Susan Zelt, DrPh, MBA

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SUMMARY OF QUALIFICATIONS

Dr. Susan Zelt has more than 20 years of experience in pharmaceuticals, including health outcomes, health services, and clinical research. In her senior leadership roles, Dr. Zelt managed staff and research programs, working collaboratively with stakeholders to advance research agendas that included numerous therapeutic areas and responsibilities for translating market and medical needs into evidence to support pricing and reimbursement. Her research design and management expertise spans clinical trials, health economics and outcomes research studies, health services research, clinical epidemiology, qualitative research, registries, decision analysis, and patient-reported outcomes studies that demonstrated product value thru efficient and relevant evidence generation. Over the past 5 years, Dr. Zelt has also worked in Emerging Markets to develop evidence generation plans. She is an ad hoc reviewer for the *American Journal of Public Health* and *Value in Health.*

EDUCATION

2008	Cornell University Summer Post Doctoral Program in Clinical Epidemiology and Health Services Research, Weill Cornell Graduate School of Medical Sciences
2008	University of California at San Diego Certificate in Clinical Research Administration
2006	University of North Carolina at Chapel Hill DrPH, Health Policy and Administration, Public Health Leadership Special Studies: Civic Entrepreneurship, Kenan Flager Business School
2003	Columbia University MPH, Sociomedical Sciences Research Special Studies: Social Entrepreneurship, Columbia Business School
1997	Seton Hall University MBA, Management
1990	Pennsylvania State University BS, Biochemistry

WORK EXPERIENCE

April 2015 – present ViiV Healthcare Company RTP, NC
Head US Health Outcomes

Serve Leadership Team of North American Leadership Team of ViiV. Lead OR and reimbursement function in the US for ViiV (HIV), including budgets, and personnel. Manage 2 scientists. Develop real world evidence strategy both for policy stakeholders and payers in the US healthcare setting. Develop external relationships with key US policy and scientific external stakeholders.

July 2012 – April 2015 GSK RTP, NC
Therapeutic Area Director, Global Health Outcomes

Selected for Leadership Team of Value Evidence and Outcome function for GSK. Lead evidence generation function for Dermatology, including budgets, and personnel. Managed staff of 3 scientists. Set and execute OR and HTA global strategy and tactics, including Emerging Market development. Interact across matrix within Senior Leadership across Research and Development, Medical Affairs and Commercial lines. Additionally, developed function external to company with key policy and scientific external stakeholders. Led the reimbursement business development evaluations of health care interventions.

June 2010 – July 2012 Pfizer New York City, NY
Regional OR Director/Senior Director

Lead and manage OR staff and function in Emerging Markets, including strategy, budgets, and personnel. Represent OR at AFME Leadership meetings; Set OR and HTA strategy for Emerging Markets for all products in BRICMT, Established Products (various therapeutic areas), and Biosimilars. Develop and implement health outcomes, economic, and HTA strategies supporting medical and marketing programs in Emerging and Developed markets. Interact with other lines within Medical Affairs, in addition to commercial, policy and external key stakeholders. Evaluate health care interventions and conduct health economics, health related quality of life, observational, epidemiologic, and/or health services research studies.

May 2009– May 2010 Novartis Oncology East Hanover, NJ
Director

Direct patient reported outcome, health economics and outcomes research studies for Zometa and Femara.

February 2007– May 2009 Roche Laboratories Nutley, NJ
Therapeutic Area Director – Oncology

Lead and manage OR related function for Oncology, including strategy, budgets and personnel. Member of Leadership Team. Provides strategic planning, consultation, and leadership for the Oncology global research teams. Leads a collaborative, multidisciplinary team of researchers in identifying research objectives and methodology. Provides research direction in conducting projects in the fields of clinical trials, exploratory data analysis, health outcomes research, pharmacoeconomics, clinical epidemiology, and health services research. Oversees the work of project staff, including in-house staff of OR managers, programmers and project statisticians, as well as external vendors.

February 2006– February 2007 Roche Laboratories Nutley, NJ
Program Director - Oncology

Directed medical data analytics program for U.S. Oncology research team.

June 2005 – January 2006 Duke Clinical Research Institute (DCRI) Durham, NC
Project Lead

Health researcher in Outcomes Research and Assessment Group of DCRI. Primary responsibilities include implementing longitudinal observational study of 3,000 post-ischemic stroke patients to assess patient adherence to secondary prevention strategies. Collaborated with the American Stroke Association (ASA) and other national stroke care researchers for design, recruitment and implementation of the study.

University of North Carolina Doctorate Program Research Experience:

Spring 2005 – June 2005 North Carolina Institute for Public Health Carrboro, NC
Research Associate/Program Evaluator

Evaluated cost-effectiveness/cost-benefit of Healthy Living Program designed to reduce the risk of Type II Diabetes, CHD, and stroke within a high risk population of a North Carolina state employees' medical plan. Provided cost trend analysis and recommendations for data collection and cost-benefit models.

Spring 2004 – Spring 2005 Cecil G. Sheps Center for Health Services Research Chapel Hill, NC
Research Associate

Conducted dissertation research evaluating the perceptions of state health rankings on state health policy makers. The United Health Foundation publishes the State Health Rankings (SHR) publication annually. While the SHR has stimulated news stories and raised awareness of health issues and population health status at the state level, little is known of how these or other state rankings affect policy change.

Fall 2003 – Spring 2004 Sustainable Community Development Committee Chapel Hill, NC

Analyst

Performed foresight analysis of the sustainability of the Chapel Hill and Carrboro towns. Analyzed community resources using participatory research methods as part of a community collaborative to address economic disparities. Facilitated subcommittee meetings, reports, and presentations on analyses of infrastructure, political and business climates, and education and social resources.

Summer 2003 – Spring 2004 North Carolina Institute for Public Health Carrboro, NC
Research Assistant/ Program Evaluator

Assessed home health care market for potential investment from the UNC School of Public Health and Kenan Flager Business School to develop an executive education program in home health care. Assessed market potential and business models for the development of a National Pediatric Research Network for the Child Healthcare Association (CHCA). Teaching assistant for Masters of Health Care Administration capstone course – spring 2004.

2002 – June 2003 Columbia Business School, Columbia University New York City, NY

- **Research Associate**

  Evaluated the venture philanthropy organization, New Profit, Inc. Consulted on business plan development to social venture start-up, Dominga, a for-profit genetic profile database management company. Researched the Social Return on Investment and wrote business case analysis of the health care division of the community development organization, Harlem Congregations for Community Improvement. Case is used in the social entrepreneurship class at the Columbia Business School.

2001 – June 2003 Merck & Co., Inc. Whitehouse Station, NJ

Product Manager, New Products Planning

Provided product and market analyses, business development plans, competitive assessments, market forecasts, primary and secondary market research, strategic analysis, and recommendations to cross-functional drug development teams and senior management.

1997 – February 2001 Merck & Co., Inc.

Associate Manager, Product Promotion

Managed brand development and medical communication launches of new products.

1993 – June 1997 Merck & Co., Inc.

Senior Clinical Development Studies Coordinator/ Medical Program Coordinator

Coordinated clinical trials for domestic and international pre- and post-marketing studies.

Managed clinical staff for international clinical trial in Sydney, Australia.

1991 – October 1993 Merck & Co., Inc.

Research Coordinator

Coordinated development of worldwide clinical databases for statistical analyses and filings with worldwide regulatory agencies. Managed data management teams in Brussels, Belgium.

SELECTED PUBLICATIONS/ PRESENTATIONS

Mathias SD, Colwell HH, Zelt S, Kuligowski M. Peppers J. Morbidity in moderate to severe atopic dermatitis (AD) from the patient perspective: development of a patient-reported outcome (PRO) AD daily sign And symptom severity diary. Presented at the 23rd World Congress of Dermatology, Vancouver, Canada, June , 8–13, 2015.

Mathias SD, Colwell HH, Zelt S, Kuligowski M. Assessing signs and symptoms of psoriasis from the patient perspective. Presented at the 23rdWorld Congress of Dermatology, Vancouver, Canada June 8-13, 2015.

Copley-Merriman C, Zelt S, Clark M, Gnanasakthy A. Benefits of patient-reported outcomes in dermatology drug development. Presented at the 20th Annual International ISPOR. May 16-20, 2015, Philadelphia, PA.

Baranowski E, Zelt S, DiBenedetti D. Assessing patient and physician experiences with severe chronic hand eczema. Presented at the 73rd Annual American Academy of Dermatology March 20-24, 2015, San Francisco, CA.

Ehm MG, Li L , Johnson T, Aponte JL, Gupta A, Waterworth DM, Ghosh S, Cook SF, Zelt SC, Rajpal D. PheWAS study using customer reported data provides insight into Th17/IL-17 pathway. To be presented at the American Society of Human Genetics, Baltimore, MD, October, 2015.

Gonzalez JM, Graff O, Hauber B, Mohamed A, Zelt S. Benefit-risk trade-off preferences for severe chronic hand eczema treatments–experiences of patients with severe CHE. Presented at the 72nd Annual

American Academy of Dermatology 2014, Miami, FL.

Gonzalez JM, Graff O, Hauber B, Mohamed A, Fairchild A, Zelt S. Benefit-risk trade-off preferences for severe chronic hand eczema. Presented at the 72nd Annual American Academy of Dermatology 2014, Miami, FL.

Hauber B, Mohamed AF, Gonzalez JM, Fairchild A), Zelt SC, Graff O. Benefit-risk trade-off preferences for severe chronic hand eczema treatments. Submitted to Journal of Investigative Dermatology.

Baranowski E, Zelt S, Reynolds M, Sherrill B, DiBenedetti D. Assessing Burden of Severe Chronic Hand Eczema. To be submitted to Journal of Drugs in Dermatology.

Yanfei Wu, Quan Zhou, Jianwei Xuan, Meng Li, Susan Zelt, Yushi Huang, Hongjun Yin, Min Huang. A Cost-Effectiveness Analysis between Amlodipine and Angiotensin II Receptor Blockers in Stroke and Myocardial Infarction Prevention among Hypertension Patients in China. Value in Health Regional Issues May 2013; 2(1):75–80

Chu E, Schulman KL, Zelt S, Cartwright T. Cost of chemotherapy for patients with metastatic colorectal cancer treated with capecitabine or 5-fluorouracil monotherapy. American Society of Clinical Oncology (GI) January 2009

Cartwright T., Schulman KL, Zelt S., Chu E. Cost of chemotherapy for patients with metastatic colorectal cancer treated with capecitabine plus oxaliplatin or 5-fluorouracil plus oxaliplatin. American Society of Clinical Oncology (GI) January 2009

Harris L, Schulman KL, Zelt S. Chemotherapy related expenditure in women with metastatic breast cancer treated with capecitabine or gemcitabine. San Antonio Breast Cancer Conference, December 2008

Rugo HS, Schulman KL, Zelt S. Cost comparison of capecitabine in the treatment of patients with breast cancer: an analysis from a claims database. San Antonio Breast Cancer Conference, December 2007

Rugo H, Montejano L, Zelt S Capecitabine is associated with fewer adverse events than other standard therapies in patients with breast cancer: data from a clinical practice setting San Antonio Breast Cancer Conference, December 2007

E. Chu, S. Zelt, X. Song A claims database cost-comparison analysis of capecitabine in the treatment of patients with colon or rectal cancer (CRC) ASCO GI 2008

Saif MW, Shi N, Zelt S. Capecitabine treatment patterns in patients with gastroesophageal cancer in the United States. World J Gastroenterol. 2009 Sep 21;15(35):4415-22.

Chu E, Schulman KL, Zelt S, Song X. Costs associated with complications are lower with capecitabine than with 5-fluorouracil in patients with colorectal cancer. Cancer. 2009 Apr 1;115(7):1412-23.

Anderson, R.T., Kimmick, G.G., Camacho, F., Zelt, S., & Balkrishnan, R. (2008). Correlates of capecitabine treatment for breast cancer in women insured by Medicaid of Medicare in North Carolina [Abstract]. *American Society of Clinical Oncology, 44th Annual Meeting, Abstract 6603*.

Wasif, M., Nianwen, S., Zelt, S. (2008). A claims database analysis of capecitabine treatment patterns in

patients with gastroesophageal cancer (GEC) [Abstract]. *American Society of Clinical Oncology: Gastrointestinal Cancer Symposium, January 26-28, 2008 (abstr 72).*

Wasif, M., Shulman, K.L., Zelt, S. (2008). Capecitabine in patients with gastroesophageal cancer (GEC): A claims database analysis of adverse events (AEs) [Abstract]. *American Society of Clinical Oncology: Gastrointestinal Cancer Symposium, January 26-28, 2008 (abstr 71).*

Chu, E., Schulman, K.L., and Zelt, S. (2008). Capecitabine use in patients with colon and rectal cancer (CRC): A claims database analysis of treatment. *American Society of Clinical Oncology: Gastrointestinal Cancer Symposium, January 26-28, 2008 (abstr 465).*

Rugo, H.S., Schulman, K.L., & Zelt, S. (2007). Cost comparison of capecitabine in treatment of patients with breast cancer: an analysis from a claims database [Abstract]. San Antonio Breast Cancer Symposium – 30th Annual Meeting.

Wasif, M., Shulman, K.L., Zelt, S. (2008, January). Capecitabine in patients with gastroesophageal cancer (GEC): A claims database analysis of adverse events (AEs). Poster session presented at American Society of Clinical Oncology: Gastrointestinal Cancer Symposium, January 26-28, 2008, Orlando, FL.

Chu, E., Schulman, K.L., and Zelt, S. (2008, January). Capecitabine use in patients with colon and rectal cancer (CRC): A claims database analysis of treatment. Poster session presented at American Society of Clinical Oncology: Gastrointestinal Cancer Symposium, January 26-28, 2008, Orlando, FL.

Rugo, H.S., Schulman, K.L., & Zelt, S. (2007, December). Cost comparison of capecitabine in treatment of patients with breast cancer: an analysis from a claims database. Poster session presented at San Antonio Breast Cancer Symposium – 30th Annual Meeting, December 13-16, 2007, San Antonio, TX.

Orton, S., Umble, K., Zelt, S., Porter, J., & Johnson J. (2007). Management academy for public health: creating entrepreneurial managers. *American Journal of Public Health,* 97(4), 601-5.

Umble, K., Steffen, D., Porter, J., Miller, D., Hummer-McLaughlin, K., Lowman, A., & Zelt, S. (2005). The National Public Health Leadership Institute: Evaluation of a team-based approach to developing collaborative public health leaders. American Journal of Public Health, 95(4), 641-644.

Porter, J. Umble, K, Zelt, S. (2005). L*eadership development in the United States and developing nations.* Chapter Submitted.

2004 American Public Health Association Meeting, November 2004 – Panelist, United Health Foundation – Moving from Perception to Action in the State Health Rankings.

2003 American Evaluation Association Meeting, November 2003 – Invited Speaker, Health Topical Interest Group, *Social Return on Investment Analysis: Harlem Congregations for Community Improvement*

Social Return on Investment Analysis – Harlem Congregations for Community Improvement, 2003, Teaching case – Columbia Business School, Social Entrepreneurship

Miller, KJ, Zelt, SC, Bae, JH. (1991). Glycine betaine and proline are the principal compatible solutes of *Staphylococcus* a*ureus*. *Current Microbiology*, 23: 131-137.

COMMUNITY DEVELOPMENT/ VOLUNTEER EXPERIENCE

- Watch NJ – Somerset, NJ. Collaborates on participatory action research program to assess outcomes from a court watch program conducted in Middlesex and Somerset Counties in NJ.
- International House – New York City, NY. Awarded international leadership scholarship 2002-2003

PROFESSIONAL MEMBERSHIPS

- American Society of Clinical Oncology (ASCO), (2007 – present)
- International Society for Pharmacoeconomics and Outcomes Research (ISPOR), (2006 – present)
- American Evaluation Association (2003 – present)
- American Public Health Association (APHA), (2002 – present)
- International House, New York City, New York (2001 – present)

AD HOC JOURNAL REVIEWER

- *American Journal of Public Health* (2008 – present)
- *Value in Health* (2007 – present)