



## **Bill Padula, PhD, MS, MSc**

Faculty Member, Medline Institute

William V. Padula, PhD, MS, MSc, is a Principal for Monument Analytics and a tenure-track Assistant Professor of Pharmaceutical & Health Economics at University of Southern California (USC). He is a Fellow at the Leonard D. Schaeffer Center for Health Policy & Economics, and also holds adjunct appointments at Johns Hopkins University in the School of Nursing and the Armstrong Institute for Patient Safety & Quality at Hopkins Medicine. Prior to joining USC, Dr. Padula was on faculty full-time at the Johns Hopkins Bloomberg School of Public Health, as well as a core member of the Hopkins Interdepartmental Program in Health Economics. In this ongoing capacity, he has been responsible for the design, execution and assessment of the health economic evaluation curriculum at both USC and Hopkins, and he also has experience in the instruction of economic evaluation around the world, including through the “Teaching Vaccine Economics Everywhere” (TVEE) program funded by the Bill & Melinda Gates Foundation. In this capacity, during the past 3-years, he has delivered vaccine HEOR curriculum in global settings including Switzerland, South Africa, Uganda, Ghana and India. He has also curated and delivered educational curriculum in HEOR for industry partners through Monument Analytics and The Armstrong Institute. In addition to this training experience, Dr. Padula has performed numerous health economic and pharmaco-economic studies (i.e. comparative effectiveness and cost-effectiveness research) about the value of improving the quality of medical care and diagnosis of debilitating acute and chronic conditions.

Dr. Padula is an NIH-funded researcher, and the recipient of a “mentored career development (K) award”. He is currently the Associate Editor of Value in Health, the world’s #1 health economics journal and #2 economics journal in terms of impact factor.

He serves the medical community in a number of important capacities, including President of the National Pressure Injury Advisory Panel (NPIAP). Previously, he completed a full term as Commissioner for the ANCC Magnet® Recognition Program. He has published over 100 scientific papers and book chapters. He has received a number of prestigious awards, including the AcademyHealth Outstanding Dissertation Award of 2017, the Young Investigator Award from the Society for Advancement in Wound Care (SAWC), and the Award for Excellence in HEOR Application from the International Society of PharmacoEconomics and Outcomes Research (ISPOR). He has had visiting professorships/fellowships at Oxford (UK), University of York (UK), and University of Technology Sydney (AUS).

Prior to beginning his career in academia and life science consulting, he completed a fellowship in health economics at The University of Chicago (Chicago, IL). He earned his PhD in Pharmaceutical Outcomes Research from University of Colorado (Aurora, CO), MSc in Analytics from The University of Chicago (Chicago, IL), MS in Health Policy from Dartmouth College (Hanover, NH), and BS in Chemical Engineering from Northwestern University (Evanston, IL).



## Lisa Petrilli

Sr. Director Strategic Marketing and Head of the Medline Institute; Certified Executive Coach

Lisa led and held full P&L responsibility for a \$750 million branded pharmaceutical and medication delivery business within Baxter Healthcare, while also leading global negotiations and contracting with the world's leading pharmaceutical companies in key markets.

She went on to hold such roles as Chief Relationship Officer for CEO Connection where she had 250 midmarket CEO clients, Chief Marketing & Operations Officer for a private company whose B2C products she took to the Academy Awards and Emmy Awards red carpet events, and Executive Leadership Coach for the Magnetic Leadership Program. Now back in the healthcare industry, she is Sr. Director of Strategic Marketing for Medline and Head of the Medline Institute.

### Education

- MBA—Marketing, International Business, and Organizational Behavior—Kellogg School of Management at Northwestern University
- BS (with Distinction)—Kelley School of Business at Indiana University

### Publishing

- Author, *The Introvert's Guide to Success in Business and Leadership*
- Co-Author, *The Character Based Leader*
- Visionary Leadership Blog
- Featured in the *New York Times*, *Wall Street Journal*, *Financial Times*, *Globe and Mail*, *Entrepreneur*, *Huffington Post* and *Inc. Magazine*, among others

### Speaking

- The Federal Reserve
- The United Nations
- The Naval Academy
- American Marketing Association
- Kellogg School of Management
- Indiana University Foundation, et al.

### Awards and honors

- Harvard Business Review Blogger
- #11 on Forbes' list of Top Chief Marketing Officers based on social influence
- Huffington Post's list of Top 100 People to Follow on Twitter
- Top 100 Leadership Blog
- Featured in the 10th Anniversary Edition of "The Power of Focus" by Jack Canfield

Lisa spoke at a United Nations Environmental Conference at the age of 26, and was invited back to the UN three additional times representing women's empowerment initiatives as a 'world transformer.' While awaiting a kidney transplant, Lisa was featured in the State of Illinois *Life Goes On* TV Campaign and served as a *Gift of Hope* educational speaker and ambassador.