

Shelah Gilbert Leader, PhD

EXECUTIVE EDUCATION

Harvard Business School, Executive Education; Leadership and Strategy in Pharmaceuticals and Biotechnology

Center for Creative Leadership: Leadership Development Program

Kennedy School of Government, Harvard: Mastering Negotiation

EDUCATION

Cornell University, Post Doctoral Fellow in Demography

State University of New York, Buffalo Master of Science and Ph.D. in Political Science

Hofstra University, Bachelor of Arts, Political Science

University of Paris, Junior year abroad program

Hebrew University, Jerusalem, Israel, one year Graduate Program

HEALTH POLICY: INDUSTRY, ASSOCIATION AND ACADEMIC EXPERIENCE

Adjunct Associate Professor, New York University Wagner School **2012**

Designed and taught new course Introduction to Comparative Effectiveness

Senior Lecturer, Mailman School of Public Health, Columbia University **2009-2013**

Designed and taught new courses on the role of interest groups in health policy and comparative effectiveness research.

Consultant, Milliman, Inc. **2010**

Documented the value and cost of specific medical interventions on behalf of payers and the pharmaceutical industry.

Consultant, R Baby Foundation **2009**

Researched latest facts about pediatric emergency care in the U.S. and devised a tactical plan of action for this new parent and child advocacy foundation. Provide on-going advice on pediatric policy issues.

Consultant, Novartis Inc. **2009**

Proposed and managed numerous research contracts to document the value of new products for severe respiratory disease, psoriasis and MS.

Consultant, MAP Pharma **2009**

Researched validated patient reported outcomes instruments for pediatric asthma and advised on clinical trial design.

New York City Dept. of Health and Mental Hygiene **2008**

Consultant to Primary Care Information Project

Assessed the work of the Evaluation Unit in light of the full range of activities by PCIP staff and recommended additional opportunities to systematically capture and evaluate the process of converting NYC health care provider offices to electronic health records and their impact on the quality and outcomes of patient care

Boehringer-Ingelheim, Ridgefield, CT***Consultant, Health Economics and Outcomes Research*****2008**

Led strategic planning for launch of first in class product in women's health

Wrote RFPs, selected and supervised vendors

Represented HEOR department in cross-functional product planning meetings

Mentored junior staff

GE Healthcare, Princeton, NJ***Sr. Director, Health Economics and Outcomes Research*****2006 to 2007**

Proposed economic and quality of life endpoints for clinical trials of diagnostic devices for oncology

Wrote Requests for Proposals, identified qualified consultants, recommended research priorities and budgets to marketing directors

Recommended economic and quality of life measures for Target Product Profiles

Served as internal expert advisor to cross-functional product development teams

MedImmune, Inc., Gaithersburg, MD**A division of Astra Zeneca, over \$1 billion in revenue*****Director, Pharmacoeconomics and Outcomes Research*****1999 to 2006**

Built and directed a new department from the ground up by hiring talented researchers, acquiring a large research database and managing an annual budget of over \$1million.

Conceived and executed an ambitious research agenda by managing staff and commissioning numerous studies through contract research resulting in peer-reviewed publications.

Executed innovative strategies to support market acceptance of approved products by documenting through original research the clinical, social and economic benefits of their use and addressing safety concerns.

Obtained insurance coverage in Europe and Japan for *Synagis*, TM resulting in 52% growth in international sales.

Overcame negative perceptions of the cost effectiveness of the company's flagship product, *Synagis*, TM through published research and persuasive presentations to key medical experts and insurance policy makers. As a result, the mature product continued to experience double-digit growth (13% in 2005).

Identified successful strategies to expand coverage policies by numerous State Medicaid programs and several Blue Cross/ Blue Shield insurers as well as Kaiser Permanente.

Documented the importance of respiratory syncytial virus as the leading cause of infant hospitalization, a fact now recognized by the US Centers for Disease Control.

Contributed to clinical trial designs and new business development decisions through analysis of epidemiologic, cost and burden of disease data and projected market size for new products in a competitive environment.

Published and presented research findings regularly at international scientific meetings.

Pracon , formerly a subsidiary of Reed Elsevier publishers, Reston VA**Pharmaceutical consulting and service firm*****Executive Director of Health Economics,*****1994 to 1999*****Reimbursement and Policy***

Developed and successfully implemented a business marketing plan for the Department of Health Economics to meet annual revenue targets and maintain public visibility for completed studies.

Conducted original research on the outcomes and cost of care for clients in the pharmaceutical and device industry.

Developed the annual strategic plan, met with and identified client needs, approved all proposals prior to their submission, and ensured compliance with contractual obligations.

Directed the reimbursement hot line business unit generating over \$1 million in revenue.

Supervised and approved all research designs and reports and set quality standards.

Supervised 25 employees.

Advised Excerpta Medica on corporate acquisition decisions.

Designed and published innovative research and presented findings at international scientific meetings on behalf of corporate sponsors.

American College of Obstetricians and Gynecologists, Washington DC

Director Health Economics Analysis

1991 to 1994

Developed and implemented a strategic plan for a new department in a professional association of 34,000 members and 200 staff.

Planned and managed annual budgets of \$500,000 plus educational products and services generating annual revenue of \$200,000.

Represented the Association before federal policy makers, other interest groups, and the press. Wrote and presented testimony and regulatory comments on health care proposals. Devised effective strategies for achieving policy goals in state and private insurance arenas.

Obtained three increases in Medicare payments for core services provided by members.

Hired, trained and supervised staff. Selected and supervised outside contractors.

Planned and directed policy relevant research. Formulated and recommended Association policy positions on issues affecting financing, coverage, and reimbursement of health services.

Directed the work of two standing committees and advised the Executive Board on policy options concerning health economics issues.

AARP, Division of Legislation & Public Policy, Washington DC

Senior Analyst

1986 to 1991

Wrote and presented Congressional testimony and regulatory comments on issues relating to Medicare.

Designed and directed original research by contractors I selected. Formulated alternative policies adopted by the Association on Medicare financing and payment systems; ambulatory surgery; home health care; capital payments; reform of physician payment methods; and ethical issues in health care.

Organized policy briefings and seminars on critical issues in health care delivery and financing systems attended by Executive staff, subject experts, and federal policy makers.

National Consumers League, Washington DC

Director of Research and Education

1983 to 1984

Conceived and directed an award winning community education program on Medicare and private health insurance.

Published consumer guides on public health policy issues.

Wrote grant proposals and supervised research assistants.

Partner, L & L Associates, consultants

1980 to 1986

Wrote Congressional testimony and options papers on selected topics for clients, designed public information campaigns, monitored legislation and Congressional hearings for clients.

Wrote the training manual used for a national teach-in on nuclear war.

US Department of Health and Human Services, Washington DC**Senior Policy analyst****1978 to 1980**

Evaluated compliance with Civil Rights laws and regulations by hospitals and nursing homes for the Office of Civil Rights and also staffed the Senior Advisor to the Secretary on a wide range of policy issues.

National Commission on the Observance of International Women's Year, Washington DC**Senior Policy analyst****1975 to 1978**

Analyzed a wide range of policy issues affecting women's equality, wrote proposed legislation, many workshop guides published by the Government Printing Office, prepared all the official minutes of Commission meetings, and organized the film festival and workshops at the federally funded National Women's Conference in Houston, 1977. Contributed to the Commission's two final reports to the President and Congress.

PROFESSIONAL ACTIVITIES

Peer reviewer for numerous medical and policy journals including *Pediatrics*, *Value in Health*, *Health Care Financing Review*.

Elected as the first President of the Buffalo, NY chapter of the National Organization for Women (NOW).

First National Treasurer of the Women's Caucus of the American Political Science Association.

Founder of the Woman Studies Program, Cornell University and member of its initial Advisory Board.

Chairwoman of the Insurance Discrimination Taskforce, Montgomery county, MD chapter of NOW.

