



## Christine Ghione

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### Strategic Digital Healthcare Executive | Patient Advocate

Highly energetic and motivated healthcare executive passionate about improving patient care and outcomes. Over 24 years of experience designing and developing innovative digital educational solutions globally with demonstrable results. Strongly advocates for better access to testing, treatment and personalized medicine. Committed to empowering patients while leading cross-functional teams.

#### DIGITAL HEALTHCARE EDUCATION EXPERIENCE

##### Strategic Independent Consultant in Digital Health and Physician and Patient Education 2018-Present

Strategic healthcare consultant performing an analysis of current needs and identifying challenges and recommending solutions to align with objectives.

- There is a significant delay in the approval and reimbursement of cancer treatments in Spain that have received EMA approval. Often times, this approval process can take 1.5 years.
- Many patients with cancer in Spain do not have the knowledge about testing and treatment that is available in the rest of Europe.
- Developed and led a patient organization in Spain to empower and educate patients about treatments available in the rest of Europe and created 2 digital platforms with information on drug accessibility and reimbursement information along with other patient resources on disease awareness.
- Developed and executed strategic advocacy and patient engagement plans meeting unmet needs in the country after developing a political analysis of the landscape.
- Established and managed relationships with patient organizations, medical institutions, pharma global stakeholders and public health administration and drove synergies.
- Managed advocacy activities including creation of disease awareness campaigns focusing on the patient experience and patient journey.
- Led multi-functional teams and assessed patient needs and defined creative solutions.
- Received funding from Amgen Europe and Daiichi Global to launch the 2 portals.

Therapeutic areas: Hematology/Oncology, Cardiovascular, Obesity, Diabetes and Endocrinology, Respiratory, Neurology, Psychiatry, Rare Diseases, Dermatology & Women's Health

Clients include: Touch Independent Medical Education, OncoXchange, Alivia Foundation, Encore Medical Education & Novellas Healthcare

##### MEDSCAPE (Education Division) NY, NY

2010-2018

##### Sr. Director, Strategic Accounts

2013-2018

Led the development of the ex-US division of the company. Strategically drove global digital medical education initiatives across therapeutic areas partnering with global medical affairs. Demonstrated success and valuable outcomes.

- The Bayer Global Cardiovascular franchise had the goal to further expand their leadership worldwide and to educate and engage physicians on their new clinical trial data.



- Managed relationships with stakeholders including heads of franchise global medical affairs teams, medical societies, institutions and KOLs including Steering Committee members.
- Planned and executed innovative audience engagement strategies around the globe.
- Integrated the patient voice into innovative strategic medical education initiatives working with patient organizations.
- Designed an annual curriculum consisting of 24 different programs.
- Total engagement was over 146,000 physicians. Reached 64,900 ex-US cardiologists, 65,600 PCPs and Internal Medicine specialists and 15,500 emergency room specialists. Reached an average of 6,000 physicians per program.
- 87% of target audience planned to modify treatment plans or change screening/prevention practice because of this activity.
- 90% of target audience declared that the content learned from this activity will impact their practice.
- 22,723 slides downloaded.
- Developed the largest grant and educational curriculum in the 15-year history of the company at 6.5M Euros comprising of 46 programs over a 2-year period.
- Grew the ex-business from the beginning and managed a total of 10M Euros of accounts annually.

#### **Director, Strategic Accounts**

**2010-2013**

Developed the very first global strategic partnerships and engagements with medical affairs teams and medical societies. Designed strategic solutions and outcomes reports. Recruited strategic consultants to team.

- Novo Nordisk Global's Obesity franchise had the goal to engage their physicians on topics to overcome Obesity.
- In year 1 created a strategic plan with 4 key activities (Combating Obesity with Incretin Therapies: From Science to Clinical Practice, Weight Management Strategies for the Obese Patient in Clinical Practice, The Fight Against Obesity as a Disease - Tackling the Core of the Condition and Obesity Management: What Proven Weight-Loss Interventions Do We Have?)
- Built a steering committee of stakeholders including VPs of medical affairs, medical societies such as ECO and top KOLs in diabetology, endocrinology and obesity.
- Planned and executed innovative audience engagement strategies around the globe.
- Integrated the patient voice into strategic medical education initiatives working with patient organizations.
- Led cross-functional teams assessed client challenges and defined creative solutions.
- Reached 19,050 ex-US physicians including: 5,750 Diabetologists & Endocrinologists, 7,800 Primary Care Physicians, 5,500 Cardiologists. An average of over 6,000 physicians per program.

#### **Thomson Reuters NY, NY**

**2000-2010**

##### **International Account Manager**

- AstraZeneca's European Institute of Healthcare wanted to engage and educate across their 5 therapeutic areas to become a leader in the space: Oncology, Gastroenterology, Cardiovascular, Respiratory and Neurology.
- Organized and executed 5 regional live satellite symposia per year with 300-450 delegates.
- Created the scientific agendas and coordinated the development of all presentations with the KOLs.
- Recorded each symposium and disseminated the content to physicians across the region.