

GLENNA M. CROOKS, Ph.D.

1616 Walnut Street, #907
Philadelphia, PA 19103
215.545.2023 - 215.545-2024 fax
Glenna@glennacrooks.com
Glenna@sagemylife.com
www.glennacrooks.com
www.sagemylife.com

PROFESSIONAL HISTORY

SageLife, LLC, Philadelphia, PA (2014-present)

- *President and Founder.* SageLife, LLC offers patent-pending, proprietary software and services to identify, visualize and optimize personal and career networks.

Strategic Health Policy International, Inc., Philadelphia, PA (1994-present)

- *President and Founder.* SHPI organizes chaos and solves complex problems in public health and health care for business and government client globally..
- *Author of* *Covenants: Inspiring the Soul of Healing*; *Creating Covenants: Healing Health Care in the New Millennium*; and *GrantSeeking: Science, Art, Strategy*.

Best Edge, Philadelphia, PA (2007-present)

- *President and Founder.* Best Edge offers individualized, one-day strategy sessions for high-performing executives to develop a one-year strategic plan for their personal and business lives.

Merck and Co., Inc., Whitehouse Station, NJ (1988-1994)

During those years, Merck was the world's largest pharmaceutical company, with annual revenues of over \$11 billion. It was judged America's Most Admired Company by Fortune Magazine.

- *Senior Director, Public Policy*, 1988
Developed and led Merck's U.S. policy and government strategy programs, including U.S. policies in human and animal biopharmaceutical discovery, manufacturing, marketing and pricing.
- Promoted to *Executive Director, Public Policy Management*, 1990
Led global policy operations essential to profitability in the innovative biopharmaceutical business in the science, technology, health care delivery, economics and trade. Merck's policy operations during this time was judged the best in the Fortune 500.

In 1991, appointed *Public Affairs Counsel* to the newly-formed Merck Vaccine Division and led the Division's Public Affairs operations, including product marketing support, media and public relations, policy and government affairs.

- Promoted to *Executive Director, North American Operations* for the Merck Vaccine Division, 1992
Developed and led sale operations and partnerships to promote vaccines to government and private customers in North America.
- Promoted to *Executive Director, Worldwide Sales and Operations*, 1993.
Developed and led sale operations and partnerships to promote vaccines to government and private customers globally.
- Promoted to *Vice President, Worldwide Sales and Operations*, 1994
Developed and led strategic, marketing and tactical planning, business development and negotiations, joint venture management, product marketing and sales operations for all government and private customers and partners globally.

The Pagonis and Donnelly Group, Washington, D.C. (1986-1988)

Consulting and lobbying firm specializing in trade, tourism, environment and health.

- *Member* of the firm, serving as a consultant and registered lobbyist. Led the healthcare practice of the firm for clients in biopharmaceuticals, medical devices, mining, investment banking, biotechnology and scientific associations.

Advised on strategy and implementation of legislation, regulation, product pricing, positioning and launch, and influence programs.

Established relations among public and private sector customers to support client interests. Key issues included biopharmaceutical and device development, healthcare quality assurance, HIV-AIDS prevention, tropical diseases, Orphan Drugs, Technology Transfer, substance abuse and controlled drugs.

American Pharmaceutical Association, Washington, D.C. (1985-1986)

Professional society of pharmacy and pharmaceutical scientists.

- *Director of Policy* for the Association representing 150,000 scientists, clinicians, educators, and students. Designed and led Policy Division and all its operations, including staffing and training programs, policy issue and strategic planning, government relations and political action, state associate relations, and research and information programs.

Public Health Service, Washington, D.C. (1981-1985)

U.S. Department of Health and Human Services Operating Division responsible for public health research, surveillance and services through the agencies of the Food and Drug Administration, National Institutes of Health, Centers for Disease Control and Prevention, Health Resources and Services Administration, Alcohol, Drug Abuse and Mental Health Administration, National Center for Health Statistics, and National Center for Healthcare Services Research and Technology. Agencies totaled 47,000 staff and \$10 Billion annual federal expenditures.

Responsible for review and approval of policies of the Healthcare Financing Administration and the Social Security Administration.

- *Deputy Assistant Secretary for Health*
Principal health policy advisor to Senior Reagan Administration officials.

Led policy formulation and communication, strategic and budget planning, legislation, regulation, and management of government health policy staff.

Policy spokesman with international health and policy agencies. Responsible for relations with foreign governments on health policy and with former President Carter on domestic and global healthcare programs of the Carter Center.

Southwest Indiana Medical Review Organization, Inc., Evansville, IN (1978-1981)

Regional Professional Standards Review Organization responsible for development and management of healthcare quality assurance and utilization for \$100 Million in government and private pay acute care hospitalizations and long-term inpatient care.

- *Director of Research and Evaluation*, 1978
Developed data and research operations, including EDP system competitive bidding and selection, data policy, data analysis and use and monitoring of management objectives.
- Promoted to *Chief Executive/Operating Officer*, 1979
Led strategic, operations and financial management. Consulted with U.S. Federal Government to develop model programs for national implementation.

Indiana University School of Medicine Family Practice Residency Program, Evansville, IN (1979-1981)

- *Lecturer* in psychosocial aspects of health, disease and clinical care for the Deaconess Hospital Family Practice Residency Program. Consulted on individual patient and family care.

University of Evansville, Evansville, IN (1977-1978)

- *Adjunct Professor of Psychology/Education*

Indiana University, Bloomington, Indiana (1975-1977)

- *Associate Instructor and Research Assistant* in the Department of Education while completing Doctoral Requirements. Developed and taught course in multicultural education. Consulted in high-risk obstetrical and neonatal care.

Washington Community Schools, Washington, IN (1972-1975)

- *School Psychologist*
Designed programs for students with special needs including the gifted and talented, learning disabled and physically handicapped. Secured federal program funding, identified students, counseled parents, teachers and administrators.

Consulted with Indiana State Department developing legislation and state-wide program models.

EDUCATION

Indiana University

- 1972 A.B. Psychology
- 1973 M.S. Educational Psychology
- 1978 Ph.D. Interdisciplinary Studies

ACADEMIC ACTIVITIES

Adjunct Professor of Health Policy University of the Sciences of Philadelphia, Philadelphia, PA (2002-present)

Fellow, University of Pennsylvania Center for Neuroscience and Society, Philadelphia, PA (2009-present)

PROFESSIONAL AND CIVIC ACTIVITIES

2013-2014 Member, Board of Directors, Greater Philadelphia Foundation for Women Entrepreneurs
2008-present Innaugural Blogger, Disruptive Women in Healthcare
2006-2013 Founder and Chairman of the Board of Causeway Collective Foundation
2005-2007 Member, Board of Counselors, Bill and Melinda Foundation, Pediatric Dengue Vaccine Initiative
2003-present Officer, Board of Directors, David A. Winston Health Policy Fellowship
2002-2003 Member, Institute of Medicine, National Academy of Sciences,

- Committee on Accelerating the Research, Development and Acquisition of Medical Countermeasures Against Biological Warfare Agents
- 1999-2002 Member, Board of Directors, American Biogenetic Sciences, Inc.
- 1997-2003 Member, Board of Directors, Partnership for Prevention
- 1992-1994 Vice Chairman of the Board of Directors, Partnership for Prevention
- 1992-1994 Member, Board of Directors, Public Health Foundation
- 1991-1992 Member, Commission on Drugs for Rare Diseases
Pharmaceutical Manufacturers Association
- 1991-1992 Member, Committee to Advise OHTA on Priorities for Technology Assessment, Institute of Medicine, National Academy of Sciences
- 1990-1994 Member, National Council and Steering Committee
National Institute for Child Health and Human Development
National Institutes of Health
- 1986-1989 Chairman, National Commission on Rare Diseases
U.S. Department of Health and Human Services
- 1985-1988 Member, Health on Wednesday
- 1985-1987 Vice Chairman of the Board of Directors, Scrubby Bear Foundation
- 1984-1988 Member, Executive Women in Government
- 1984-1986 Member, Board of Directors, American Council on Transplantation

AWARDS AND HONORS

- 1991 Award for Exemplary Service for Orphan Products Development
U.S. Department of Health and Human Services
- 1990 Management Award for Merck's Equal Access to Medicines Plan
Merck & Co., Inc.
- 1989 The Surgeon General's Exemplary Service Medallion
Surgeon General C. Everett Koop
- 1985 The Secretary's Special Recognition Award
The Honorable Margaret M. Heckler

PUBLICATIONS

Fillit, H.M., et al, "Recommendations for Best Practices in the Treatment of Alzheimer's Disease in Managed Care," American Journal of Geriatric Pharmacotherapy, Volume 4, Supplement 1, pp S9-S24, 2006

"The Rights of Patients to Participate in Clinical Research," in The Grand Bargain: Ethics and the Pharmaceutical Industry in the 21st Century, M. Santoro, T. Gorrie, eds, Cambridge University Press, 2005.

Committee on Accelerating the Research, Benet, Leslie (ed), Giving Full Measures to Countermeasures: Addressing Problems in the DoD Program to Develop Medical Countermeasures Against Biological Warfare Agents, National Research Council, 2004.

Grantseeking: Science, Art, Strategy, with Laudy Robinson, Covenant Matters Press, Fort Washington, PA, 2003.

Covenants: Inspiring the Soul of Healing, Covenant Matters Press, Ft. Washington, PA, 2002.

Creating Covenants: Healing Health Care in the New Millennium, Medical Vision Press, Old Lyme, CT, 2000.

"Designing Solutions for Securing Patient Privacy – Meeting the Demands of Health care in the 21st Century," with Bluml, Benjamin, in Journal of the American Pharmaceutical Association, Vol. 39, No 3, May/June 1999.

Quality Health Care for Children in SCHIP: A Guide for State Legislators, with Jack A. Meyer and Nancy S. Bagby, Women in Government, Washington, D.C. 1999.

"Patient Privacy vs. Pharmacy Compliance – Health Care Values Collide," in Pharmaceutical Executive, Vol. 19, No.4, April 1999.

"Drug Donations: Protecting Industry Philanthropy," in Pharmaceutical Executive, Vol 18, No. 8, August 1998.

"Public Policy and the Pharmaceutical Industry," in Chelius, James, R., The Economy of New Jersey, Volume 3. Health Care Issues. New Jersey Business and Industry Association. Trenton, New Jersey, 1990.

"Orphan Drug Development Programs: A Justified Expenditure of Resources," in Scheinberg, I. Herbert, and Walshe, J.M., Orphan Diseases and Orphan Drugs. Manchester University Press, Fulbright Commission, London, 1987.

"How to Make a Difference: Shaping Public Policy," Vital Speeches of the Day, Vol. 52; No. 24: 756-760 (1986).

"Taking Charge: How to Make a Difference. Shaping Public Policy." U.S. Public Health Reports. Supplement July-August, 1987.

"Health Policy Making in America: The Process of Building Consensus," in Bankowski, Z., and Bryant, J.H., Health Policy, Ethics, and Human Values: An International Dialogue, council for International Organizations of Medical Sciences, Geneva, 1985.

With McGivney, W., "The Care of Patients with Severe Chronic Pain in Terminal Illness," Journal of the American Medical Association, 251:1182-1191 (1984).

The Public Health Perspective on Allied Health Data Issues, Forum on Allied Health, Public Health Service, U.S. Department of Health and Human Services, 1982.

Continuity of Care. Southwest Indiana Medical Review Organization, Inc., 1981.

Program Guide for Ancillary Services Review, Executive Resources Associates, Inc, for the Department of Health and Human Resources, Health Care Financing Administration, 1981.