

# STRATEGIC AFFILIATIONS:

## New Models for Capital Financing

Wednesday, November 17

10:45 am - 12:00 pm EST

**Attendees will gain a detailed overview of the legal and business issues associated with strategic affiliations as a capital source in the healthcare industry covering:**

- Common structures (e.g., partnerships, joint ventures, etc.) in the healthcare industry today.
- Common participants in strategic affiliations (e.g., vertical integration, new entrants, private equity/venture capital) | how goals may differ and their impact on deal structuring.
- The rationale for an organization to consider a strategic affiliation for financing purposes vs. more traditional financing methods (e.g. debt vs. cash).

**The expert panel will examine industry trends with case examples to address:**

- What makes some deals successful / sustainable and why do some deals fall short of their goals.
- Which vehicle is right and how should participants evaluate and monitor these opportunities.
- What key risks should participants be aware of prior to entering into a strategic affiliation - aligning financial, culture and clinical objectives | financial considerations | initial and future capital calls/requirements | need for an exit plan or “pre-nuptial” agreement | ownership of intellectual property | exit considerations.
- How affiliations have evolved.
- What we have not seen yet, but is clearly on the horizon.

**Speakers:**



**Kathleen Healy, Partner, Verrill Dana, LLP**

Kate counsels health care providers, health plans and other entities in the health care industry on a wide range of business transactions and regulatory compliance matters. She has extensive experience advising all types of health care organizations with strategic alliances, including the negotiation of major mergers and acquisitions, joint ventures, ACO formations and operations, as well as PHO and IPA transactions and restructurings. Her experience encompasses all phases of a transaction: negotiation of the definitive agreement(s), due diligence, regulatory approvals and revision of governance documents. In the regulatory compliance area, Kate has particular expertise assisting clients with Stark and Anti-Kickback, privacy and data protection and federal and state licensure matters. She has guided hospitals, physician groups and health plans with the development and operation of compliance programs, including related policies and procedures; physician relationships; contract negotiations; and audits and repayments. Kate also helps clients navigate complex data privacy matters involving HIPAA and state privacy and security laws, including the use of large-scale data analytics by health care providers and health plans, secondary uses of data, electronic data sharing and the formation and operation of health information exchanges. She has managed large scale data projects and federal and state data breach investigations and resolutions. Kate received her J.D. from Notre Dame Law School and her B.A. in the Program of Liberal Studies (a classics program) from the University of Notre Dame.

**Gregory Lief, Founder and Managing Director, Asymmetry Group, LLC**

Greg has devoted 20+ years to growing healthcare companies through industry and management consulting experience. Prior to founding Asymmetry Group, Greg held a variety of leadership roles at Biogen, including heading the Global Commercial Excellence & Operations functions, serving as Chief of Staff to the Chief Commercial Officer, and developing several new-to-company functions including Launch Excellence, Marketing Excellence, Patient Insights and Digital Technology & Innovation. He has also held industry leadership positions in

Corporate Strategy at Life Technologies and Supply Chain Strategy at Wyeth Biopharma. Through these experiences, Greg has become adept at quickly identifying issues and opportunities, creating new capabilities, and successfully implementing these in highly matrixed companies.

Greg also spent a decade in strategic management consulting at Monitor Group (now Deloitte Consulting), serving biopharmaceutical, medical device, diagnostic and life science clients. He has been based in multiple US locations and lived in the United Kingdom serving European clients. Greg's strategy work focused on product and franchise Commercial Strategy, Corporate Strategy, New Product Commercialization and Planning, and Business Development.

Greg has published articles and keynoted conferences. He holds an M.B.A. from the Kellogg School of Management at Northwestern University, and a B.A. in Biology and Environmental Studies from Dartmouth College

**Yakir Siegal, Managing Director, Asymmetry Group, LLC**

Yakir joined Asymmetry Group after serving in Deloitte Consulting as a Managing Director in the Monitor Deloitte Strategy practice. He has worked in a variety of industries since originally joining Monitor Group in 1994, including life sciences, energy, manufacturing, construction, consumer products, telecommunications, high technology, and financial services. Within these industries, he has worked on corporate and business unit strategy, commercial capability building, marketing and organic growth strategy, stakeholder management, new business development, leadership development, and organizational design.

Yakir's 15+ years experience in life sciences spans multiple therapeutic areas, including central nervous system, cardiovascular and metabolic, virology, oncology, hematology, urology, women's health, and pain. His life sciences work covers the full range of the product lifecycle, from early commercial input through brand revitalization and lifecycle management and includes all aspects of integrated commercial strategy, ranging from market access and patient services to sales & marketing.

Yakir is a co-author of a number of articles on topics, including drug pricing and market access, a return on capital view of the US healthcare industry, and the role of business model innovation in MedTech.

Prior to joining the firm, Yakir received an A.B., A.M., and Ph.D. in Physics from Harvard University, where his research focused on ultrafast laser spectroscopy, semiconductor physics, and nonlinear optics.

**Registration:**

Registration is Available Online at <https://cvent.me/KWk8r2>.

**CPE and CEU Credits:****HFMA 1.25 / CPE 1.2**

To obtain CPE Credits, attendees must attend the live webinar session and answer the polling questions.

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Finance - Technical	1.2
<b>Program Level:</b> Intermediate	
<b>Pre-requisite Requirements:</b> No advanced preparation necessary	
In order to obtain CPE Credits, attendees must attend the live webinar session and answer all polling questions.	

**Cost:**

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**Contacting the Office:**

Any questions, concerns, or complaints can be addressed to [admin@ma-ri-hfma.org](mailto:admin@ma-ri-hfma.org) or **781-647-4422**

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