



## **PACE Cancer Perception Index January 30, 2013 Expert Panel**



### ***Newton F. Crenshaw***

Newton F. Crenshaw became Vice President of the Oncology Business Unit with responsibilities for commercial operations, business development and payer/advocacy relations in July, 2011. He had previously served as President of Lilly Japan from 2003 to 2008, and Corporate Vice President of Global Payer & Corporate Affairs from 2009 to 2011. Mr. Crenshaw is a member of the company's Senior Management Council.

He received a Bachelor of Arts degree with honors in Economics from DePauw University in 1985, where he was a Management Fellow in the University's Center for Management and Entrepreneurship.

Mr. Crenshaw joined the company in 1985 as a Sales Representative in Charlottesville, VA. In 1988, he became a Marketing Analyst and served as a Government Pricing Associate in 1989. Later that year, he was named Manager of the Nashville Sales District. In 1992, he became Manager of Market Research (oral antibiotics and central nervous system). Two years later, he was named Area Sales Director of the South Central Area.

Mr. Crenshaw led, as Executive Director, Lilly USA's Business-to-Business Organization in 1997, where he built the company's business-to-business capability in the U.S. market. He was promoted to Vice President, U.S. Sales and Marketing (primary care and neuroscience), in 1998. He was named Vice President of e.Lilly, which was formed in July 2000 to accelerate the use of new business models through the use of digital technologies, as well as the initiation of Lilly's first venture investment fund. From 2002-2003, he served as Vice President of Communications and Public affairs where he re-vitalized Lilly's corporate branding effort.

Mr. Crenshaw serves on the Board of Trustees of DePauw University and chairs the local committee for Young Life in Zionsville. He has served on Young Life's National Board of Trustees, was the founding Board Chair for Twelve Stones Ministries, and chaired PhRMA's executive committee for two years while in Japan. He regularly teaches a class on leadership at DePauw and a weekly adult Bible Class at College Park Church in Indianapolis.



***Nancy Davenport-Ennis***

Nancy Davenport-Ennis is one of the nation’s leading patient advocacy experts on issues related to patients’ healthcare access challenges. In 1996, she founded the Patient Advocate Foundation (PAF) based in Hampton, Virginia, which provides professional case management services to millions of insured, under-insured and uninsured patients facing chronic, debilitating or life-threatening diseases. Last year, PAF managed 103,000 patient cases. PAF offers more than 20 specialized programs, and partners with other leading organizations such as the American Cancer Society, Susan G. Komen and the Lance Armstrong Foundation, among others. Ms. Davenport-Ennis also founded the National Patient Advocate Foundation in Washington, D.C., which strives to improve access to patient care through federal and state regulatory and public policy efforts.

Ms. Davenport-Ennis has served on the National eHealth Collaborative Board and also served on the Agency for Healthcare Research and Quality’s Centers for Education and Research on Therapeutics (CERTs) Committee and the National Institutes of Health’s Open Ended Working Group (OEWG). She has previously served on national commissions for the Department of Health and Human Services, the National Cancer Institute, the Centers for Medicare and Medicaid Services, C-Change and One Voice Against Cancer.

Ms. Davenport-Ennis has received national awards for her advocacy efforts from Yoplait and the Susan G. Komen Race for the Cure, US Oncology, and the Association of Community Cancer Centers. She is also the recipient of the 2005 Women in Business Achievement Award presented by Anthem and Business Week, and was honored with the 1989 Outstanding Young Woman of America Award, the Association of Community Cancer Centers Advocate of the Year Award and the US Oncology Medal of Honor Award. Ms. Davenport-Ennis was also appointed to the Governor’s Commission on the Uninsured in Virginia and was named as a *Paul Harris Fellow* by the National Rotary Foundation.



***J. Gordon McVie, M.D.***

J. Gordon McVie is widely regarded as a leading international authority in the research and treatment of cancer. Having qualified in the 1960s in science and medicine at Edinburgh University, he was appointed Foundation Senior Lecturer at the Cancer Research Campaign oncology unit at the University of Glasgow in 1975. He trained in the U.S., and spent sabbaticals in Paris, Sydney and Amsterdam.

He is currently Senior Consultant to the European Institute of Oncology, Milan, and is founding editor of *ecancer.org*, the first free Open Access cancer journal accepted by PubMed. He is visiting professor at the Universities of Milan, Glasgow and Wales.

Previously, Professor McVie was Chief Executive of the Cancer Research Campaign (CRC), which, under his aegis, took over 60 molecules from the lab into clinical trial. He led CRC into a merger with Imperial Cancer Research Fund, which formed Cancer Research UK in 2002, and was joint CEO with Sir Paul Nurse.

Throughout the 1980s, he was Clinical Research Director at the National Cancer Institute of the Netherlands. While there he co-founded the European Organisation for Treatment and Research into Cancer (EORTC) New Drug Development Office. As President of EORTC, he set up the present Drug Development Group in Brussels, and with NCI support, the European New Drug Development Network. He followed Sir Walter Bodmer as Chair of the UICC Fellowships Programme in 1990 and held the post for eight years.

In the UK he was one of the architects of the Cancer Trials Networks in Scotland, Wales and England, and was a founding member of the National Cancer Research Institute. Professor McVie is the recipient of numerous awards and has honorary doctorates in science from six universities. He has served on key committees of AACR and ASCO, and on the boards of the National Cancer Institutes of France, Italy and Holland. He has authored 340 peer-reviewed articles, and contributed to over 35 books.

His commitment to drug discovery and delivery is evidenced by approximately 240 patents, including temozolomide, granted to CRC scientists under his leadership, and the foundation of 10 biotechnology companies based on some of that intellectual property. His clinical interests, apart from new drug discovery and chemoprevention, are in the management of cancers of the lung, ovary, colon, breast and brain. He chairs a biotech company in Adelaide, which is taking a saponin derived from a Chinese grass into the clinic, and is a partner with *ecancer* in 3 FP7 projects on personalized medicine and patient empowerment from the European Commission.



**Kathy Oliver**

Kathy Oliver is Founding Co-Director of the International Brain Tumor Alliance (IBTA), a worldwide coalition of brain tumor support, advocacy and information groups, clinicians, researchers, scientists, nurses and allied healthcare professionals who work in the field of brain tumors. The IBTA project manages the annual International Brain Tumor Awareness Week and the Walk Around the World for Brain Tumors (see [www.theibta.org](http://www.theibta.org)) which have been supported by up to 197 brain tumor-relevant organizations around the globe.

Working with the IBTA Chair and Co-Director, Denis Strangman (Canberra, Australia), Ms. Oliver is involved in advocating for equitable access to new brain tumor therapies; encouraging the establishment of brain tumor patient/caregiver support groups in countries where they don't yet exist; and raising awareness of the challenges this devastating disease presents.

Ms. Oliver is involved in a range of high-level projects and committees addressing brain tumor and rare/less common cancer issues in Europe. She is a frequent plenary and session speaker at international neuro-oncology and cancer conferences. She serves on the Editorial Board for the online journal of the European Association of Neuro-Oncology (EANO) and is the Cochrane Consumer Referee for the Cochrane Neuro Oncology Group (UK). She served on the organizing committee for the European Society for Medical Oncology (ESMO) "Rare Tumors in Europe: Challenges and Solutions" conference (November 2008) and is currently involved on the campaign organization committee for Rare Cancers Europe (previously known as the "European Action Against Rare Cancers - EAARC" initiative). She is a member and Vice Chair of the European Cancer Organization (ECCO) Patient Advisory Committee (PAC), and a member of the European Cancer Patient Coalition (ECPC) Rare Cancer Action Group (RCAG).

Ms. Oliver also participated in the British Neuro Oncology Society's National Guidelines Group for Rare Brain and CNS Tumors and on the Rare Disease UK Working Group on Patient Care and Information. She is a Director of Cancer52, a UK umbrella organization for nearly 60 rare/less common cancer charities.

Ms. Oliver is an ex-freelance journalist and, together with IBTA Chair Denis Strangman, she co-edits the IBTA's major annual magazine, *Brain Tumor*, of which approximately 12,000 copies are printed each year and distributed for free to recipients in 106 countries. She is also on the Project Advisory Board for the European Patients' Academy on Therapeutic Innovation (EUPATI). This patient-led initiative will develop educational material, training courses and a public Internet library to educate patient representatives and the lay public about processes involved in medicines development.



Ms. Oliver’s son, Colin, was diagnosed with a brain tumor in 2004 at age 24 and passed away, at age 32, in August 2011. She cites her son’s “incredible courage, determination and fortitude” as the driving force and inspiration behind her involvement with the International Brain Tumor Alliance and the wider cancer community.



**Annie Weber**

Annie Weber is Executive Vice President of GfK (*Gesellschaft für Konsumforschung* [Society for Consumer Research]), and has been with GfK for 14 years. Ms. Weber conducts research to support global thought leadership and communication strategy for clients. She has worked on healthcare related studies for clients such as Lilly and Pfizer, and communications research for clients ranging from AARP, Allianz, Ameriprise and Avon, to Oprah magazine, Walmart and the U.S. State Department.

Ms. Weber came to GfK Roper from the CBS News Election & Survey Unit in 1998. Prior to joining CBS, Annie was a Research Assistant in the Social and Behavioral Unit at Cornell University, where she was working toward a Ph.D. in Communication.

Before pursuing a career in opinion research, Ms. Weber was an award-winning investigative reporter for KMIZ-TV, an ABC affiliate in Missouri.

She has a Master of Science with Distinction in Broadcast Journalism, as well as a B.S. in Radio, Television and Film from Northwestern University.