM CDT
191 N. Wacker Drive | Suite 3700
Chicago, IL, USA 60606



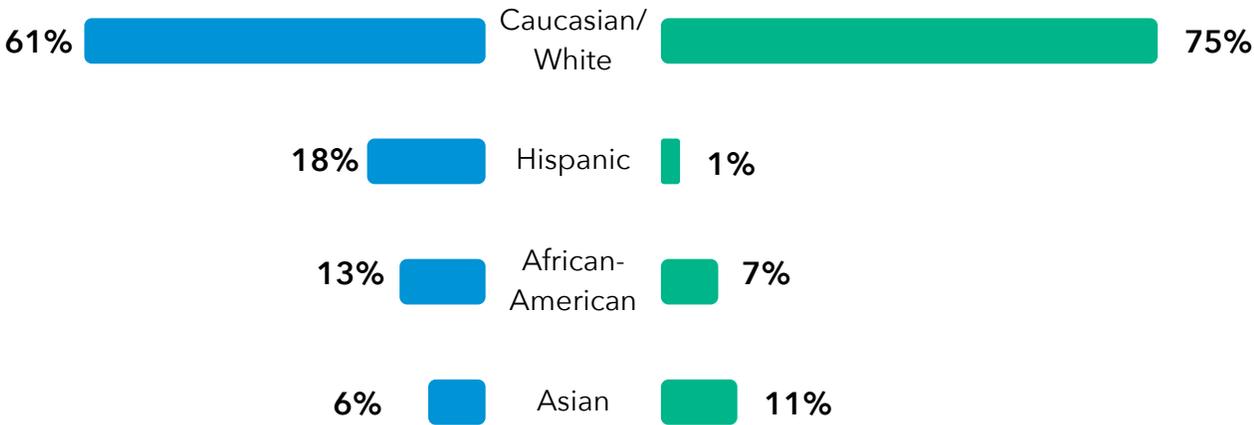
What percentage of racial backgrounds comprise U.S. clinical trial participants?



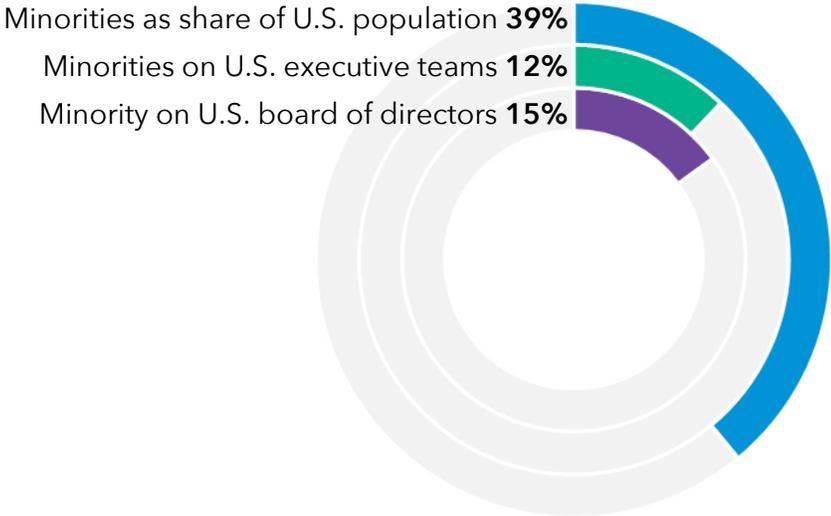
U.S. Population



U.S. Clinical Trial Participants



How Diverse and Inclusive are Executive leader positions in the U.S.?

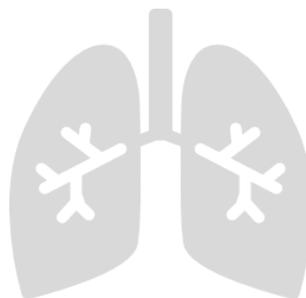


Facts About Health Equity in the U.S.

African American children have a

500%

HIGHER mortality rate from asthma compared to white children



The rate of diagnosed diabetes is

77% HIGHER among non-Hispanic blacks

66% HIGHER among Hispanics

18% HIGHER among Asians

than among non-Hispanic whites



African Americans have the HIGHEST mortality rate for all cancers combined compared with white Americans



Introduction

The 8th annual Diversity, Inclusion, & Health Equity Symposium is a leading annual, collaborative event focusing on health equity and health disparities in the U.S. The symposium brings together leading healthcare professionals, executives, physicians, patient groups, patients, researchers, academics, clinical trial professionals, and diversity and inclusion advocates to discuss health equity in the life sciences and the health sectors. The symposium focuses on the latest trends, challenges, opportunities in both the marketplace and workplace, with a specific focus on how to best serve an increasingly diverse patient base. We also aim to address the broader health disparity challenges in the U.S., and the symposium equips attendees with the latest insights and ideas. Attendees will learn practical solutions, share perspectives, and meet new industry and marketplace colleagues.

REGISTER NOW ▶

Click Below to See Video of CHI's Diversity Event



Dear Health Sector Professionals and Diversity and Inclusion Advocates,

We invite you to the 8th annual Diversity, Inclusion, & Health Equity Symposium in Chicago on June 27th, 2018. This event is a leading annual, collaborative event focusing on health equity and health disparities in the U.S. The symposium brings together leading healthcare professionals, executives, physicians, patient groups, patients, researchers, academics, clinical trial professionals, and diversity and inclusion advocates to discuss health equity in the life sciences and the health sectors. The symposium focuses on the latest trends, challenges, opportunities in both the marketplace and workplace, with a specific focus on how to best serve an increasingly diverse patient base. We also aim to address the broader health disparity challenges in the U.S., and the symposium equips attendees with the latest insights and ideas. Attendees will learn practical solutions, share perspectives, and meet new industry and marketplace colleagues.

This year's symposium will include topics such as: Health Equity in the U.S.: Understanding Health Disparities, How Does D&I Impact the Bottom Line, and Diversity in Clinical Trials and Research. The symposium is designed to empower you and your organization with real-world, actionable ideas on the intersection of diversity, inclusion, and healthcare in the 21st century.

Please visit chisite.org/dilss for more information. We hope to see you on June 27, 2018 in Chicago.

Warmest Regards,



A handwritten signature in black ink, appearing to read 'J. Gaspero', written in a cursive style.

Mr. Joseph P. Gaspero
CEO
Center for Healthcare Innovation

Why Attend?

JOIN the world's #1 symposium focusing specifically on health equity and diversity

UNDERSTAND clinical trials obstacles and how to make the clinical trial ecosystem more diverse and inclusive for all patients

ACQUIRE knowledge on how to reduce health disparities by building culturally competent organizations best suited to provide care for diverse patient populations

FOCUS on building inclusive organizational cultures that attracts the best and brightest people, resulting in a diverse and innovative workforce

DISCUSS how to strategically reduce health disparities to create a more equitable U.S. healthcare system

CREATE a workplace that embraces and promotes an inclusive environment by leveraging the latest D&I trends and ideas

LEARN to leverage a more diverse marketplace and a more inclusive workforce to create bottom line growth opportunities

NETWORK and share ideas with many of the country's leading health sector professionals who are passionate about health equity and diversity

Agenda

- 8:00AM Registration & Networking
- 9:00AM Opening Remarks
- 9:15AM **Health Equity in the U.S.: Understanding Health Disparities Panel**
- 10:30AM **Distinguished Keynote Address**
- 11:30AM **How Does D&I Impact the Bottom Line Panel**
- 12:30PM Lunch
- 1:30PM **Case Studies**
- 2:45PM **Diversity in Clinical Trials and Research Panel**
- 3:30PM Concluding Remarks
- 4:00PM Reception & Networking

Presented By

Center for Healthcare Innovation

CHI is an independent, 501(c)(3) research and educational institute that helps patients and providers increase their knowledge and understanding of the opportunities and challenges of maximizing healthcare value to improve health and quality of life. We aim to make the world a healthier place. CHI encourages and enables meaningful and executable innovation that aims to address existing and ensuing healthcare dynamics through communication, education, training, symposia, reports, and research.

9:15 AM - Health Equity in the U.S.: Understanding Health Disparities Panel

Health equity is the equal opportunity for all to achieve their highest level of health, regardless of one's socioeconomic status, ethnicity, race, gender identification, sexual orientation, age, neighborhood, income, or any other social determinants. However, the U.S. healthcare system is plagued by health inequities, as certain groups face health disparities and numerous obstacles to achieving the highest level of health. In this context, health disparities are defined as differences in health outcomes between populations. In 2017, the Census Bureau estimated that African Americans and Hispanic/Latinos represented 13.3% and 17.8%, respectively, of the U.S. population. As patient demographics continue to dramatically shift towards larger minority populations, African American and Hispanic patient groups continue to face health disparities. For instance, the rate of diabetes is 77% higher among African Americans, 66% higher among Hispanics, and 18% higher among Asians than non-Hispanic whites. Additionally, the 2015 Kelly Report, which explores health disparities in America, reported that African American women in the U.S. are 41% more likely to die of breast cancer than Caucasian women, even though they are less likely to be diagnosed with the disease. They also have the highest rates of the most aggressive and most difficult to treat breast cancer subtypes – such as triple negative breast cancer. To create a more equitable U.S. healthcare system, the entire industry, government, and individual healthcare organizations and professionals must begin to more aggressively address the health disparities facing our country. Healthcare organizations and professionals that serve the diverse patients of today and tomorrow must adapt. Understanding how to build culturally competent organizations that are best suited to provide care for diverse patient populations and how to develop policies and strategies that aim to reduce health disparities will be key to addressing many of the larger health equity issues facing the U.S. This panel brings together a group of leading healthcare experts to discuss how to strategically aim to reduce health disparities to create a more equitable U.S. healthcare system.

11:30 AM - How Does D&I Impact the Bottom Line Panel

Attracting, retaining, and promoting diverse talent within organizations is often seen as the right thing to do from a workforce representation viewpoint. However, when considering the rapidly changing global healthcare marketplace and data that correlates inclusive organizations and performance, one must ask "How does diversity and inclusion impact the bottom line?" Viewing diversity and inclusion as concepts that are fundamentally core to an organization's ability to succeed in an increasingly fluid and challenging healthcare environment raises the importance of these themes. For instance, according to the McKinsey Diversity Database, organizations in the top quartile for gender diversity are 15% more likely to have above-average financial returns and those in the top quartile for racial/ethnic diversity are 35% more likely. A 2015 study by Deloitte also showed that organizations that achieved a defined level of diversity had 2.3 times higher cash flow per employee over a three-year period than those that did not. Moreover, according to a recent report, there are only 5 African-American CEOs at the nation's 500 largest companies. And a Forbes report last year indicated that 28% of Fortune 500 firms list just 1 female director, despite that studies have shown that it takes at least 3 female board members to achieve a critical mass for enhancing governance and performance. Organizations that successfully create an inclusive workplace culture and understand a more diverse marketplace will lead the way. It is crucial to leverage diverse perspectives and foster an environment where all voices are heard for the benefit of the business as a whole. This panel brings together a group of healthcare executives and chief diversity officers to discuss how to leverage a more diverse marketplace and a more inclusive workforce to create bottom line growth opportunities.

2:45 PM - Diversity in Clinical Trials and Research Panel

According to the FDA, African-Americans represent 13.3% and Hispanics 17.8% of the U.S. population, but these racial/ethnic groups only represent approximately 5% and 1% of clinical trial participants, respectively. In a country where minorities are estimated to outnumber Caucasian Americans by 2044, the inclusion of individuals of varied races, ethnicities, ages, gender identities, and sexual orientations in clinical trials and clinical research will help prevent disparities in the evaluation of potential new medicines, therapies, and treatments. Historically, racial and ethnic minorities have been woefully underrepresented in clinical trials. As newer concepts such as precision medicine and biomarkers move to the forefront of modern medicine, diversity in clinical research will have even greater implications. Clinical research provides crucial information on whether new drugs and treatments are safe and effective, and it is vital for researchers to ensure that participants are representative of the broader U.S. population. Overall, the FDA encourages more people to participate in clinical trials, as varied reactions are not only based on differences in genetics but also age and gender. Additionally, the FDA recently released a communications toolkit to promote minority participation in clinical trials. However, a web-based approach of connecting with underrepresented communities will likely be useful, but ultimately insufficient if not combined with a more systematic approach. This panel explores the obstacles that underrepresented and minority patient populations face in accessing clinical trials, as well as discusses best practices and new ideas for how biopharmaceutical, contract research, and provider organizations can make clinical trials more diverse and inclusive. A group of clinical trial experts will explore these obstacles and share their insights and specific calls to action on how to make our clinical trial ecosystem more diverse and inclusive for all patients.

Distinguished Keynote Address



Ronald Copeland, MD, FACS

Senior Vice President

Chief Diversity & Inclusion Officer

Kaiser Permanente

Dr. Ronald L. Copeland, MD, FACS, is senior vice president of National Equity, Inclusion, and Diversity strategy and policy and chief equity, inclusion and diversity officer for Kaiser Permanente. He leads Kaiser Permanente's efforts to ensure our strategic vision for equity, inclusion, and diversity is successfully implemented to drive strategic business and mission outcomes and results in all Kaiser Permanente members achieving health and health care outcomes that are high quality, equitable, and increasingly more affordable.

A board-certified general surgeon, Dr. Copeland joined Kaiser Permanente in 1988 after a six-year honorable tour of duty in the United States Air Force Medical Corps. Dr. Copeland served as president and executive medical director of the Ohio Permanente Medical Group prior to assuming his current role in 2012.

He earned his bachelor's degree from Dartmouth College and medical degree from University of Cincinnati Medical College, and completed his residency in general surgery at State University of New York Upstate Medical Center in Syracuse. He also attended the Advanced Management Program at Harvard Business School.

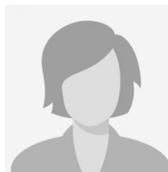
In the fall of 2016, Dr. Copeland was appointed to the board of Kaiser Permanente's School of Medicine (opening in 2020). He is a fellow of The American College of Surgeons; a member of the Healthcare Delivery and Disparities Research Advisory Panel; a board member of the National Organization on Disability; a committee member of the National Quality Forum Disparities Standing Committee. In January 2016, Becker's Hospital Review recognized Dr. Copeland as one of "15 hospital and health systems chief diversity officers to know."

Distinguished Speakers



Mr. Bert Bruce, MBA, is Vice President, Global Marketing, Rare Disease at Pfizer. His responsibilities span drug development, business development, commercial preparedness and lifecycle management for development and commercialized Rare Disease

medicines. Bert has a diverse skill set and broad pharmaceutical background, with leadership experiences across multiple therapeutics areas and disciplines and Johnson & Johnson, Wyeth and Pfizer. Bert earned a B.S. from Eastern College and an M.B.A. from the University of Pennsylvania's Wharton School of Business. He is well recognized for his strategic vision, collaborative leadership, influencing skills, and development of high-performing teams; his professional passions include improving the participation of minorities in clinical trials and leadership development.



Dr. Lucy Chen, MD
Medical Director, Development Medical Sciences - Oncology
Astellas



Dr. Melva Covington, PhD, MPH, MBA, is Senior Director, Health Outcomes & Value Assessment at Pacira Pharmaceuticals. Prior to joining Pacira, Dr. Covington is a leader within Global Research and Development at Sanofi. Her leadership skills, expertise and impact has spanned

throughout the drug development lifecycle process for over 15 years. She has a broad background in health services research and applies critical thinking, business management and scientific innovation strategically to address complex issues within the healthcare community. Her goal is to apply knowledge contextually to understand the patterns of health care conditions in society as well as more targeted so as to focus on the specific needs of individuals and diverse communities. She has MPH and PhD from the University of North Carolina and MBA from Cornell University. Dr. Covington has authored numerous publications and is an impassioned public speaker. Much of her work focuses on addressing population-based disparities in health outcomes and cultural competency.



Dr. David DiLoreto, MD, MBA, Senior Vice President at GE Healthcare Camden Group, is a physician-executive who is highly experienced in executive management, strategy and operations of healthcare delivery systems, and managed care companies. He has deep management

expertise in community-based and academic health systems, large group medical practices, hospitals, and managed care organizations. Prior to joining GE Healthcare Camden Group, Dr. DiLoreto was the Chief Clinical Officer at Presence Health. Dr. DiLoreto is a board-certified ophthalmologist and a graduate of the University of Florida College of Medicine. He holds a master's degree in business administration Emory University, in Atlanta, Georgia. He earned his bachelor of science degree from Loyola University in New Orleans, Louisiana.

Distinguished Speakers



Ms. Dima Elissa, MBA, is the CEO and founder of VisMed-3D, a medical 3D printing company. She is also the Diversity, Inclusion, and Innovation (D & I²) - Tech & Innovation Lead at American Medical Women's Association. As an adjunct faculty member teaching Entrepreneurship at the Associated Colleges of the Midwest in Chicago and in-demand speaker, she exemplifies her commitment to giving back and paying it forward. She currently serves on the boards of mHUB Chicago, BWG Strategy LLC, Ms. Tech, Women in Bio, Galvanize Labs, and is on the STEM steering committee for the Aparecio Foundation, which provides mentoring to high-achieving, low-income female high school students. Dima holds a B.A. in Chemistry from Hanover College, and earned her MBA from Texas A&M's May's School of Business with a concentration in Finance.



Ms. Pamela Garmon Johnson, MBA, is National Vice-President of Health Equity and Multicultural Initiatives at American Heart Association, where she is responsible for driving positive health impact within communities that are at greatest risk for cardiovascular diseases. Pamela has served in several capacities and has focused the first half of her career at the AHA in launching and managing corporately sponsored campaigns. Power To End Stroke, Take Wellness To Heart, Cholesterol Low Down, Heart of Diabetes and Walking for Wellness were launched under Pamela's tenure with the American Heart Association. All of these are award-winning campaigns and have focused on primary prevention and awareness. Pamela has 20 years of accounting and marketing experience and is passionate about empowering others to be their best self. Pamela received her BS in Accounting from the University of North Texas and her MBA from Southern Methodist University.



Mr. John Mathewson, MS, is CEO & Managing Member of The Mathewson Group. He provides major strategy advisory, interim executive staffing, and business management support to healthcare organizations and government. His clients include health plans, hospitals, government, ACO's, FQHC's, PCA's and tech/digital health companies. John's career spans public, private, start up and non-profit companies in government and commercial business. He has opened markets, created companies, leveraged technology, restructured operations, and served as a national thought leader on managing populations with complex needs and disabilities. John earned his Master of Health Services Administration from the George Washington University.



Ms. Tammy Russo, MS, is VP, Advocacy Relations Practice Lead at Continuum Clinical. Leveraging successful roles in healthcare marketing, integrated communications, medical education and public relations, Tammy created advocacy offerings at three pharmaceutical companies and a healthcare communications agency. She is adept in identifying and collaborating with key patient groups to develop symbiotic initiatives. Included in her experience is development of diversity and inclusion programming to ensure disproportionately impacted populations receive resonant messaging, via appropriate language and mediums. Tammy has lead unbranded educational patient advocacy outreach campaigns, translating messaging into language that resonates with patients, caregivers and healthcare professionals, communicating to the community at large about the implications and impact on treatment decisions, patient empowerment and healthcare reform.

Sponsors



#DIHES

Get Social

Bring today's important conversation online via social media. Tweet with #DIHES about today's symposium, new insights, diversity in clinical trials, diversity in the workplace, healthcare disparities, or any other pressing D&I topics.

Diversity, Inclusion, & Health Equity Symposium

2018 Sponsorship Opportunities

The 8th annual Diversity, Inclusion, & Health Equity Symposium is a leading annual, collaborative event focusing on health equity and health disparities in the U.S. The symposium brings together leading healthcare professionals, executives, physicians, patient groups, patients, researchers, academics, clinical trial professionals, and diversity and inclusion advocates to discuss health equity in the life sciences and the health sectors. The symposium focuses on the latest trends, challenges, opportunities in both the marketplace and workplace, with a specific focus on how to best serve an increasingly diverse patient base. We also aim to address the broader health disparity challenges in the U.S., and the symposium equips attendees with the latest insights and ideas. Attendees will learn practical solutions, share perspectives, and meet new industry and marketplace colleagues. Benefits of sponsorship include:

- Learn the latest actionable insights and ideas surrounding equity and healthcare and life sciences
- Brand recognition and strengthening with leading healthcare and life science executives, physicians, and other key healthcare and life science decision makers
- Access to the world's best and brightest healthcare and life science thought-leaders, including top innovators, entrepreneurs, researchers, scientists, authors, physicians, CEOs, professors, and inventors
- Access to potential alliance partners
- Access to potential collaborators and partners in academia, industry, and non-profit sectors
- Access to new and diverse markets
- Network and share best practices with some of the country's leading health equity experts and other healthcare and life science professionals and organizations

Sponsorship Levels and Benefits

Sponsorship Levels and Benefits	Foundational Sponsor \$25,000	Lead Sponsor \$10,000	Platinum Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$3,000	Reception Sponsor \$1,000
Opportunity to appoint Honorary Symposium Chairperson	●	N/A	N/A	N/A	N/A	N/A
Acknowledgement in the welcome letter	●	N/A	N/A	N/A	N/A	N/A
Opportunity to provide Welcoming or Concluding Remarks	●	●	N/A	N/A	N/A	N/A
Opportunity to add speakers	2 moderators or panelists	2 moderators or panelists	1 moderator or panelist	1 panelist	N/A	N/A
Complimentary attendees	20 attendees	10 attendees	6 attendees	4 attendees	3 attendees	2 attendees
Listing on symposium website	12 months	12 months	9 months	6 months	3 months	1 months
Advertising in symposium program book	Two page	Two page	One page	Half page	Quarter page	N/A
Access to attendee lists	●	●	●	N/A	N/A	N/A
Display table	●	●	●	●	●	N/A
Profile interview on CHI's blog	●	●	●	●	●	N/A
Placement throughout	●	●	●	●	●	●
Acknowledgement throughout the program	●	●	●	●	●	●

Please contact joseph@chisite.org or call (773) 330-2416 to request more information

CHI Corporate Memberships

Memberships

CHI memberships provide unparalleled access to our education and training, world-class events and symposia, cutting-edge industry insights, objective research, and unparalleled networking and partnership opportunities. Memberships benefits include comprehensive access to our educational events, opportunity to shape and lead research projects, exclusive early access to innovative research reports, panelist and speaking opportunities, special annual meetings with healthcare thought-leaders, unparalleled networking opportunities, wide recognition and greater health sector visibility to meet organizations’ strategic and business objectives, and a myriad of other exclusive benefits.

Memberships Timeline

CHI Memberships are on annual basis. Memberships terms can be on a calendar year or fiscal year, based on the preferences of the member organizations. Members can also join on a pro-rated basis for those organizations seeking memberships midway through the current year. As part of the membership process, new members will meet with CHI staff and Board of Director(s) to discuss how to best utilize the membership, as well as help us understand how to create the most valuable membership experience for your organization.

Why Become Member?

CHI Memberships provide members with comprehensive access to [research](#) and [education](#) throughout the year.

Together, CHI and members aim to:

- Understand opportunities, challenges, trends, and best practices related to healthcare innovation, value, quality, access, and cost, as well as understand how the health sector can best serve patient communities
- Create dialogue among organizational leaders and professionals, CHI Board of Directors, and CHI staff on some of the most pressing healthcare issues and challenges

	Platinum	Gold	Silver	Bronze
MEMBER BENEFITS	\$25,000	\$15,000	\$10,000	\$5,000
Premier branding opportunities on event programs, research reports & website banners	●	●	●	●
Website advertising and logo placement	●	●	●	●
Special acknowledgement as CHI patron & supporter in widely-distributed programs & other overviews	●	●	●	●
Attendees at CHI's annual educational events (minimum 3 events across the nation)	20	15	10	5
Opportunity to serve as distinguished panelist(s) at CHI's educational events (Based on representative's area of expertise & current role)	5	3	2	1
Guest blogging & other thought-leadership opportunities	6 times / year	4 times / year	3 times / year	2 times / year
Get exclusive early access (30 days earlier) to CHI's research reports	●	●	●	●
Organizational logo & branding opportunities on CHI's research reports	3 times / year	2 times / year	once / year	N/A
Opportunity to make Opening Remarks at CHI's Board of Directors Strategic Retreat (June)	2 attendees & opportunity to make remarks	1 attendee	N/A	N/A
Receive special briefing from Chairman & Vice Chairman of the Board on CHI's annual report	●	●	N/A	N/A
Sponsor research reports & white papers (assist in shaping topic or become a collaborator)	●	N/A	N/A	N/A



Our CHI Team

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CENTER FOR HEALTHCARE INNOVATION

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