Glenna M. Crooks, Ph.D.

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PROFESSIONAL HISTORY

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

Founder and CEO

SHPI is a strategy firm organizing chaos and solving complex problems in public health and health care for business, non-profit, and government clients globally.

SageLife, LLC, Philadelphia, PA (2014-2018)

Founder and CEO

SageLife, LLC offers an IP-protected framework and method to optimize human capital with personal, family, and business applications to achieve better health, life, and economic success.

Best Edge, Philadelphia, PA (2007-present)

Founder and CEO

Best Edge offers individualized, one-day strategic planning sessions for high-performing executives to develop personal and business life plans.

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, and rated America's Most Admired Company by Fortune Magazine.

Vice President, Merck Vaccine Business, Worldwide Sales and Operations, 1994

Developed and led strategic, marketing, and tactical planning, business development and negotiations, joint ventures, product marketing, and sales operations for all government- and private-market customers and partners globally, growing sales from \$400M to over \$1B in under three years.

Executive Director, Merck Vaccine Business, Worldwide Sales and Operations, 1993

Developed and led sale operations and partnerships to promote vaccine and immunization programs to government- and private-market customers globally.

Executive Director, Merck Vaccine Business, North American Operations, 1992

Developed and led sale operations and partnerships to promote vaccine and immunization programs to federal and state government- and private-market customers in North America.

Public Affairs Counsel, Merck Vaccine Business 1991

Led Public Affairs operations for the newly created vaccine business, including product marketing support, media and public relations, and policy and government affairs while holding the corporate position as Executive Director of global policy.

Executive Director, Global Public Policy, 1990-91

Developed and led global policy programs essential to profitability in innovative biopharmaceuticals, including science, technology, health care delivery, economics, and trade.

Senior Director, US Public Policy, 1988-90

Developed and led Merck's U.S. policy and government strategy programs, including in human and animal biopharmaceutical discovery, manufacturing, marketing, and pricing.

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

Consulting and lobbying firm specializing in health, trade, tourism, and environmental policy.

Member of the Firm

Led the healthcare practice with 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 success. 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)

The professional society representing 150,000 scientists, pharmacist clinicians, pharmacy educators, and students. The organization has since been renamed as is known as the American Pharmacists Association.

Director of Policy

Designed and led Policy Division and all its operations, including staffing and training programs, policy issues and strategic planning, government relations and political action, state associate relations, and research and information programs.

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

U.S. Department of Health and Human Services Operating Division is 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 (in current dollars) \$70 Billion in annual federal expenditures. Also 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 all 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 developing and managing healthcare quality assurance and utilization review for \$100 Million in government and private pay acute care hospitalizations and long-term inpatient care.

CEO, 1979-81

Led strategic, operations, and financial management. Consulted with U.S. Federal Government to develop model programs for national implementation.

Director of Research and Evaluation, 1978-79

Developed data and research operations, including EDP system competitive bidding and selection, data policy, data analysis, and use and monitoring of management objectives.

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

Lecturer in psychosocial aspects of health, disease, and clinical care for a Family Practice Residency Program.

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 courses in child development for a multicultural teacher education program.

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

School Psychologist

Designed innovative programs for students with special needs, including the gifted and talented, learning disabled, and physically handicapped. Secured federal program funding, identified students, and counseled parents, teachers, and administrators. Developed methodologies for adapting education to the needs of students, a model later known as an Individual Education Plan (IEP)

Consulted with Indiana State Department developing legislation and state-wide program models for children with special needs and special talents.

EDUCATION

Indiana University

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

ACADEMIC ACTIVITIES

Drexel University

Dornsife School of Public Health Adjunct Professor, Strategic Planning in Public Health Spring Term 2020

University of the Sciences of Philadelphia

Guest Lecturer in Health Policy (2002-present)

University of Pennsylvania

Fellow, Center for Neuroscience and Society (2009-present)

Drexel University

Fellow, Center for Population Health and Community Involvement (2016-present)

PROFESSIONAL AND CIVIC ACTIVITIES

2020-2022	Global Vaccination Advisors
2020-2022	Executive Leaders for Advisory Boards, Member
2016-2018	Member, Board of Directors and Executive Committee, Beyond Celiac
2015-2016	Advisor to Executive and Board Leadership, Beyond Celiac
2013-2014	Member, Board of Directors, Greater Philadelphia Foundation for Women Entrepreneurs
2008-2018	Contributor, Disruptive Women in Healthcare
2006-2013	Founder and Chairman of the Board, Causeway Collective Foundation
2005-2007	Member, Board of Counselors, Bill and Melinda Gates Foundation, Pediatric Dengue Vaccine Initiative
2003-2018	Member, 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 and Audit Committee, American Biogenetic Sciences, Inc.
1997-2003	Member, Board of Directors, Partnership for Prevention
1992-1994	Founding 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	Founding Member, Board of Directors, American Council on Transplantation

AWARDS AND HONORS

2020	Marie Curie Award, Healthcare Business Women's Association
2020	Community Enhancement Award, TriCounty YWCA
2017	Disruptive Woman to Watch, Disruptive Women in Health Care
2015	Samuel Gee Society Award, National Foundation for Celiac Awareness
1991	Award for Exemplary Service for Orphan Products Development, U.S. Department of Health and Human Services
1990	Management Award, 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

The NetworkSage: Realize Your Network Superpower, iUniverse, Bloomington, Indiana, 2018

Strategic Grantseeking for Community-Based Organizations: Using Your Whole Brain, Whole Heart and Real Soul, iUniverse, Bloomington, Indiana, 2014

Fillit, H.M., et al, "Recommendations for Best Practices in the Treatment of Alzheimer's Disease in Managed Care," *American Journal of Geriatric Pharmacothe*rapy, 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, *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," *Pharmaceutical Executive*, Vol. 19, No.4, April 1999.

"Drug Donations: Protecting Industry Philanthropy," 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 Issu*es. 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.