

Laurie Gelb

Principal at Profit by Change

Greater Seattle Area, WA, US

Act on evidence, profit by change

Biography

Always seeking to bridge the science/practice/commercial divide, Laurie earned her MPH while a hospital marketing consultant and publishes across clinical and business journals. An early e-health pundit, she applies three decades of experience spanning the M.D. Anderson Cancer Center to Sanofi-Aventis and WellPoint, to the conclusion that "patient satisfaction" and "disease management" are outmoded constructs in the value/outcomes-driven era. A content developer as well as researcher and strategist, Laurie has pioneered alternatives to forced choice models (e.g. conjoint) in decision support, while counseling the judicious use of social, mobile and peer channels to create win/wins across the organization.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Non-Profit/Charitable, Health Care - Services, Pharmaceuticals

Areas of Expertise

Market Research, Population Health, Behavioral Change

Affiliations

Profit by Change, Kick, Fledge, Puget Sound Research Forum

Sample Talks

Operations | Marketing | C-Suite

Will tailor presentation/working session to audience and objectives. Able to facilitate groups; forge consensus; integrate insights into evergreen deliverables.

Event Appearances

Customer Value: What to Measure and How to Measure It

IQPC Using the Balanced Scorecard in Healthcare Organizations

How Physicians Use the Internet

ROI Health Day (Health Care Marketing & Communications Council)

Expectations in Consumer-Defined Health: Where Do the Drugs Fit In?

Consumer-Defined Health Conference & Expo

Using Consumer, Caregiver and Clinical Heuristics to Support Optimal Health Decisions

3rd Annual Disease Management Conference & Expo

Who Moved My Evidence? Health Decision Support in the Internet Era

Defined Care Health Web Summit, Managed Care On Line

The Ultimate Hack: Disease Management Meets the Digital Lifestyle

FutureCare 2007, Managed Care On Line

Biopharmaceutical Market Research in 2008: Spend Less, Learn More and Keep It Real

Center for Business Intelligence

Leveraging the Internet, Mobile & Social Media

Delaware Governor's Conference on Tourism

Corporate & Product Marketing & Branding

GoodCompany Ventures (lecture)

Be DeLAWARE for Fun & Profit

Delaware Governor's Conference on Entrepreneurial Business

Peril & Promise in the Customer Contact Center

Consumerism Web Summit, Managed Care On Line

Asked & Answered: Actionable Questionnaire Design

Ignite Research! (Puget Sound Research Forum)

Brand Building & Marketing: Art, Science & Conversation

Fledge, a conscious company incubator (lecture)

Education

University of Texas

MPH Health Services

University of Houston

BA Philosophy/Business Administration

Accomplishments

Bridge science/commerce gaps daily

Leverage and integrate patient care operations, market research/stratification, competitive intelligence, longitudinal patient data, medical charts, qualitative methods, heuristic decision models, claims data, front line customer contact, field reports, HCP relationships, branding, content development, information architecture, entrepreneurship, new product commercialization.

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