



## Geriatric Care Partner Summit Participant & Resource List

Leawood, Kansas

### **Ascend Integrated Media, LLC**

Eric Jacobson  
Vice President of Media Development

### **Ascend Integrated Media, LLC**

Rhonda Wickham  
Vice President of Content

### **Boehringer Ingelheim Pharmaceuticals, Inc.**

Alana Clemens  
Associate Director, Patient Advocacy & Professional Relations

### **Bristol-Myers Squibb Company**

Laura Seplavy, MS  
Director, CV Advocacy

### **GlaxoSmithKline**

Thais McNeal  
Director, National Advocacy & Alliance Development

### **Novo Nordisk Inc.**

Brooke Hollands  
Executive Director, Medical Strategy & Operations

### **Pfizer Inc.**

Sue Hensley  
Alliance Development

### **Pfizer Inc.**

Angee McDaniel, PharmD  
Vaccines Medical Director

### **Sanofi US**

Brittany Plavchak, MPH  
Lead, US Public Affairs & Vaccine Advocacy

### **Seqirus, Inc.**

Heather Richmond  
Senior Director, Alliance Development & Public Health

### **Seqirus, Inc.**

Karita Ambrose, PhD  
Director, Medical Field Global Medical Affairs

### **VITAS Healthcare**

Diane Deese  
Vice President of Community Affairs

### **VITAS Healthcare of Kansas**

Evan Leonard  
General Manager

### **AAFP Members**

Kevin Punswick, DO  
Olathe Medical Services  
AAFP Kansas Chapter

Larry Rues, MD  
Goppert-Trinity Family Care  
AAFP Missouri Chapter

### **American Academy of Family Physicians**

Craig Doane  
Sr. Vice President, Journal Media and Strategic Partnerships, Executive Director AAFP Foundation

Shawn Martin  
Sr. Vice President, Advocacy, Practice Advancement and Policy

Julie Wood, MD, MPH FAAFP  
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Bellinda Schoof, MHA, CPHQ  
Director, Health of the Public, Science and Interprofessional Activities

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Natalia Loskutova, MD, PhD  
NRN Director of Evaluation, Health of the Public, Science and Interprofessional Activities

Barbie Hays, CPC, CPMA  
Coding and Compliance Strategist, Advocacy, Practice Advancement and Policy

Vince Loffredo, EdH  
Associate Director, Educational Projects, Continuing Medical Education

Nicole Ryan  
Grant Writer/Grant Strategist, Strategic Partnerships

## American Academy of Family Physicians (Cont'd)

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Lead Senior Manager, Strategic Partnerships

Melanie Hayden  
Senior Manager, Strategic Partnerships

Maria Arnone  
Senior Manager, Strategic Partnerships

Shelley Ruhlman  
Senior Program Coordinator, Strategic Partnerships

## Company Overviews

**Ascend Integrated Media, LLC:** Ascend is a content provider to major medical associations such as American Heart Association, American Academy of Dermatology and American Thoracic Society. They are AAFP's content partner for FamilyDoctor.org, physician wellness content, as well as other funded projects. Ascend has worked for many years with the American Association of Diabetes Educators. They have produced both physician-directed and patient-directed content in diabetes.

**Boehringer Ingelheim Pharmaceuticals:** The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. The company's key assets of interest are: [respiratory diseases](#), [metabolism](#), [immunology](#), [oncology](#) and diseases of the [central nervous system](#).

**Bristol-Myers Squibb Company:** Bristol-Myers Squibb manufactures prescription pharmaceuticals in several therapeutic areas, including [cancer](#), [HIV/AIDS](#), [cardiovascular disease](#), [diabetes](#), [hepatitis](#), [rheumatoid arthritis](#) and [psychiatric disorders](#). Its mission is to discover, develop and deliver innovative medicines that help patients prevail over serious diseases.

**GlaxoSmithKline (GSK):** GSK is one of the world's leading research-based healthcare companies with three businesses in pharmaceutical medicines, vaccines, and consumer healthcare products. We are committed to improving the quality of human life by enabling people to do more, feel better and live longer.

**Pfizer Inc.:** Pfizer is considered one of the world's largest pharmaceutical companies. Pfizer develops and produces medicines and vaccines for a wide range of medical disciplines, including immunology, oncology, cardiology, diabetology/endocrinology, and neurology. Its products include the [blockbuster drug](#) Lipitor ([atorvastatin](#)), used to lower [LDL](#) blood cholesterol; [Lyrica](#) ([pregabalin](#)) for neuropathic pain/fibromyalgia; [Diflucan](#) ([fluconazole](#)), an oral antifungal medication; [Zithromax](#) ([azithromycin](#)), an [antibiotic](#); [Viagra](#) ([sildenafil](#)) for [erectile dysfunction](#); and Celebrex/Celebra ([celecoxib](#)), an anti-inflammatory drug.

**Sanofi US:** Sanofi is part of a leading global pharmaceutical company that discovers, develops, produces, and markets innovative therapies that enhance people's lives. Their extensive research and development efforts are focused on health care challenges in cardiology, oncology, and internal medicine, as well as metabolic diseases, central nervous system disorders, and vaccines.

**Seqirus, Inc.:** Seqirus is the second largest influenza vaccine company in the world. Seqirus is a leader in the prevention and control of influenza globally and in the field of pandemic preparedness. Seqirus is the only vaccine manufacturer solely focused on influenza, and has the flexibility of two production technologies (egg and cell-based) and a significant and strong manufacturing network on three continents.

**VITAS Healthcare:** VITAS, the nation's leading hospice provider, helps patients and their families seeking hospice and palliative care in the face of terminal illness. VITAS Healthcare provides end-of-life care for adult and pediatric patients with life-limiting illnesses. They work with patients and families to provide comfort and preserve dignity in the face of terminal illness.