



CBSA and Innosphere Ventures Workshop - Blueprint for Success: Clinical and Economic Strategies for Healthcare Start-ups

Colorado BioScience Association (CBSA) is proud to partner with Innosphere Ventures, a leading incubator with a 25-year track record of success supporting high-tech startups, on a new program designed for Colorado's early-stage life sciences companies, the CBSA and Innosphere Ventures Workshop: Strategizing Clinical Excellence.

The program is designed to help companies plan a sound reimbursement and economic strategy for successful commercialization of their new health innovations.

Presenters:



Amy Siegel – Co-Founder and CEO, S2N Health

Amy Siegel is the co-founder of S2N Health, a company providing AI-powered software and strategy services to medical technology companies. Since its founding in 2011, S2N Health has worked with >160 companies, bringing valuable insights to drive business growth. Amy's 25+ years of experience in the healthcare industry includes VP of Marketing roles at Aspect Medical (Covidien) and Seventh Sense Biosystems, and 10 years of strategy consulting with Health Advances and Monitor Company (Deloitte). Prior to her healthcare career, Amy was a policy analyst with the U.S. Export-Import Bank. Amy earned a B.A. from Tufts University and an MA from the Fletcher School of Law and Diplomacy following a Fulbright year (Germany). Amy is involved in several organizations as a mentor, advisor, and guest lecturer, including Harvard iLabs, UCLA, Columbia, BU, Tufts, U. Mass, Advamed, MassMEDIC, MedTech Innovator and German Accelerator.



Patty Telgener – President and CEO, Pinpoint Access Consultants

In the last eight years, Patty Curoe Telgener has founded two companies utilizing her unique background as a clinician, reimbursement specialist, and certified medical coder. She successfully exited the first, Canary Insights, with its sale to a competitor, and continues to run her current company, Pinpoint Access, providing specialized reimbursement consulting services to early-stage and large medical device, diagnostic, and pharmaceutical companies.

Over the years, Patty has guided more than a dozen companies and incubators through every aspect of product launch, from clinical studies and the FDA approval process to working with Medicare, Medicaid, and private insurers to be certain that doctors and patients can access those products and know they will be covered by insurance.

Clients and employers have included Alphabet, Boston Scientific, Echosens, Medtronic, Piramal Pharma, Policy Reporter, Senseonics, Verily, and multiple VC companies. She has worked directly with researchers, product development engineers, physicians, hospitals, and hundreds of payers to ensure coverage for novel and new technologies including continuous glucose monitoring, digital prescription therapeutics (DPT), and a variety of drug-delivery products that have helped millions of patients.

In her spare time, Patty has served as an advisor and consultant to multiple boards and organizations, representing patient, physician/provider, and industry concerns related to the development of new products. She currently serves as a speaker and advisor for several non-profit healthcare organizations, including the Association of Diabetes Care & Education Specialists (ADCES). She is a coding consultant to the ADCES and leads six to eight educational webinars a year for its 12,000 members.

Patty also serves as a member of the Reimbursement Working Group of the Medical Device Manufacturers Association (MDMA). She was previously an Advisory Board Member for Wolters Kluwer-Mediregs, a coding compliance software company; on the AvaMed Task Force, a healthcare services organization providing consulting, recruitment, and project-based services to the healthcare staffing industry; and an Advisory Board Member for the Colorado Institute for Drug Device and Diagnostic Development, a university incubator for drugs, therapies, and diagnostics.

Aside from her work and advisory roles, Patty is deeply committed to giving back to her community and volunteers with a wide variety of charities throughout the year. Among her current commitments, she is serving as a Court Appointed Special Advocate, providing a voice and support for children and youth in her area who are victims of abuse and/or neglect.

She holds an MBA in International Management and a bachelor's degree in Nursing.

Her future plans include accepting a corporate board position with an organization that can make the best use of her unique skillset, and continued advocacy on behalf of organizations working to bring new products and therapies to patients in need.



Diana Verrilli – Board Leader & C-Suite Officer, Boulder Community Health

Diana Verrilli is a transformational operations executive committed to improving healthcare accessibility for underserved and chronically ill populations. As an accomplished healthcare leader, Diana provides valuable insight and strategic guidance to drive operational excellence and fuel growth while optimizing patient

care.

Diana is trusted by C-suite leaders to solve complex healthcare issues, advise on key transactions and business development ventures, and structure high-impact programs and payment models that transform health practices. Diana unifies groups to gain consensus on important healthcare and business matters, as well as leverages alliances to secure support services and bolster programs.

Diana is also focused on rolling out groundbreaking tools to simplify the healthcare experience, expand self-help capabilities, and assist patients in navigating the nuances of the healthcare ecosystem.

Diana progressed through multiple divisions and senior-level roles at McKesson Corporation, from 2000 to 2023. Most recently, as SVP of Corporate Strategy & Business Development and SVP of Strategy & Practice Solutions, she developed an oncology practice model to improve patient care and provider engagement. She also created enterprise payer contracting strategies and practice transformation plans to support the future of McKesson's oncology practice.

As SVP of Payer & Practice Management Solutions, Diana led 150 staff managing 650+ contracts with \$3B+ in payer revenue and \$4B in GPO drug purchases. She also mitigated escalating cancer care costs by negotiating value-based contracts with major insurance providers, such as United Health Care and Humana, as well as a transformative agreement with Blue Cross Blue Shield of Minnesota. Prior, as VP of Corporate Strategy & Business Development, she played a role in the \$2.2B acquisition and integration of The US Oncology Network. Earlier, Diana was proud to develop and lead the Disease Management division, which was centered on underprivileged populations. After planning and creating a new product line, program participation improved 20% while achieving 45% CAGR.

Diana currently serves as a pivotal Board member for the Boulder Community Health Planning, Finance, and Compliance Committees, as well as its Quality & Patient Safety Council. In this capacity, she provides strategic guidance in the areas of business development, partner strategy, and M&As. Diana also enjoys mentoring young women as a Member of WBL, serves as a Professional Liaison for Greenhouse Scholars, and contributed to The US Oncology Network's National Policy Board as an Executive Committee Member.

Diana holds a master's degree in health policy and management from Harvard University and a bachelor's degree in economics from Smith College. She has co-authored 30+ articles and is a polished public speaker, previously delivering presentations at The National Comprehensive Cancer Network®, The US Oncology Network Annual Conference, and various pharmacy and therapeutics meetings.