



FACULTY BIOS



Douglas Burgoyne, PharmD

President
VRx Pharmacy Services

Douglas Burgoyne, Pharm.D., is President of VRx Pharmacy Services, a pharmacy and health care consulting firm based in Salt Lake City, Utah. Prior to joining VRx, he served as Chief Pharmacy Officer, Scrip World; Manager of Clinical Services, IHC Health Plans (now SelectHealth); and Director of Clinical Services, RxAmerica. In these roles, Doug's responsibilities have included management of traditional clinical functions, such as pharmacy disease management, P&T presentations, and development of prior authorization guidelines, employer and employee education programs, therapeutic conversion and generic substitution programs, as well as implementing corporate disease management initiatives. At AMCP, he has served in many volunteer leadership roles, including as 2012-2013 President.



Diana Brixner, RPh, PhD

Professor and Chair
University of Utah

Diana I. Brixner is a Professor and Chair of the Department of Pharmacotherapy at the University of Utah, College of Pharmacy in Salt Lake City, UT. She is also Executive Director of the Pharmacotherapy Outcomes Research Center, affiliated with the University of Utah Health Sciences Center, where she focuses on the design, conduct, training and communication of pharmaco-economic and outcomes research studies to demonstrate the value of pharmaceutical therapy. As of July 2012 she also serves as the Director of Outcomes for the University of Utah Program in Personalized Health Care.

Previous experience includes serving as Vice President of Health Care Management for Novartis Pharmaceuticals, as well as field liaison positions in managed care and outcomes for SmithKline Beecham, and biotechnology marketing and bench research at NeoRx in Seattle, Washington.

She has served as a President for the International Society of Pharmacoeconomics and Outcomes Research (ISPOR) recently completed a two-year term on the AMCP Board of Directors.

In 2011 Dr. Brixner served as a Visiting Professor in the Department of Public Health and Health Technology Assessment at UMIT - University for Health Sciences, Medical Informatics and Technology Eduard Wallnoefer Centre I in Hall i.T., Austria.



2ND ANNUAL
FMCP
Research Symposium



Mark Cziraky, BS Pharm, PharmD

**V.P. Industry Sponsored Research
HealthCore**

Mark J. Cziraky, PharmD, is Co-founder and Vice President of Industry Sponsored Research at HealthCore, a health services research organization. Using his more than 20 years of experience with clinical, health economic and outcomes research, Dr. Cziraky fulfills HealthCore's mission of providing information that lets health care decision-makers assess the real-world value of pharmaceutical products and medical devices.

Prior to starting HealthCore, Dr. Cziraky was an Assistant Professor of Clinical Pharmacy at The Philadelphia College of Pharmacy and Science. He has served on many national boards, including the Cardiology Expert Committee for the United States Pharmacopeia and as Co-Chair for the Workshop Review Committee for ISPOR 16th Annual International Meeting in 2011.

Dr. Cziraky is a member of the Board of Trustees for the Institution of Safe Medication Practice and the Board of Directors for the APhA Foundation. He holds adjunct faculty positions at The Philadelphia College of Pharmacy in The University of the Sciences in Philadelphia, and The University of Delaware School of Nursing where he teaches cardiovascular pharmacotherapy.



Maggie Gunter, PhD

**President and Executive Director
LCF Research**

Maggie Gunter, PhD, is a medical sociologist and health services researcher who is President and Executive Director of the LCF Research, a non-profit health research and innovation institute based in Albuquerque, NM. She has extensive experience in the development, implementation and evaluation of system changes and other interventions designed to improve the quality and cost-effectiveness of health care. Dr. Gunter was instrumental in the development of Lovelace Health Systems nationally recognized EPISODES OF CARE® disease management program.

Dr. Gunter has served since 1999 on the Governing Board of the HMO Research Network (HMORN), a consortium of 19 research organizations located in or affiliated with respected large integrated systems, including several Kaiser regions, Geisinger, Harvard-Pilgrim, HealthPartners (MN), Henry Ford Health System, and Lovelace Health System.

Since 2004, Dr. Gunter and her LCF IT team have led the New Mexico Health Information Collaborative (NMHIC), the designated statewide health information exchange network. She also served as Co-Project Lead for LCF's Nationwide Health Information Network Trial Implementation project (2007-2010).



Atheer A. Kaddis, PharmD

**Vice President, Managed Markets
Diplomat Specialty Pharmacy**

Atheer Kaddis received his Doctor of Pharmacy degree from Wayne State University in 1994. He is currently Senior Vice President Sales and Marketing with Diplomat Specialty Pharmacy and his responsibilities include business development, manufacturer contracting, sales, marketing, managed markets, and specialty infusion.

Dr. Kaddis began his career as a staff pharmacist at William Beaumont Hospital in Troy, Michigan and continued his hospital pharmacy experience as a Clinical Oncology Specialist at Grace Hospital in Detroit; he also worked in the community pharmacy setting. Dr. Kaddis joined Blue Cross Blue Shield of Michigan in 1997 as Clinical Program Manager dedicated to the Ford Motor Company account and also had Drug Information responsibilities.

Dr. Kaddis joined Merck-Medco (now Medco Health) in 2000 as Associate Director in Clinical Account Management. He returned to Blue Cross Blue Shield of Michigan as Director of Pharmacy Services Clinical with responsibilities including formulary development, clinical program development, utilization management programs, specialty pharmacy programs, and pay for performance programs.

Dr. Kaddis is a member of the Academy of Managed Care Pharmacy and Michigan Pharmacists Association.



Welton O'Neal, Jr., PharmD

**Vice President of Pharmacy Affairs & Executive Director of FMCP
Academy of Managed Care Pharmacy**

Welton O'Neal, Jr., PharmD is the current Vice President of Pharmacy Affairs for the Academy of Managed Care Pharmacy and the Executive Director of the Foundation of Managed Care Pharmacy. In this role he is responsible for the overseeing the areas of governance, pharmacy professional practice, business development and academia. Dr. O'Neal has over 29 years of experience in the health care industry. The majority of his experience has been in leadership positions in pharmaceutical companies (e.g. Bristol-Myers Squibb, Pharmacia, sanofi-aventis, Takeda) where he exercised business acumen and scientific expertise in overseeing specific parts of medical, regulatory, government and external affairs, drug information, phase IV clinical trials and interfaced extensively with cross-functional matrixed teams.

Dr. O'Neal obtained his Doctor of Pharmacy degree from the University of Kentucky (and 2-year post doc residency) and has Bachelor of Science degrees in both Biology and Pharmacy from Presbyterian College and the Medical University of South Carolina, respectively. He is currently an adjunct faculty member in the Dept of Pharmacology at Morehouse School of Medicine and serves on the Board of Trustees for Presbyterian College. Dr. O'Neal is also a member of the National Advisory Council to the Agency for Healthcare Research and Quality for the U.S. Department of Health and Human Services.



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Pete Penna, PharmD

**Partner
Formulary Resources**

Peter Penna, Pharm.D., is Co-founder and Partner of Formulary Resources, LLC, a Mercer Island, Wash.-based company that provides support to pharmaceutical manufacturers and managed care organizations for formulary related activities, including development of formulary submission dossiers for manufacturers, critique of dossiers already created, and preparation of formulary monographs for P&T Committees.

In addition, Penna is President of P. M. PENNA, LLC, which provides consultation to managed care organizations, pharmaceutical companies, publishers, pharmacy chains, schools of pharmacy, among others.

His previous work experience includes serving as Vice President, Managed Pharmacy at Cigna Healthcare; Director of Pharmacy Administration at Group Health Cooperative of Puget Sound; and Assistant Professor of Clinical Pharmacy at Washington State University. At AMCP, he has served in many leadership capacities, including as a Presidential officer, 1989-1992.



Edith A. Rosato, RPh, IOM

**Chief Executive Office
Academy of Managed Care Pharmacy**

Edith A. Rosato R.Ph., IOM, was appointed Chief Executive Officer of the Academy of Managed Care Pharmacy in October 2011. Rosato brings nearly 30 years of pharmacy and non-profit management experience to AMCP.

For the past 11 years she has held leadership positions at the National Association of Chain Drug Stores (NACDS), most recently serving as President of the NACDS Foundation and as Senior Vice President, Pharmacy Affairs. At NACDS, she also has served as Senior Vice President of Strategic Alliances and Development; Executive Director, Leadership Council; and Vice President, Pharmacy Affairs.

Prior to her time at the NACDS, she was Director of Customer Development, Healthcare Systems and National Accounts Manager for Wyeth-Ayerst Laboratories and Corporate Pharmaceutical Buyer for CVS, which is now CVS Caremark.

Rosato has served on the Boards of eight national organizations, including the American Foundation for Pharmaceutical Education. She received an Executive Healthcare Leadership Certification from Thunderbird Graduate School of International Management as well as her Institute for Organizational Management certification from the U.S. Chamber of Commerce.



Brian Sweet, B.S. Pharm., M.B.A.

**Executive Director, Healthcare Alliances
Astra Zeneca Pharmaceuticals**

Brian is focused on AstraZeneca's initiatives in real world evidence and comparative effectiveness research and collaborating with health plans, pharmacy benefit managers, and a variety of key business partners. In addition, he coordinates with managed markets customers on the development of performance-driven models, health improvement programs, value-based insurance designs, and evolving healthcare reform issues.

Brian is the former Chief Pharmacy Officer of WellPoint, Inc., a 34 million member Health Benefits Company located in Indianapolis, Indiana. Brian was responsible for overseeing all Clinical Pharmacy Services at WellPoint including leading the National Pharmacy and Therapeutics Committee, which uses integrated data analyses and total cost of care modeling to improve patient health outcomes. In addition, he oversaw the development of strategic pharmacy alliances with academia, government, health organizations, and pharmaceutical companies for the purpose of working together to promote the effective and appropriate use of drugs in the communities that WellPoint serves. Brian provided strategic leadership for establishing enterprise pharmacy programs as an integral part of the organization in developing corporate pharmacy policy and innovative pharmacy benefit designs. He was also responsible for influencing public policy by communicating with media, analysts, professional organizations, members and providers to provide: public policy, legislative, and media responses related to pharmacy coverage, benefits, medication management, the WellPoint Outcomes-Based Formulary application, and specialty pharmacy initiatives.



Suzanne J. Tschida, PharmD, BCPS

**Vice President, Specialty Benefit & Outcomes Strategy
OptumRx**

Suzanne Tschida received her B.S. in pharmacy from The University of Connecticut and her doctorate in pharmacy from The University of Minnesota. She completed a two-year Critical Care-Infectious Diseases residency and fellowship at Regions Hospital and is Board Certified in Pharmacotherapy. After the fellowship, she was a Clinical Pharmacy Manager at Regions Hospital and an adjunct faculty member at The University of Minnesota, precepting pharmacy students and providing a residency program. Her career path then led her to Specialty Pharmacy when she joined a large national Specialty Pharmacy/PBM as Director of Clinical Services, responsible for the development, management, and operations of the specialty clinical services provided by the company.

In January of 2007, Suzanne joined UnitedHealthcare Pharmacy and in 2010 joined OptumRx within UnitedHealth Group. Her responsibilities include building the strategy and programs for specialty medications in conjunction with UnitedHealthcare and Optum. This includes clinical and utilization management programs and outcomes reporting, management of policies relative to specialty products, network development, and the clinical, financial, and overall specialty trend performance.