

Leonard Bielory, MD

Dr. Bielory attended Lehigh University in Bethlehem, Pennsylvania where he completed his B.S. in Engineering (Fundamental Science) and a Masters in Molecular Biology (1976); M.D. degree from UMDNJ - New Jersey Medical School (1976-1980); Internal Medicine training at the University of Maryland Hospital; subspecialty training in Allergy and Immunology and Diagnostic Laboratory Immunology at the National Institutes of Health (NIH) as a medical staff fellow in the – National Heart, Lung and Blood Institute (NHLBI) and the National Institute of Allergy and Infectious Diseases (NIAID) where his research focus has been on the classic immune complex disorder – serum sickness. He was recruited back to his alma mater to direct the Division of Allergy and Immunology at the UMDNJ - New Jersey Medical School where he is presently Professor of Medicine, Pediatrics and Ophthalmology, Director of Clinical Research and Development for the Department of Medicine, Director of the UMDNJ Asthma and Allergy Research Center and where he directed the only training program in Allergy and Immunology in the State of New Jersey for 20 years. He is consistently selected as one of New Jersey and New York “Top Docs” in the New Jersey and New York metropolitan area surveys for the past 20 years. He has published several hundred publications in peer-reviewed journals, He is presently an Associate Editor of the Annals of Allergy, Asthma and Immunology, serves on several other editorial boards and as a reviewer for multiple journals. He continues to serve in various capacities in a variety of national organizations including as an Associate Editor of the Annals of Allergy, Asthma and Immunology, committee chairs for various committees in the American Academy of Allergy, Asthma and Immunology and the American College of Allergy, Asthma and Immunology, past Chairman of the National Institutes of Health NIH – National Heart, Lung and Blood Institute Raynaud’s Treatment Trial; the program chairman for the ACAAI International Symposium on Complementary Interventions in Treatment of Asthma and Allergy; reviewer for the NIH National Center for Complementary and Alternative Medicine Centers (NCCAM) of Excellence for Research on Complementary and Alternative Medicine (CERC). He has been appointed by the Governor of New Jersey to sit on the Clean Air Council advisory to the New Jersey Department of Environmental Protection. And is presently its vice chair. Dr. Bielory presently sits on two United States Pharmacopoeia (USP) Council of Experts Committees (Immunology as well as Respiratory and Allergy). He was an original member of the recently convened USP Medicare Model Formulary Committee mandated by the United States Congress. He has successfully completed over 50 clinical research studies in asthma and allergic disorders. Active research focuses on new immune treatments for asthma and a rare disorder known as hereditary angioedema. He is an international expert in inflammatory disorders of the anterior portion of the eye – especially various forms of ocular allergy and is a regional expert on pollen and climate change.

Administratively, Dr. Bielory has been involved in the UMDNJ-New Jersey Medical School University Hospital since 1985 with the establishment of the Division of Allergy & Immunology in the Department of Medicine. Since 1985 he has become intricately involved in the UMDNJ health care system as represented by election to President of UH Medical Staff 1990-1992; UHC Board of Trustees 1995 – Present, and Acting Medical

Director for UHC, 1996-Present; UPA Board of Trustees 1989 – 2002; UPA Executive Committee 1993 – 2000, UPA President, 1996-2000. During his tenure as President of UPA and with training he received at the Harvard Business School, he has infused UPA with a sense of direction and helped build a strong administrative organization and infrastructure that will help the New Jersey Medical School faculty and each department to continue to grow and prosper. Dr. Bielory had also been appointed to sit on several national advisory boards related to the health care industry including the Joint Council of Allergy, Asthma and Immunology and the National Advisory Board of the National Managed Health Care Congress.

Robert Goldberg

Dr. Goldberg is co-founder, Vice President and Director of Programs for Center for Medicine in the Public Interest. Prior to founding CMPI, he was senior fellow at the Manhattan Institute working on research and activities surrounding health care issues. Dr. Goldberg's current research interests include the impact of price controls on biopharmaceutical innovation, FDA reform, the future impact of medical progress and new medical technologies, the enemies of medical innovation, and the impact of government regulation on health care quality.

Dr. Goldberg is the author of numerous articles and reports including "Vaccinating Against Disaster," "False Economy on Drugs," "Importation Nightmare," and "Fight AIDS With Reason, Not Rhetoric." He has testified before the Senate Special Committee on Aging, the Senate Small Business Committee, and the House Commerce Committee. He has written for The Wall Street Journal, The Washington Post, The Los Angeles Times, National Review Online, and The Weekly Standard, and he writes regularly for The Washington Times.

He received his Ph.D. in politics at Brandeis University in 1984.

John F. Kamp, JD, PhD

Dr. John F. Kamp is Executive Director of the Coalition for Healthcare Communication, a drug marketing group with offices in New York City and Washington, DC. He is also of counsel with the law firm Wiley Rein LLP, and is a well-known advocate for First Amendment rights of individuals and corporations. His professional experience includes 10 years with the Washington office of the American Association of Advertising Agencies and nearly a decade in public policy positions at the Federal Communications Commission. Before moving to Washington, Dr. Kamp taught journalism at the University of Iowa and at Tulsa University.

Dr. Kamp is a frequent speaker at industry meetings on ethical, legal, and political issues surrounding drug marketing, and is recognized as an authority on these issues by the print and broadcast press. He serves on the public advisory committee of the American Academy of Family Physicians and education advisory boards of Wyeth and Genentech. He is on the editorial boards of the *Rx Compliance Report*, *Medical Marketing and Media*, and the *FDA Advertising and Promotion Manual*. Dr. Kamp is co-author (with Wayne Pines) of 3 books on compliance with FDA policy published by FDA News, including *DTC Advertising and Promotion: The Changing Environment*, published in January 2006. He is also a public member of the National Advertising Review Board, the self-regulation body of the advertising industry run by the National Better Business Bureau.

Dr. Kamp earned his bachelors degree at the University of Notre Dame, his doctorate from the University of Iowa and his juris doctorate at the University of Tulsa.

John (Jack) C. Lewin, MD

Dr. Jack Lewin has been Chief Executive Officer of the American College of Cardiology (ACC) since November 2006. The 35,000-member College represents American cardiologists, and a growing number of international members. Based in Washington DC, ACC has a distinguished reputation among professional societies for leadership in the monitoring of quality care and outcomes, and for making such results transparent. Publisher of the esteemed Journal of the American College of Cardiology (JACC), ACC is also the world leader in cardiovascular clinical education and clinical guidelines development, operating the NCDR quality of care data registries in over 2,400 hospitals.

Under Lewin's leadership, ACC has aspired to contribute greatly to national leadership in advocacy related to expanding access to care for uninsured persons, and in reforming Medicare, Medicaid, and the financing and delivery of quality health care. These efforts are part of ACC's mission to promote 'heart health' and reductions in cardiovascular morbidity and mortality worldwide. ACC has over 300 employees and an annual budget of over \$90 million.

Prior to Coming to ACC, Lewin was CEO of the 35,000 member California Medical Association and its various subsidiary companies. Lewin was also formerly Hawaii's Director of Health from 1986-1994, overseeing 6500 employees and a \$1 Billion budget. In this role, he helped Hawaii achieve near-universal access to health care and revitalize statewide public health systems. In Hawaii, he was also CEO of the statewide 13-facility Community Hospital System.

Before that, as a Commissioned Officer in the USPHS, he was the founder and first Director of the Navajo Nation Department of Health, serving the needs of America's largest Indian tribe, straddling the three states of Arizona, New Mexico and Utah.

Trained in internal medicine, Lewin has also enjoyed many years of practicing primary care medicine during his career in Arizona, Hawaii, and California. He serves on numerous national boards and advisory bodies, including being founder and President of the *Physicians' Foundations*, which are among the top ten health-related philanthropies in the nation, focused on promoting quality, patient safety, and health information technology adoption, and President of the national Patient Safety Institute. He was an advisor on health policy to President Clinton.

Dr. Lewin received his B.A. in Biological Sciences from the University of California, Irvine, and his M.D. from the University of Southern California. His hobbies include composing for piano, skiing, biking, kayaking, and long-distance running, having completed over 25 marathons. He and his wife Sandra have three children.

George Lundberg, MD

A 1995 "pioneer" of the medical internet, Dr. Lundberg was born in Florida, grew up in rural southern Alabama and holds earned and honorary degrees from North Park College, Baylor University, the University of Alabama (Birmingham and Tuscaloosa), the State University of New York, Syracuse, Thomas Jefferson University and the Medical College of Ohio. He completed a clinical internship in Hawaii and a pathology residency in San Antonio. He served in the US Army during the Vietnam War in San Francisco and El Paso, leaving as a lieutenant colonel after 11 years. Dr. Lundberg was then Professor of Pathology and Associate Director of Laboratories at the Los Angeles County/USC Medical Center for 10 years, and for five years was Professor and Chair of Pathology at the University of California-Davis.

Dr. Lundberg has worked in tropical medicine in Central America and Forensic Medicine in New York, Sweden and England. His major professional interests are toxicology, violence, communication, physician behavior, strategic management and health system reform. He is past President of the American Society of Clinical Pathologists. From 1982 to 1999, Dr. Lundberg was at the American Medical Association as Editor in Chief, Scientific Information and Multimedia with editorial responsibility for its 39 medical journals, *American Medical News*, and various Internet products, and the Editor of *JAMA*.

In 1999 Dr. Lundberg became Editor in Chief of Medscape, the leading source of online health information and education for physicians and healthcare professionals and the founding Editor in Chief of both *Medscape General Medicine* and CBS HealthWatch.com. In 2002, Dr. Lundberg became Special Healthcare Advisor to the Chairman and CEO of WebMD for 2 years. Today, he serves as the Editor in Chief of The Medscape Journal of Medicine (previously Medscape General Medicine, www.medgenmed.com <<http://www.medgenmed.com/>>), the original open access general medical journal, on Medline/PubMed since 2000, available exclusively on the [www.Medscape.com](http://www.medscape.com) <<http://www.medscape.com/>> publishing platform. Dr Lundberg also serves as Editor in Chief of Medscape Core, and, beginning in 2006, Editor in Chief of eMedicine, the original open access comprehensive medical textbook. A frequent lecturer, radio and television guest and host in the past, and current webcasting moderator, host, reporter, and editorialist, and a member of the Institute of Medicine of the National Academy of Sciences, Dr. Lundberg holds academic appointments as a professor at Stanford and Harvard. In 2000, the Industry Standard dubbed Dr. Lundberg "Online Health Care's Medicine Man".

Roger E. Meyer, MD

Roger E. Meyer, MD is a 1962 graduate of the Harvard Medical School. He completed an internship in internal medicine with Dr. Robert Petersdorf at the University of Washington (Seattle, WN), and a residency in psychiatry at the Massachusetts Mental Health Center in Boston. Following a two year tour of duty at NIH, began a distinguished career as an NIH-funded researcher and research Center Director in the area of drug and alcohol abuse that spanned 25 years and three universities (Boston University, Harvard Medical School and the University of Connecticut). At Boston University and then at Harvard Medical School, Roger was Associate Professor of Psychiatry and Director of the NIH-Funded Center for the Study of Opiate Addiction (1972-1977).. At Connecticut, he served as Professor and Chair of Psychiatry (1977-1993), Associate Dean (1987-1989), Executive Dean (1989-1992) and Director of the NIH-funded Alcohol Research Center (1978-1993). From 1993-1995, he served as VP Medical Affairs and Executive Dean at George Washington University and CEO of the Medical Center. Over the course of his career, Roger has also served as consultant and/or grant reviewer for NIDA, NIAAA, the Department of Veteran's Affairs, the Association of American Medical Colleges, and the White House offices on drug abuse in the Nixon, Reagan and Bush 1 administrations.

In 1997, with 3 partners, Dr. Meyer established Best Practice Project Management, Inc., providing specific expertise and project management services to drug companies (especially small, mid-size and non-US-based companies) in the development of drugs to treat psychiatric and neurological disorders. The company is also involved in work with non-profit organizations in the development of consensus development conferences in areas of controversy related to these drugs; and, in post marketing studies related to drug safety (including abuse liability), efficacy, and new indications. In addition to his service as managing partner (CEO) of Best Practcie, Roger holds academic appointments as Clinical Professor of Psychiatry at Georgetown and Virginia Commonwealth University, and Adjunct Professor of Psychiatry at the University of Pennsylvania. He has served as President of the American College of Neuropsychopharmacology and the American Association of Chairmen of Departments of Psychiatry. Roger has published more than 165 papers and six books

Peter Pitts

Peter Pitts is President and co-founder of the Center for Medicine in the Public Interest and Senior Vice President, Director for Global Health Affairs for Manning Selvage & Lee. Prior to founding CMPI, Pitts was a Senior Fellow for healthcare studies at the Pacific Research Institute.

From 2002-2004 Peter was FDA's Associate Commissioner for External Relations, serving as senior communications and policy adviser to the Commissioner. He supervised FDA's Office of Public Affairs, Office of the Ombudsman, Office of Special Health Issues, Office of Executive Secretariat, and Advisory Committee Oversight and Management. He served on the agency's obesity working group and counterfeit drug taskforce.

His book, *Become Strategic or Die*, is widely recognized as a cutting edge study of how leadership, in order to be successful over the long term, must be combined with strategic vision and ethical practice. He is the editor of the new book, *Coincidence or Crisis*, a discussion of global prescription medicine counterfeiting.

He has served as an adjunct professor at Indiana University's School of Public and Environmental Affairs and Butler University.

Gary A. Puckrein, PhD

Gary A. Puckrein is President and Chief Executive Officer of the National Minority Quality Forum. Dr. Puckrein also serves as Executive Director of the Alliance of Minority Medical Associations—a collaborative effort of the Asian and Pacific Physicians' Association, the Association of American Indian Physicians, and the National Medical Association. In 1998 he founded the Forum's predecessor program (the National Minority Health Month Foundation) to help communities and policy makers eliminate the disproportionate burden of premature death and preventable illness in special populations through the use of evidence-based, data-driven initiatives. Dr. Puckrein has built the Forum's capacity to house vital statistics and other information—including demographic, environmental, claims, prescription, laboratory, hospital, and clinic data—in a centralized data warehouse. Dr. Puckrein has also led the development of the Forum's health atlases to measure and forecast health status in small geographic areas, evaluate the impact of specific interventions, monitor changes in health outcomes, and provide information and analysis regarding the health of ethnic and racial minorities. Dr. Puckrein published two successful magazines: *American Visions* and *Minority Health Today*. Dr. Puckrein was awarded his doctorate from Brown University, graduating Phi Beta Kappa.

Marissa Seligman

Marissa Seligman, PharmD is the Chief Clinical & Regulatory Affairs and Compliance Officer, Senior Vice President, Pri-Med Institute. In that role, Marissa oversees the accredited provider operations of Pri-Med Institute and manages M|C Communications compliance programs and activities, as well as medical and clinical affairs. She has served on a number of editorial boards and is currently Associate Editor of The ALMANAC, the monthly publication of the Alliance for Continuing Medical Education (ACME). She is also secretary of the National Commission on Certification of CME Professionals (NC-CME), serving since 2006. She is the member section chair for the MECCA provider group (2006 Chair-Elect and Chair 2007-2009). Dr. Seligman is an ACPE field surveyor and ACCME site surveyor. Dr. Seligman is a member of the Executive Leadership Team of M|C Communications (parent organization of Pri-Med and Pri-Med Institute and reports to John Connolly, M|C Communications' CEO/President. She has been with the company for nearly six years.

Dr. Seligman has more than 20 years experience in accreditation, education for healthcare professionals, publishing and clinical drug development. Prior to joining M|C Communications, she was director of medical communications at ViroPharma Incorporated, and vice president of scientific affairs/quality assurance at SCP Communications, Inc. She also served as executive director of the Thomas J. Beam, Jr. and executive director of the Beam Institutional Review Board.

As thought leader in continuing medical education, Marissa is frequently quoted in the press and speaking at industry events. Recent speaking engagements and publications include:

- CME Congress, 2008
- CBI CME Conference, 2007, 2008
- ACME 2007, 2008
- AMA Industry Provider/Collaboration, 2007, 2008
- Med Ed Congress, 2007
- CE Measures
- ACME Almanac
- Medical Meetings Magazine
- Med Ad News

Marissa earned her B.S. in Pharmacy from Long Island University and her PharmD from Northeastern University.

Thomas P Stossel, MD

Stossel was educated at Princeton University and Harvard Medical School, trained in internal medicine at the Massachusetts General Hospital and in hematology at Boston Children's and Peter Bent Brigham Hospitals. He was head of Hematology and Oncology at Massachusetts General Hospital from 1976 until 1991, Co-Director of the Hematology Division at Brigham & Women's Hospital through 2006, and is currently Director of the Division of Translational Medicine at that hospital and American Cancer Society Professor of Medicine at Harvard Medical School.

From 1976-1980 he was a consultant to the US Department of State, investigating effects of microwaves on US Embassy personnel in Moscow, former USSR. Stossel's basic research concerns fundamental mechanisms of cell motility. This research led to discoveries that may reduce critical care complications of major injury and impact platelet transfusion therapy. His policy interests concern physician and researcher interactions with private industry.

He was President of the American Society for Clinical Investigation and Editor in Chief of its Journal of Clinical Investigation, served as President of the American Society of Hematology and received its Dameshek and Thomas Awards. He has been elected to Membership in The National Academy of Sciences, The American Academy of Arts and Sciences, and the Institute of Medicine. He currently is Editor in Chief of Current Opinion in Hematology, a member of the Lasker Awards Jury, the Board of Directors of Zymequest Corporation, founding scientist of Critical Biologics Corporation, a Trustee of the American Council on Science and Health and a Senior Fellow of the Manhattan Institute for Policy Research. He has been awarded honorary MD degrees from the Universities of Linköping (Sweden) and Geneva (Switzerland). Stossel has assisted his wife, Kerry Maguire DDS MSPH, Director of Professional Advocacy, Tom's of Maine in doing dental prevention and treatment in orphanages in Zambia, where they have established a 5013c foundation, Options for Children in Zambia. Stossel also has an Honorary Physician Position at University Teaching Hospital, Lusaka, Zambia, where he is working to establish a sickle cell disease center.

Thomas Sullivan

Thomas Sullivan is the President and founder of Rockpointe Corporation a leading medical education company headquartered in Columbia Maryland. Rockpointe and it's ACCME accredited subsidiary, Potomac Center for Medical Education (PCME), is recognized for the scientific content of its programs, compliance with CME guidelines and practices and creative approaches to instructional design.

Tom is a graduate of the University of Florida in Economics and a Gator fan. He has 15+ years of experience in medical education and program development working with clients such as the American Heart Association, American College of Cardiology, American College of Chest Physicians, American College of Physicians, The Endocrine Society, American Diabetes Association, National Multiple Sclerosis Society, American Society of Clinical Oncology, as well as most of the major pharmaceutical companies.

Internationally, Rockpointe has produced satellite broadcasts and live educational programs in over 75 countries in nine different languages. Most recently these programs were featured at the European Society of Cardiology, Asian Pacific Congress on Cardiology and the International Conference on Myeloma.

Mr. Sullivan founded Rockpointe Corporation in 1995 with the goal of training physicians using satellite broadcasting and providing outstanding program recruitment to make the events successful. In 1998 Rockpointe launched their internet service being one of the first companies to provide webcasts for CME. Since 1995 Rockpointe has grown into a premier provider of education programs and services.

Harry A. Sweeney

Harry A. Sweeney is Managing Partner of SouthPennSquare Associates. Harry Sweeney's career spans over forty years in medical marketing and health communications, both domestically and internationally. As the Chairman, CEO & Chief Creative Officer of Dorland Global Corporation, a Huntsworth Health Company, Harry oversaw the growth of Dorland from a six-person agency in Atlantic City, NJ into a 150-person, health communications agency with offices in Philadelphia and San Francisco.

From the revitalization of Premarin and Decadron in the 1960s, the landmark global launch of Tagamet in the 1970s, and the development of the contact lens category for CIBAVision in the 1980s, followed by the laser vision correction category for VISX and cytology screening for CYTYC in the 1990s, as well as a unique revitalization program for Wyeth's SMA infant formula that used a targeted-marketing strategy that generated over one million members and added an incremental \$100-plus million in sales in its first full year -- new product category development and strategic thinking has been a hallmark of his career. Dorland's work for the Health Systems Agency of Southeastern Pennsylvania became a model for national programs, while its breakthrough osteoporosis prevention programs for P&G's Actonel were celebrated for their originality.

As a founding member of the Medical Advertising Agency Association (President) and the Coalition for Healthcare Communications (Chair, Executive Committee), Executive Committee and Board member of the American Medical Writers Association, President and Board Member of the Healthcare Marketing and Communications Council and Council Chair and member of the Government Relations Committee of the American Association of Advertising Agencies, Harry's experience and interests also have led him into the health policy arena as an active advocate for the open and unrestricted dissemination of truthful medical and health information for better patient care.

Michael A. Weber, MD

Michael A. Weber, MD is Professor of Medicine at the SUNY Downstate College of Medicine in Brooklyn, New York. He received his medical degree from Sydney University in Australia.

His career has been focused primarily on hypertension and preventive cardiology. He has published numerous research articles in the medical literature and has authored or edited 16 books. Together with Dr. Suzanne Oparil, he is responsible for the widely used reference volume, *Hypertension*.

Dr. Weber was one of the founders of The American Society of Hypertension and has served as its President. He also served as Chair of the ASH Hypertension Specialists Program. He is a Fellow of The American College of Physicians, The American College of Cardiology and The American Heart Association. He has served on the Cardiovascular and Renal Drugs Advisory Board of the Food and Drug Administration, and continues as a consultant to that Agency. He has also served for ten years as Chairman of the Formulary Committee of a major pharmacy benefits provider serving many of the leading health plans in the United States.

His main current research interests are in clinical trials of patients at high risk of cardiovascular events or strokes. He is also participating actively in trials in patients with metabolic disorders such as diabetes and kidney disease. Dr. Weber currently serves on the Steering Committees of several national and international clinical outcomes trials.