



Meg Alexander
Managing Director
Reputation & Risk Management Practice, Syneos Health

Named a “Disruptor” and a “Rising Star” in her industry by PM360 and the Healthcare Business Women’s Association, Meg Alexander is a communications consultant on speed-dial of ~25 leading healthcare companies and their C-Suite executives. Known for championing and protecting the interests of clients that may face policymaker inquiries, media investigations and activist campaigns, Meg believes—and has shown—that 75% of issues can be predicted and mitigated when corporations are tuned to the right signals.

For nearly a decade and a half, Meg Alexander has been helping Fortune 500 companies successfully navigate some of the most challenging issues facing their industries. In her role leading Syneos Health Public Relations Reputation and Risk Management Practice, she has created award-winning corporate reputation programs and issues management strategies for the world’s largest pharmaceutical companies.

Meg is passionate about enhancing and protecting the reputation of businesses and their leaders in a complex, evolving world. She has created strategies for iconic healthcare brands including: Pfizer, Novartis, Amgen, Janssen, Boehringer Ingelheim, Lilly, BioMarin, and many others. Through her experiences, she has honed deep disease category experience in chronic and rare diseases.

Meg has expertise in media strategy and has placed CEOs, Chairmen and other C-Suite executives in the world’s most influential media outlets. She also has extensive experience helping business leaders with effective story telling – helping them showcase value to stakeholders.

In addition to her work enhancing corporate reputation, Meg has helped companies diffuse nearly any and every form of issue including recalls, compassionate use campaigns, lawsuits, pricing debates, contaminants, activist attacks and many more.

Meg’s areas of expertise include addressing forms of modern activism, navigating the era of new populism and helping healthcare companies avoid drug pricing crises. Her practice handled value communications for 20 percent of new drugs approved by the U.S. FDA in 2017 and 50 percent of value framework reviews from the Institute of Clinical and Economic Review (ICER).

Meg has been a go-to resource among her peers, and has been widely published. Below Sample publications and lectures:

PUBLICATIONS

Demonstrating the Value of Medicines

- PHARMACEUTICAL EXECUTIVE: [Pushback on Rare Drug Prices; Not So Rare Afterall](#)
- PM 360: [Avoiding the Pricing Crisis](#) cover story
- PHARMACEUTICAL EXECUTIVE: [Navigating Post Turing: Defining Value in Today’s Landscape](#)

Navigating “New Populism”

- O’DWYER’S: [Navigating the Age of New Populism](#)

Activism & Slacktivism

- PR WEEK: [Are You a Slacktivist?](#)
- O’DWYER’S: [What To Do When Social Media Hijacks Your Brand](#)
- PR WEEK: [Surviving & Thriving In the Era of Modern Activism](#)
- MEDICAL MARKETING & MEDIA: Yesterday’s Picket is Today’s e-Protest: Navigating 21st Century Activism

LECTURES

Meg has presented her perspective on modern activism and on effective communications in the populist era at a number of leading industry forums, including BIO International, PRSA International Conference, the Healthcare Business Women’s Association Annual Meeting, and BIO NJ.

In addition to personal recognitions, Meg has created campaigns for clients that have garnered the top awards in the industry including: the Gold Sabre Executive Leadership award, the Big Apple “Best of the Best,” Gold Sabre and Silver Anvils for Financial Communications, Silver Anvils Investor Relations and many more.



Leslie Isenegger
Principal Strategist and Chief of Staff
Reputation & Risk Management Practice, Syneos Health

Leslie Isenegger has more than 15 years of experience in public affairs, corporate communications, issues management, and public relations. At Syneos Health, Leslie helps clients in the pharmaceutical, consumer, and healthcare delivery sectors manage high-profile issues and develop compelling value messaging strategies and corporate value narratives. Leslie's expertise includes supporting clients undergoing value framework assessments and preparing clients for pricing and market access challenges. Leslie has supported clients in 60% of the ICER therapeutic category reviews conducted since 2016. She also published a piece about ICER's rare disease framework in [Pharmaceutical Executive](#).

Leslie has an extensive background in healthcare policy, working for the U.S. Department of Health and Human Services in the Public Affairs and Legislative Offices; she also served as chief speechwriter for the Centers for Medicare & Medicaid Services and had a pivotal role in executing the national roll-out of the Medicare Part D benefit. Leslie also led Corporate Communications at GNYHA Ventures, the privately held for-profit arm of the Greater New York Hospital Association (GNYHA). In this role, she oversaw public relations and corporate messaging for GNYHA's trade association function, as well as its family of five active companies, which serve more than 40,000 enterprise customers and transact more than \$11B in annual commerce. Leslie's work included responding to emergent advocacy issues, managing stakeholders throughout the healthcare supply chain, and overseeing the sale of GNYHA's wholly owned digital health company.

Leslie graduated from Georgetown University with a BA in Economics & Government and a Master's in Health Policy from Georgetown's McCourt School of Public Policy. She earned an executive MBA from Harvard Business School in the Program for Leadership Development, a Certificate in Public Relations from NYU, and a Certificate in Creating Shared Value (CSV) from Harvard Business School. Leslie is a published author and has been nationally recognized for her work as executive producer in several health-related short films.

PUBLICATIONS

- PHARMACEUTICAL EXECUTIVE: [Can A New Value Framework Help Ease Friction Over Orphan Drug Prices?](#)
- PHARMAVOICE: [Pricing Front and Center](#)
- PR DAILY: [3 ways to quell bad news](#)

Podcast

- SYNEOS HEALTH: [ICER - Friend or Foe?](#)



PAUL V. TYAHLA
Senior Strategist
Reputation & Risk Management Practice, Syneos Health

Paul Tyahla has more than ten years of experience in public affairs, issues management and public relations. At Syneos Health, he helps clients in the pharmaceutical, consumer, and health care delivery sectors manage high-profile issues as well as emerging threats.

During his time at Syneos Health, Paul has helped clients manage crises and set up the infrastructure and planning needed to anticipate issues and respond before they reach the headlines. He has worked on a variety of issues including pricing, regulatory action, and media investigations for clients ranging

from trade associations to Fortune 100 companies.

Prior to joining Syneos Health, Paul was Vice President at The Marcus Group, a boutique public relations firm in New Jersey, where he helped healthcare clients and others in regulated industries navigate issues and manage their corporate reputations. This included work with a large hospital during a public health scare, shareholder activism in the midst of litigation, and supporting utilities during natural disasters.

Paul graduated from Seton Hall University with Bachelor of Arts degrees in Political Science and Philosophy and a Graduate Certificate in Organizational Communications.

PUBLICATIONS

- PM 360: [Expanded Access Programs Require Compassionate Communications to Keep Your Reputation Intact](#)



Mark Corbae
Senior Strategist
Reputation & Risk Management Practice, Syneos Health

Mark Corbae is a communications strategist and practitioner with more than 25 years of experience as a public relations agency executive and corporate staff professional. With a focus on the life sciences sector, Mark's expertise includes corporate communications, investor relations, content development, issue management and crisis communications.

Overall, Mark's work helps to strengthen and protect corporate brand reputation, increase positive awareness of companies, products and services, and educate diverse stakeholders on subject matter that is often complex in nature. At the same time, he provides strategic corporate level counsel to C-level executives and collaborates with staff throughout the organization – finance, sales, legal, regulatory -- to ensure consistency and clarity in all communications.

Mark's career spans both coasts and includes developing and executing investor relations and corporate communications programs for clients in all stages of growth, from pre-IPO to commercial phase publicly-traded companies.

Prior to joining Syneos Health, Mark was a senior executive at Canale Communications, a San Diego-based communications firm, where he led IR and corporate communications programs for emerging San Diego and Bay Area biopharma across diverse treatment areas, including precision oncology and immunotherapy.

Mark holds a BA Degree in Communications from William Paterson University and a certificate in Investor Relations from University of Bridgeport.



Miriam Kalnicki
Strategist
Reputation & Risk Management Practice, Syneos Health

Miriam Kalnicki joined the Reputation and Risk Management Practice with nearly 15 years of experience in healthcare, consulting and client management. At Syneos Health, Miriam helps healthcare clients in the pharmaceutical and consumer health sectors develop communications strategies to address complex business challenges including pricing & access, public health, safety and regulatory issues.

Miriam came to Syneos Health from SocialWellth, a healthcare technology startup where she was responsible for hospital and payer clients, program development, and product innovation. Prior to SocialWellth, Miriam worked for the Greater New York Hospital Association Ventures arm, where she

helped launch Happtique, a prescriptive digital health and patient engagement platform.

As a strategic consultant, Miriam focused on a market and operations strategy for consumer products, and spearheaded initiatives to change business operations based on changing consumer perceptions and purchasing habits. She spent 5 years focusing in international government relations, where her responsibilities included program management for pharmaceutical companies doing business in Latin America and the Caribbean.

Miriam has a BA from Barnard College and an MBA from Georgetown University.



Scott Santiamo
Strategist
Reputation & Risk Management Practice, Syneos Health

Scott is a seasoned communications professional with extensive knowledge of the biopharmaceutical industry. In his role with Syneos Health, Scott calls on more than 15 years of experience to help clients mitigate emerging issues and navigate sensitive disclosures.

Scott's broad expertise spans corporate and product communications, clinical/regulatory milestones, employee engagement, media and advocacy relations, and corporate branding.

His diverse work at Syneos Health aligns with his experience across a broad range of companies and therapeutic areas. He has represented a range of big pharma clients and interests, VC-backed biotechs, and several orphan drug companies. These experiences have most recently fostered his knowledge of many rare diseases, and indications across neuroscience, oncology, nephrology, and gastroenterology.

Having also held internal roles at emerging life science companies, Scott has first-hand perspective on C-suite needs and cross-functional dynamics. This perspective is particularly relevant for small-to-mid cap companies, and especially those who are transforming from the development to commercial-stages.

Prior to Syneos Health, Scott held corporate communications roles at NPS Pharma/Shire and Retrophin, before transitioning back into agency life at Russo Partners. Early in his career, Scott forged his skills at some of NYC's premier PR agencies, including MSL Group and Fleishman Hillard.

Scott earned his B.A. in Mass Communications from Iona College, pairing it with a minor in Fine Arts.



Dana Davis
Strategist
Reputation & Risk Management Practice, Syneos Health

At Syneos Health, Dana helps clients in the pharmaceutical, biotechnology and consumer health spaces manage their risks and emphasize their value. As a strategist for the Reputation and Risk Management Practice, Dana routinely advises clients on communication challenges surrounding drug pricing and access, safety, regulatory milestones and competitive environments.

Dana's expertise lies in modern activism, as she helps clients prepare for and respond to activist behavior from stakeholders. Her work is informed by extensive research on consumer needs and expectations relative to the evolving role of companies in a polarizing political landscape. This research-based approach allows companies to identify their level of risk and opportunity when it comes to taking a stance on issues and promoting corporate social responsibility.

Dana is a skilled crisis counselor, with experience developing and implementing cross-functional crisis response strategies. She has deep experience managing war rooms, including having led and executed rapid response protocols for one of the most high-profile, national, months-long crisis war rooms in recent years.

Dana was chosen to join the Practice from Chandler Chicco Agency, a Syneos Health company, where she supported branded and disease awareness communications for rare disease and severe allergy clients.

Dana graduated from Northwestern University with a BA in Nonfiction Writing and coursework in Integrated Marketing and Communications from the Medill School of Journalism.



Olivia Rothseid
Analyst
Reputation & Risk Management Practice, Syneos Health

Olivia Rothseid joined the Reputation & Risk Management Practice with a background in biological and behavioral science.

As a member of the Reputation & Risk Management Practice, she helps clients communicate clearly about access, pricing and safety in an ever-changing healthcare landscape. Olivia drives of the Practices key trade association clients, supporting their efforts to effectively engage the wide range of healthcare professionals in their membership.

Olivia is passionate about helping clients communicate effectively with all stakeholder audiences.

Leveraging an academic background in bibehavioral health and bioethics, Olivia has a keen ability to translate complicated health topics for patient and advocacy audiences. Olivia's past experience with topics of global health and diversity within healthcare enable her to handle the broad scope of issues on which the Practice advises clients.

Olivia came to the Practice with hands on healthcare experience, having worked as an EMT and in the hospital setting at Einstein Medical Center. Through her direct experience working with patients, Olivia knows first-hand the power of effective communication. Olivia graduated with a BS from The Pennsylvania State University with a degree in Bibehavioral Health and supporting degrees in both Spanish and Bioethics & Medical Humanities.



Peter Pitts
Consultant, Former Associate FDA Commissioner
Reputation & Risk Management Practice, Syneos Health

Peter Pitts is President of the Center for Medicine in the Public Interest. A former member of the United States Senior Executive Service, Peter was FDA's Associate Commissioner for External Relations, serving as senior communications and policy adviser to the Commissioner. He supervised FDA's Office of Public Affairs, Office of the Ombudsman, Office of Special Health Issues, Office of Executive Secretariat, and Advisory Committee Oversight and Management. He served on the agency's obesity working group and counterfeit drug taskforce and as a Special Government Employee (SGE) consultant to the FDA's Risk Communications Advisory Committee.

Specific areas of global policy expertise include FDA policy and process, healthcare technology assessment and reimbursement issues, real world evidence, social media, off label-communications, pharmacovigilance, patient-focused drug development, abuse-deterrent opioids, biosimilar development, Rx-to-OTC switching, risk management plans, GMP policies, pharmacy education programs, drug safety, Critical Path, personalized medicine, clinical trial transparency, IP protection, FDA reform, drug importation, counterfeiting, genetically modified food issues, food safety and security, recalls, nutritional labeling.

Peter is widely published on the topic of biosimilar nomenclature policy.

In 2010, he was named by Modern Healthcare magazine as one of the 300 "most powerful people in American healthcare."

His comments and commentaries on health care policy issues regularly appear in The New York Times, The Los Angeles Times, The Washington Post, The Wall Street Journal, The Financial Times, Health Affairs, Time, Newsweek, The Boston Globe, The Washington Times, The Chicago Tribune, The San Francisco Examiner, Investor's Business Daily, The Baltimore Sun, The Economist, The Lancet, Nature Biotechnology, The Journal of Life Sciences the BBC World Service, Fox News, CNBC, Bloomberg, The PBS NewsHour, NBC Dateline, The Daily Show with John Stewart, among others.

His book, *Become Strategic or Die*, is widely recognized as a cutting edge study of how leadership, in order to be successful over the long term, must be combined with strategic vision and ethical practice. He is the editor of *Coincidence or Crisis*, a discussion of global prescription medicine counterfeiting and *Physician Disempowerment: A Transatlantic Malaise*.