

broadband health tech forum

Detroit, Michigan ■ October 28, 2015



The **Federal Communications Commission** regulates interstate and international communications by radio, television, wire, satellite and cable in all 50 states, the District of Columbia and U.S. territories. An independent U.S. government agency overseen by Congress, the Commission is the United States' primary authority for communications law, regulation and technological innovation in this space. Learn more at www.fcc.gov.

Connect2Health^{FCC} (C2HFCC) is a senior level, multi-disciplinary Task Force created by FCC Chairman Tom Wheeler to move the needle on broadband and advanced health care technologies. Recognizing that technology innovations in clinical practice and care delivery are poised to fundamentally change the face of health care, C2HFCC is charged with exploring the intersection of broadband, advanced technology and health. Connect2Health^{FCC} is essentially charting the broadband future of health care – serving as an umbrella for all FCC health-oriented activities to help enable a healthier America. Learn more at www.fcc.gov/health.

Wayne State University is a premier urban research institution offering more than 380 academic programs through 13 schools and colleges to more than 27,000 students. Learn more at <https://wayne.edu/>.

The **Integrative Biosciences Center** (IBio), a \$93 million facility dedicated to studying and eliminating the many health disparities that plague Detroit's residents. Metabolic disorders including diabetes and obesity — which disproportionately affect certain segments of the population — are among the major urban health issues researchers will focus on at IBio. Hypertension — the leading cause of America's leading cause of death, heart disease — affects African Americans at an alarmingly higher rate than other groups. Cardiovascular disease, specifically heart disease prevention, is another area of disparity that IBio research teams will focus on. Faculty with expertise in environmental science, bio and systems engineering, heart disease, diabetes, obesity, asthma, and biobehavioral health will work side by side at IBio. Situated in Midtown on a previously abandoned 2.7-acre city block, IBio spans from Cass to Woodward Avenue and features more than 200,000 square feet of lab and clinical space designed to foster a collaborative and flexible approach to research. IBio is strategically positioned near TechTown, Wayne State's business incubator, on the north side of campus. The university's ultimate vision for IBio is to move discoveries and technologies from the laboratory to the community. Learn more at <http://ibio.wayne.edu/>.

TechTown is Detroit's business innovation hub. As the city's most established business accelerator and incubator, we provide a powerful connection to a broad network of resources, catalyzing entire communities of entrepreneurs best poised to energize the local economy. As Detroit reinvents itself, so TechTown works to reinvent Detroit. Learn more at <http://techtowndetroit.org/>.

- During the Broadband Tech Forum, we encourage you to tweet using #C2HFCC.
- Public Wi-Fi is available.
- Follow us on Facebook at www.facebook.com/FCC and www.facebook.com/WayneStateMedSchool.
- You may submit questions to the session participants via Twitter (#C2HFCC) or email (livequestions@fcc.gov).



BROADBAND HEALTH TECH FORUM:

Leveraging the Power of Broadband to Address Disparities, Drive Health Innovation, and Spur Entrepreneurship

@ Integrative Biosciences Center, Wayne State University

9:00 a.m.

Introductions and Program Overview

*Doug Skrzyaniarz, MHA, Associate Vice President, Government Affairs and Adjunct Instructor,
Wayne State University School of Medicine*

Welcoming Remarks

*M. Roy Wilson, President, Wayne State University
Mignon Clyburn, Commissioner, Federal Communications Commission
Paul Riser, Managing Director, Technology-Based Entrepreneurship, TechTown Detroit*

9:15 a.m.

State of the City Presentations: Health Disparities and Broadband Connectivity

*David Rosenberg, MD, Professor & Chair, Department of Psychiatry & Behavioral Neurosciences;
Miriam L. Hamburger Endowed Chair of Child Psychiatry;
Psychiatrist in Chief, Wayne State University and the Detroit Medical Center
Marc Hudson, Co-Founder and Chief Executive Officer, Rocket Fiber LLC*

9:45 – 11:30 a.m.

EXECUTIVE SESSION

Broadband Connectivity: A New Social Determinant of Health

A thought-provoking discussion on broadband connectivity as a new or unrecognized social determinant of health. As our nation and the world move increasingly into the digital age, it has been said that “Information and communications technologies are transforming society and revolutionizing every facet of American life.” As a result, more and more of our lives are being lived “online,” while the ability to be online can significantly impact health outcomes. This session considers the strategic and practical implications of considering broadband connectivity as an unrecognized social determinant of health, the impact this foundation could have towards a goal of reducing and ultimately eliminating health and healthcare disparities.

Moderators:

*Commissioner Mignon Clyburn, Federal Communications Commission
Jamal Simmons, Co-Chair, Internet Innovation Alliance*

Panelists:

*Silas Buchanan, Chief Executive Officer, Institute for eHealth Equity
Chris Gibbons, MD, MPH, Chief Health Innovation Officer, Connect2Health^{FCC} Task Force, FCC
Adam Perzynski, PhD, Assistant Professor of Medicine, Center for Health Care Research and Policy, MetroHealth
and Case Western Reserve University*

Herbert Smitherman, Jr., MD, MPH, FACP, Assistant Dean of Community and Urban Health, and Associate Professor of Internal Medicine and the Karmanos Cancer Institute, Wayne State University School of Medicine; and President and CEO of Health Centers Detroit Foundation
Kimberlydawn Wisdom MD, MS, Senior Vice President of Community Health & Equity and Chief Wellness Officer, Henry Ford Health System; Chair, Gail and Lois Warden Endowment on Multicultural Health; Michigan's First Surgeon General

@ TechTown Detroit

1:00 p.m.

Introduction, Overview of Afternoon Program, Welcome Remarks

Paul Riser, Managing Director, Technology-Based Entrepreneurship, TechTown Detroit
Jill Ford, Special Advisor to Mayor Mike Duggan on Innovation and Entrepreneurship

1:20 p.m.

Fireside Chat with Commissioner Mignone Clyburn

Perspectives from Connected Health Innovators – Challenges and Lessons Learned



Priya Gogoi, Co-Founder and Vice President, Research and Strategy, DeNovo Sciences

DeNovo Sciences, Inc. is an innovator of cutting-edge products in the emerging liquid-biopsy field. Our goal is to transform cancer diagnostics by creating precise, accurate, and reliable tools for research and clinical diagnostics development.



James Mullen, President and Founder, Blood Monitoring Solutions, Inc.

Blood Monitoring Solutions has a system for tracking blood between the blood bank and transfusion. It empowers the blood bank to control the blood transport long after it has left the blood bank. We provide the statistics and reports needed to increase efficiency and reduce wastage.



Thomas Shehab, Principal, Arboretum Ventures

Arboretum Ventures is a venture capital firm specializing in the healthcare sector. Founded in 2002, the firm manages \$450 million in capital and has invested in more than 35 companies. Headquartered in Ann Arbor, Arboretum invests throughout the United States, but with a preference for Midwest opportunities. Our team targets capital efficient companies that can meaningfully reduce healthcare costs in our areas of expertise: devices, diagnostics, services, and IT.

2:00 p.m.

LIGHTNING ROUND: 20 Questions with Detroit Health and Tech Experts

This discussion with experts and senior leaders focuses on 20 key questions about how to accelerate innovation, entrepreneurship, and adoption of broadband-enabled health technologies. Some of the most important and compelling issues for discussion include:

- Is Detroit being positioned as the Midwest's New Health Technology Hub – Detroit 2.0 or Unfair Expectations? Broadband can play an instrumental role and Detroit needs to position itself as the place where technology meets the future economy. Like the railroads of the past did for building wealth in cities across the country, robust broadband infrastructure can be that platform to help cities emerge as the champions of commerce and industry.

- How can the challenges of literacy rates in urban cities and technology adoption (particularly within the elderly population) rates be overcome? How can this be impacted by robust broadband IT - as a precursor to delivery of quality health care services.
- How can the power and pervasiveness of social media be used and leveraged to help increase the awareness and inform population health?
- Confusion caused by choice: Urban policies across sectors (from transportation, to food policy, to community development, to health care, among others) can influence the health of millions . . . but how does the increasing amount of available data and new analytical tools provide exciting opportunities to characterize the health of cities, understand key drivers and generate evidence for action?
- Improved residential broadband for Detroiters can deliver improved telework situations, access to education, and more digital entrepreneurship. But how does this translate to measurable health care improvements and impact?
- How do we ensure and facilitate a more diverse and inclusive pool of innovators and entrepreneurs to better ensure that future medical devices are sufficiently designed to meet the needs of the medically underserved?

Moderators:

James Beasley, Manager at Information Systems Resources; Past Chairman of the Detroit Cable Commission
Paul Riser, Managing Director, Technology-Based Entrepreneurship, TechTown Detroit

Panelists:

Monique Butler, MD, Chief Medical Officer, Detroit Medical Center Sinai-Grace Hospital
Loretta V. Bush, MSA, President and Chief Executive Officer, Institute for Population Health
Eric Frederick, Executive Director, Connect Michigan
Mark Hudson, Co-Founder and Chief Executive Officer, Rocket Fiber LLC
Pamela Lewis, Senior Program Officer, New Economy Initiative
Patrick Gossman, Deputy Chief Information Officer, Community, Research and Special Projects,
 Wayne State University

2:55-3:00 p.m.

Closing and Wrap-Up

Participant Bios



Commissioner Mignon Clyburn
Federal Communications Commission

Mignon L. Clyburn served as Acting Chairwoman of the Federal Communications Commission, following her appointment by President Barack Obama on May 20, 2013. As Commissioner, she is serving a second term as a Democrat on the Commission, for which she was sworn in on February 19, 2013 following her re-nomination by the President and confirmation by the United States Senate. Clyburn began her service at the FCC in August, 2009, after spending 11 years as a member of the sixth district on the Public Service Commission (PSC) of South Carolina. She served as its chair from July 2002 through June 2004. Prior to her service on the PSC, Clyburn was the publisher and general manager of The Coastal Times, a Charleston-based weekly newspaper that focused primarily on issues affecting the African American community. She co-owned and operated the family founded newspaper for 14 years. A longtime champion of consumers and a defender of the public interest, Commissioner Clyburn considers every Commission proceeding with an eye toward how it will affect each and every American. She is a strong advocate for enhanced accessibility in communications for disabled citizens, and works closely with representative groups for the deaf and hard of hearing. She has fought to promote strong competition across all communications platforms, believing that the more robust and competitive the marketplace, the less need there is for regulation. However, when the market is not adequately addressing consumer concerns, Clyburn is an outspoken champion for smart, targeted regulatory action. She has pushed for media ownership rules that reflect the demographics of America, affordable universal telephone and high-speed internet access, greater broadband deployment and adoption throughout the nation, and transparency in regulation. Commissioner Clyburn is a member of the Federal-State Joint Board on Universal Service, Federal-State Joint Board on Separations, and the Federal-State Joint Conference on Advanced Services, all of which she chaired for three years during her first term at the FCC. Clyburn is a graduate of the University of South Carolina, and holds a Bachelor of Science degree in Banking, Finance and Economics.



Dr. M. Roy Wilson
President, Wayne State University

Dr. M. Roy Wilson became the 12th president of Wayne State University on August 1, 2013. Prior to joining Wayne State, President Wilson served as deputy director for strategic scientific planning and program coordination at the National Institute on Minority Health and Health Disparities of the National Institutes of Health. Previously, he was dean of the School of Medicine and vice president for health sciences at Creighton University, president of the Texas Tech University Health Sciences Center, and concurrently, chancellor of the University of Colorado Denver and chair of the Board of Directors of University of Colorado Hospital. President Wilson also chaired the Board of Directors of the Charles R. Drew University of Medicine and Science and was acting president during part of that time. President Wilson's research has focused on glaucoma and blindness in populations from the Caribbean to West Africa. He is a member of the Institute of Medicine of the National Academics. President Wilson received his undergraduate degree from Allegheny College, an M.S. in epidemiology from the University of California, Los Angeles, and an M.D. from Harvard Medical School.



Paul Riser, Jr.
Managing Director, Technology-Based Entrepreneurship
TechTown Detroit

Paul Riser, Jr. serves as managing director of technology-based entrepreneurship at TechTown Detroit. In this capacity, he guides the design, execution and ongoing management of the nonprofit's technology programming: acceleration, proof of concept, university and health care system commercialization, and incubation. Riser is an entrepreneur, chief technologist, information officer and systems engineer with more than 17 years of professional experience working with start-up firms to global enterprises in the areas of IT systems administration, systems architecture, technology integration, technical pre-sales support and medical device development. Prior to joining TechTown Riser served as chief technology and information officer for Innovative Health Technologies, a Detroit biotech startup developing health care solutions in

the form of regenerative, biomimetic medical devices. Riser is also the president and CEO of the Riser Group, a Northville-based IT and business development consulting firm. In addition, Riser is a founding member of the Legacy Associates Foundation, board member and equity partner of B.L.A.C. Magazine, and board member of the New Detroit Coalition and the Detroit Youth Connection.



James J. Beasley Jr.
Former Chairman, Detroit Cable Communications Commission

James J. Beasley Jr. is a proud native Detroit Public School, a graduate of Northwestern High School, and subsequently Eastern Michigan University with a Bachelor in Business Administration. He has leveraged his accumulated technology skills developed by working as Account Manager for IBM, Hewlett Packard, Xerox, Sun Microsystems, Blackboard and BELL (Building Educated Leaders for Life). Mr. Beasley was appointed to two terms as a member of the Detroit Cable Communications Commission (DCCC) by Mayor Dennis W. Archer. He served as Chairman of the Cable Commission for 5 of his 6 year term. During his term he oversaw the rebuild of the Cable Franchise from Don Barden to Comcast during the .com boom. Among his team’s accomplishments are the negotiated rate settlement agreement with Comcast resulting in \$5,000,000.00 refunds to the citizens of the City of Detroit for non-compliance of customer service standards and rate regulation issues. Additionally, Mr. Beasley also served as a member of the Cable Franchise Renegotiation team and the Personnel Committee of the DCCC. The greatest benefit to the Detroit community was the implementation of the Public, Educational, and Governmental access channels (PEG), the weekly news 10 broadcast, and GED programming. Mr. Beasley currently serves as Business Development Manager for Michigan based Information Systems Resources an Information Technology Asset Disposition company. James passion is to develop strategies to eliminate the Digital Divide which contributes to the Achievement, Education, and Income Gap that challenges underserved Urban Communities.



Silas Buchanan
Co-Founder and Chief Executive Officer
Institute for eHealth Equity

Silas Buchanan is a passionate leader dedicated to building partnerships and crafting solutions that leverage Health Information Technology (HIT) to improve health outcomes and reduce health disparities. He is responsible for defining the Institute’s strategy for educating rural and underserved communities and communities of color about the benefits of adopting and utilizing Health Information Technology (HIT). He works closely with public and private stakeholders to identify actionable ehealth equity improvement opportunities that also support sustainable broadband adoption and digital inclusion efforts for underserved populations. Mr. Buchanan has a strong background in building collectively beneficial coalitions amongst seemingly disparate organizations. He is effective at cultivating new markets and defining value propositions for public/private stakeholders around those markets. Mr. Buchanan brings specific expertise in; Brand Marketing, Audience/Circulation Growth, Product Development, Business Planning, Resource Planning, Content Development, Programming and Product Delivery. Mr. Buchanan has testified before the HHS, HIT Policy Committee, Meaningful Use Workgroup. He was selected as member of the National Quality Forum (NQF) Field Testing Group, the White House Summit to Achieve eHealth Equity, selected as a “super leader” for the RWJF Leadership Network, he was selected as Co-Chair of the Awareness Committee for Region V of The HHS National Partnership for Action to End Health Disparities. Inaugural member of the National eHealth Collaborative Consumer Committee and is a member of the Ohio Patient-Centered Primary Care Collaborative and Ohio Statewide Health Disparities Collaborative.



Monique Butler
Chief Medical Officer, Sinai-Grace Hospital and Detroit Medical Center

Monique Butler, M.D., a Board-Certified Internist, is the Chief Medical Officer at Sinai-Grace Hospital / Detroit Medical Center/ Tenet Health. Dr. Butler was previously the Regional Medical Director for Fidelis SecureHome, a Medicare Advantage Insurance Plan. Prior to that role she was the Medical Director of Corporate Health and Wellness Promotions and Chief Medical Information Officer for DMC Harper University and Hutzel Women’s Hospitals. A native of Inkster, Michigan, Dr. Butler completed undergraduate studies in Movement Science & Kinesiology from the University of Michigan, Ann Arbor. She worked for four years in corporate America as a Wellness Specialist at Detroit Diesel Corporation before completing medical school at Wayne State University School of Medicine. As a fourth-year

medical student, Butler completed the Visiting Clerkship Exchange Program at Harvard Medical School and Massachusetts General Hospital. Dr. Butler received residency training at the Detroit Medical Center where she was Chief Medical Resident of Internal Medicine, and President of the Resident Council at Sinai-Grace Hospital. In addition to the many administrative roles that Dr. Butler has, she also takes care of hospitalized patients at DMC Sinai-Grace Hospital. She also holds a Clinical Assistant Professorship appointment at Michigan State University's College of Osteopathic Medicine. Dr. Butler's research experience include dyslipidemia associated with anti-retroviral treatment for HIV in African-American patients at Sinai-Grace Hospital; hypertension and dyslipidemia studies with the Center for Urban and African-American Health (CUAAH) Wayne State University School of Medicine; The Living Healthy Project: Controlling your Blood Pressure, WSU School of Nursing; and Promoting Effective Recovery from Labor (PERL) project with the University of Michigan Medical Center. Most recently Butler is the lead investigator / advisor with the Greater Detroit Area Health Council Cardiac Prevention Exercise project. Dr. Butler sits on many boards including the Advisory Board of the American Heart Association Metro Detroit Chapter, the Benjamin Carson High School of Science and Medicine, and BLAC magazine. She is a member of the American College of Physicians, the American College of Physician Executives, the American Medical Association, the Detroit Medical Society, the National Wellness Association and the Wayne State University School of Medicine and University of Michigan alumni associations. As co-founder of the Young Doctors of Detroit Program, Dr. Butler enjoys mentoring and providing resources to assist young future doctors with completion of their goal, which is a very worth-while investment.



Loretta V. Davis, MSA
President & Chief Executive Officer, Institute for Population Health

Ms. Davis currently serves as the founding President and CEO of IPH overseeing the provision of population health services. Under her leadership, IPH has increased the numbers of eligible residents who take part in community health programs; made achieving customer service excellent a top priority; streamlined purchasing and human resources; and minimized the impact of “red tape” of issues associated with the administration of federal and state grants. As a thought leader she is actively involved in the Health in All Policies Movement and addressing the social determinants of health. She also finds time to offer her substantial knowledge and experience, as a board member or officer, to numerous non-profit organizations that address community health issues. A few of these have included the Western Wayne Family Health Center; Detroit Wayne County Health Authority; and Wayne County Health Choice. Ms. Davis is the recipient of numerous awards and recognitions, such as the Outstanding Innovative Leader-AIDS/HIV Education; Spirit of Giving Award; Otis Doughty Award, among others. She holds a Bachelor of Arts degree in sociology from the University of Michigan and earned a Master of Science in Health Service Administration from Central Michigan University.



Jill Ford
Special Advisor to Mayor Duggan, City of Detroit

As Mayor Duggan's Special Advisor, Jill Ford heads the City of Detroit's innovation and entrepreneurship initiatives. Jill chose to come to Detroit from the San Francisco Bay Area, where as an Angel Investor and Advisor she transformed emerging businesses using strategies forged in mobile gaming. Ms. Ford brings a wealth of global leadership in mobile and games, including heading Disney Mobile's worldwide distribution to mobile manufacturers and running Motorola's global games usage. A global citizen, she ran a company in Ghana that discovered, developed, and funded new entrepreneurs and she has traveled to more than 15 countries. Jill combines a Wharton MBA in Finance and Entrepreneurial Management with a Bachelor's degree in Computer Science from Harvard University.



Eric Frederick, AICP, LEED AP
Executive Director, Connect Michigan

Eric Frederick is the Vice President for Community Affairs at Connected Nation and Connect Michigan. He joined the Connected Nation team in July 2011. Since that time, he has built and led a nationally recognized team that has produced the nation's first Certified Connected Community. He has developed relationships with statewide, national, and international groups that are partnering with Connected Nation to solve problems of connectivity, and to bolster the value of internet connections. Mr. Frederick works with communities and stakeholders across geographies and sectors to accelerate the expansion of broadband access, adoption, and use for improved community and economic development. Additionally, he leads the efforts of Connect Michigan providing opportunities for continued implementation of Connected Nation's Connected Community Engagement Program. Prior to joining Connected Nation, Mr. Frederick worked for LSL Planning, Inc. as a Project Planner. He is a member of the American Institute of Certified Planners and a Leadership in Energy and Environmental Design Accredited Professional with the United States Green Building Council. He holds a Masters of Urban and Regional Planning from Michigan State University and a Bachelor of Science degree with a Major in Planning and a Minor in Geographic Information Systems from Northern Michigan University. Currently, Mr. Frederick is pursuing a Ph.D. in Planning, Design, and Construction with a focus on information and communications technology and the global knowledge economy from Michigan State University. Additionally, he is an advisor to the Digital Malaysia Directorate in Cyberjaya, Malaysia and a Fellow at the Prima Civitas Foundation.



M. Chris Gibbons, MD, MPH
Chief Health Innovation Officer, Connect2HealthFCC Task Force

Dr. Gibbons is the Chief Health Innovation Officer of the Connect2Health Task Force, at the Federal Communications Commission. He is a Physician Entrepreneur, Health Innovator and Academic Physician with expertise in, Consumer Health Informatics, Health IT Usability, Minority Health, and Health Disparities. Prior to this current position Dr. Gibbons was an Associate Director of the Johns Hopkins Urban Health Institute, and an Assistant Professor of Medicine, Public Health and Health Informatics at Johns Hopkins University. He is a published authority and international speaker. Dr. Gibbons obtained his medical degree from the University of Alabama and then pursued training in Preventive Medicine, General Surgery and molecular neurooncology basic research at Johns Hopkins. Dr. Gibbons also earned a Master of Public Health degree focusing in health promotion among urban and disadvantaged populations from Johns Hopkins.



Priya Gogoi
Vice President, Research and Strategy, DeNovo Sciences

Priya Gogoi is currently the VP of Research and Strategy at DeNovo Sciences, a company she co-founded in 2010. DeNovo Sciences, Inc. is an innovator of cutting-edge products in the emerging liquid-biopsy field. The company's goal is to transform cancer diagnostics by creating precise, accurate, and reliable tools for research and clinical diagnostics development. For many metastatic and recurrent cancers, such as lung and prostate, procuring repeat biopsy samples is extremely challenging. Liquid biopsy is a less invasive alternative especially in cases where patient monitoring is critical to therapeutic decision making. Prior to co-founding DeNovo Sciences, Ms. Gogoi worked at Esperion Therapeutics under the guidance of Dr. Roger Newton. At Esperion, she gained valuable start up experience which she used to create DeNovo Sciences from scratch. She was instrumental in getting the DeNovo team together, instilling a can-do attitude and strategizing its unconventional de novo ways to achieve unexpected great results such as winning the GLEQ "Best New Business Idea" competition within less than a year of starting the company. The Company went to also win the \$500,000 Grand Prize of the Accelerate Michigan Innovation Competition in 2011. Currently, the company is taking its product through the appropriate regulatory channels for clinical adoption worldwide, including FDA 510K clearance. Ms. Gogoi holds a Master of Science degree in cell and molecular biology from Eastern Michigan University and a Bachelor of Science degree in zoology from Cotton College, Guwahati (India). Throughout her academic career, she has been a valedictorian in her class be it high school, under-graduate or graduate school. She is the recipient of the prestigious Prime Minister of India's meritorious award for being one of the top 10 meritorious students in India in the year 2000.



Patrick J. Gossman, PhD
Deputy Chief Information Officer, Community, Research and Special Projects
Wayne State University

Patrick is currently Deputy CIO for Wayne State University, headquartered in Detroit, MI. In this role, he serves as a liaison and catalyst between central IT, university researchers and the business community with an emphasis on high performance computing, advanced networks and big data. He also serves as Executive Director of the Community Telecommunications Network (CTN) which manages the EBS licenses and associated services for its six member institutions -- WSU, Detroit Public Schools, Detroit Public Television and the intermediate school districts of Wayne, Oakland and Macomb counties. CTN is a not-for-profit 501 c. (3) organization. It provides grants for basic access to the Internet and for innovative use of technology to improve education, health, and public safety. CTN was a key donor and member of a Detroit consortium which aggregated \$5 million in grants and in-kind contributions to train more than 6,500 low-income residents and help them get free or low-cost computers and Internet access. CTN continues to seek ways and partnerships to bridge the digital divide. Patrick has 40 years of experience in computing and networking going back to the days of mainframe computers and timesharing sales. His work in ITFS (now EBS) spectrum began in 1989 and led to his role as chair of the National ITFS Association from 1999 to 2007, a time of tremendous development and change in technology and FCC regulations. He continues to serve on the board of directors for what is now the National EBS Association. He holds a doctorate in Psychology with minors in Computer Science, Statistics and Measurement.



Marc Hudson
Co-Founder and Chief Executive Officer, Rocket Fiber LLC

Marc Hudson is Co-founder and Chief Executive Officer of Rocket Fiber, a game-changing Detroit-based company launching a high-speed Internet service that's up to 100 times faster than the current residential average. Rocket Fiber is going to put Detroit among only a handful of cities in the country with this type of Internet. Prior to Rocket Fiber, Mr. Hudson was a User Interface Engineer with Quicken Loans where he designed and built software that managed complex data sets used by the Capital Markets team. During his time at Quicken Loans, he along with his partners Edi Demaj and Randy Foster, co-founded what would eventually become Rocket Fiber within the Quicken Loans innovation program known as Bullet Time. Before joining the Quicken Loans and the Rock Ventures Family of Companies in August 2012, Mr. Hudson was the co-founder of several tech startups including LandscapingScene.com, Hudson Digital, and CareChat. He is also a member of the startup community space Bamboo Detroit. Mr. Hudson earned a Bachelor of Science degree in Media and Communication Technology and a Certificate in Landscape Design and Construction, both from Michigan State University. He currently lives in Midtown Detroit.



Pamela D. Lewis
Senior Program Officer, New Economy Initiative (NEI) for Southeast Michigan

Pam Lewis takes process thinking, continuous improvement and project management skills acquired from over fifteen years in the utility industry and translates them to strategic grantmaking of innovation and entrepreneurship programs which have positively impacted economic conditions in Southeast Michigan and the city of Detroit. She is a key member of the New Economy Initiative (NEI) team, responsible for overall project management, budget and grant administration, evaluation and reporting of over \$90 million in grant awards. She works closest with organizations involved in technology commercialization, providing technical assistance to high-tech and high-growth entrepreneurs, and those providing early stage capital. She has also worked closely city of Detroit leaders and national experts such as Brookings and Aspen Institutes in outlining the potential of a growing Innovation District in Detroit's Woodward corridor. NEI is a \$140 million philanthropic partnership dedicated to making thousands of ideas become southeast Michigan's next economic engine. NEI conducts targeted grantmaking to promote a successful entrepreneurial eco-system that serves businesses from grassroots to high-tech, increase commercialization of intellectual property in southeast Michigan, and stimulates business starts and growth through

challenges and promotion. Since 2009, NEI grantees have helped to launch over 1,200 businesses and helped to grow countless existing businesses, which has resulted in the creation of thousands of jobs and millions of additional investment to the Southeast Michigan region. More importantly, NEI has used its granting power to build networks and programming that works in concert with many others who are returning the city of Detroit to an inclusive culture of innovation and entrepreneurship. Prior to NEI and after years in the corporate world, Pam spent time at NextEnergy Center in Detroit, managing statewide entrepreneurial and supplier diversification programs, as well as time with the Kauffman Foundation. Pam Lewis is an alumnus of Michigan State University where she earned a Bachelor of Science from the College of Engineering. She also has an MBA from Spring Arbor University. She resides in Metropolitan Detroit.



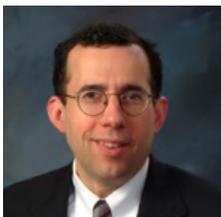
James Mullen
President and Founder, Blood Monitoring Solutions, Inc.

After Graduating from Vanderbilt University as a mechanical engineer, Mr. Mullen licensed intellectual property from their technology transfer office and founded Blood Monitoring Solutions to reduce blood wastage and facilitate FDA compliance within hospital blood banks. Blood Monitoring Solutions incorporated in Memphis, TN, and was a profile company of the ZeroTo510 Medical Device Accelerator. Mr. Mullen also worked with TechTown and GRCurrent to open customer feedback discussions with Michigan Hospitals.



Adam Perzynski, PhD
Assistant Professor of Medicine, Center for Health Care Research and Policy,
MetroHealth and Case Western Reserve University

Dr. Perzynski is Assistant Professor of Medicine in the Center for Health Care Research and Policy at MetroHealth and Case Western Reserve University. He is also Director of the newly founded Patient Centered Media Lab. His doctoral degree is in sociology and his current research interests include: novel strategies to eliminate health disparities, outcomes measurement over the life course and mixed methods research. His methodologic expertise spans the continuum from focus groups and ethnography to psychometrics and structural equation modelling. He routinely shares this expertise locally in undergraduate and graduate courses and nationally at scientific meetings. His publications span many disciplines and stand out against the backdrop of a career long effort to infuse the study of biomedical scientific problems with the knowledge, theories and methods of social science.



David Rosenberg, MD
Professor and Chair, Department of Psychiatry & Behavioral Neurosciences;
Miriam L. Hamburger Endowed Chair of Child Psychiatry;
Psychiatrist in Chief, Wayne State University and the Detroit Medical Center

David Rosenberg, M.D., is Chair of the Department of Psychiatry and Behavioral Neurosciences. The Miriam L. Hamburger Endowed Chair of Child Psychiatry and professor of Psychiatry, Dr. Rosenberg is a 15-year veteran of the School of Medicine faculty and the department. Dr. Rosenberg also serves as the chief of Child Psychiatry and Psychology for the WSU School of Medicine and director of Child and Adolescent Neuropsychiatric Research at Children's Hospital of Michigan. He is the director of the Obsessive Compulsive Disorder Clinical Research Program and the Child and Adolescent Research Division, as well as medical director for Behavioral Health Research and Development for Children's Hospital of Michigan. He received his medical degree from the University of Michigan in 1988, followed by an internship and residency in general psychiatry at the University of Pittsburgh Medical Center, Western Psychiatric Institute and Clinic. He completed a fellowship in Child Psychiatry as well as a National Institute of Mental Health research fellowship at the University of Pittsburgh Medical Center's Western Psychiatric Institute and Clinic, and the University of Pittsburgh Medical Center's Department of Psychiatry, respectively. A strongly funded and widely published researcher, Dr. Rosenberg is often sought out by the national media as an expert on issues of child psychiatry. He wrote the first ever textbook on pediatric psychopharmacology, "Textbook of Pharmacotherapy for Childhood and Adolescent Psychiatric Disorders," now in its third edition.



Tom Shehab, MD
Principal, Arboretum Ventures

Tom Shehab, M.D., joined Arboretum Ventures in 2014 as a Principal. Previously, Tom served as a member of Arboretum’s Technical Advisory Board and as a board member of ArborMetrix, an Arboretum portfolio company. In his current role, Tom draws upon his clinical and healthcare administration expertise to evaluate new potential investments and provide strategic support to Arboretum’s portfolio companies. Prior to joining Arboretum, Tom spent 12 years as a practicing physician specializing in gastroenterology. He was involved in a number of entrepreneurial healthcare-related ventures and held multiple physician-executive roles. Most recently, Tom served as Chief of Staff for more than 1,000 physicians at St. Joseph Mercy Hospital in Ann Arbor and as the Chair of Medicine for Integrated Health Associates (IHA), a multi-specialty group consisting of 300+ providers. Under Tom’s leadership at IHA, the Department of Internal Medicine doubled revenue and grew from 40 to 150 providers in a two year period. Tom earned an M.D. from Wayne State University, performed his residency and fellowship training at the University of Michigan Medical Center, and earned his Master’s in Medical Management from the Heinz School of Management at Carnegie Mellon University.



Jamal Simmons
Co-Chair, Internet Innovations Alliance

Jamal Simmons has spent two decades at the nexus between politics and media and now technology. He is the co-chairman of the Internet Innovation Alliance, which advocates for public policies that expand access to broadband Internet; and a Co-Founder of CRVIII (crate), Inc. CRVIII is a digital platform that connects Millennial tech innovators, entrepreneurs and artists. He helped elect Bill Clinton and Barack Obama to the presidency and has advised public and private sector leaders on communications issues. Jamal was the lead interviewer for *The Root 100* miniseries (2013) on Magic Johnson’s *Aspire* TV network; a political analyst for CBS News in 2010; and a fixture on CNN during the 2008 Presidential campaign. He still appears on CNN and MSNBC and advises communications clients at the Raben Group, a Washington, DC public affairs firm. Jamal is an honorary board member of the Rosa Parks Scholarship Foundation and holds degrees from Morehouse College and Harvard University.



Doug Skrzyniarz
Associate Vice President, Government Affairs and Adjunct Instructor
Wayne State University School of Medicine

Doug Skrzyniarz is the associate vice president of Government Affairs for the Wayne State University School of Medicine and the Wayne State University Physician Group. He was hired by the School of Medicine in 2006 to manage the \$165 million capital campaign for research funding and infrastructure, including the new Mazurek Medical Education Commons. In 2008, he took on a senior administrative role for the school, managing various areas of external affairs, including health policy, government relations and regulatory affairs. Skrzyniarz has worked in health care for more than 10 years in senior administrative roles. He is an elected member of the Association of American Medical Colleges’ Government Affairs Steering Committee and has become a statewide leader on reducing infant mortality and premature birth by serving on the state of Michigan’s Infant Mortality Steering Committee. Skrzyniarz works extensively with graduate medical education issues, medicaid health policy and mental health issues. He was recently appointed to the faculty as an adjunct instructor and teaches a class to medical students on health policy and politics. Skrzyniarz has spent nearly 20 years interacting with local, state and federal governments. Doug currently serves as the Mayor Pro Tem of the city of Sterling Heights. He has held legislative staff positions in all levels of government, including the U.S. Congress, the New York State Senate and the Michigan Legislature. He has worked on issues ranging from health care to higher education, and has worked for U.S. Sen. Carl Levin; U.S. Reps. David Bonior, Mark Schauer and Gary Peters; and Gov. James Blanchard. Skrzyniarz was elected to the Sterling Heights City Council in 2013 and is a past recipient of the Crain’s Detroit Business “40 Under 40” award. Skrzyniarz has always been an involved member of

the community. He was appointed by the Sterling Heights City Council to serve on the Corridor Improvement Authority to help spur economic growth in the city. He has served on the board of directors of the Anton Art Center, Orchards Children's Services and the Piast Institute, and was heavily involved in the VIP mentoring program. He also served as director of the Mount Clemens General Hospital foundation, leading the campaign to build the Ted B. Wahby Cancer Center. He received his bachelor's degree in Political Theory and International Relations from the James Madison College at Michigan State University, and a master's degree in Political Science from Wayne State University. He was a fellow in the Michigan Political Leadership Program at Michigan State University. He recently graduated from University of Michigan's School of Public Health with a master's degree in Health Services Administration.



Dr. Herbert Smitherman, Jr., MD, MPH, FACP
Assistant Dean of Community and Urban Health, and Associate Professor of Internal Medicine at the Karmanos Cancer Institute, Wayne State University School of Medicine

Dr. Smitherman Jr. is Assistant Dean of Community and Urban Health, and Assistant Professor of Internal Medicine at the Karmanos Cancer Institute. He is also President and CEO of Health Centers Detroit Foundation, a Federally Qualified Health Center Look-Alike in the city of Detroit. His research and expertise focus primarily on creating sustainable systems of care for urban communities, for which he has received more than \$10 million in grant funding to study. Dr. Smitherman has spent the past twenty-one years working with diverse communities in Detroit to develop urban-based primary-care delivery systems that integrate the health, social goals and concerns of the community. Dr. Smitherman recently co-authored and released a book, "Taking Care of the Uninsured: A Path to Reform."



Kimberlydawn Wisdom, MD, MS
Senior Vice President of Community Health & Equity and Chief Wellness and Diversity Officer at Henry Ford Health System

Kimberlydawn Wisdom, MD, MS is the Senior Vice President of Community Health & Equity and Chief Wellness and Diversity Officer at Henry Ford Health System. She is a board-certified Emergency Medicine physician, the Chair of the Gail and Lois Warden Endowment on Multicultural Health, and Michigan's and the nation's First State-level Surgeon General. In 2012 she was appointed by President Obama to serve on the Advisory Group on Prevention, Health Promotion and Integrative and Public Health. Since 1987 she has been on the faculty of University of Michigan (UM) Medical School's Department of Medical Education and adjunct professor in the UM School of Public Health. Dr. Wisdom focuses on health disparities/health care equity, infant mortality/maternal and child health, chronic disease, unintended pregnancy, physical inactivity, unhealthy eating habits, and tobacco use. She has worked collaboratively with school districts, faith-based organizations and the business community. Dr. Wisdom provides strong leadership in community benefit/population health, and improving the health of those disproportionately affected by poor health outcomes. She founded the award-winning African American Initiative for Male Health Improvement (AIM – HI) and most recently, the Women Inspired Neighborhood (WIN) Network which aims to improve access to healthcare and reduce infant mortality in neighborhoods in Detroit. Since 2008, she has chaired the Detroit Infant Mortality Reduction Task Force. In 2007, she founded a youth leadership development effort – Generation With Promise (GWP) – designed to equip youth to drive policy, environmental and behavioral change in their school and community. GWP youth were featured on the cover of Modern Healthcare in June 2014. Dr. Wisdom is the recipient of numerous awards, has authored several peer-reviewed publications and book chapters and appeared on national television, including ABC's Nightline, and has presented to audiences across the country and internationally.

