

Pharma**VOICE**

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the Most
Inspiring People



DETERMINED. PASSIONATE.



Darik Volpa has dedicated his career to the pursuit of educating, informing, communicating, and essentially, changing lives.

Starting a technology company with virtually no technology experience takes some courage and a powerful concept. With a vision to create new and effective ways to address the abysmal state of healthcare literacy in the world, one that is costly in both dollars and lives, Darik Volpa believed he could make a real difference for patients.

As a medical device representative in the 1990s, Mr. Volpa witnessed the huge disconnect in what patients knew and what they should know for better clinical outcomes. Exploring multiple approaches, he set out to create programs that were grounded in visually based learning and interactivity.

Knowing that visual aids can increase understanding and retention by 400%, based on Wharton Applied Research Center statistics, Mr. Volpa wanted his vision to go even further; he wanted to use learning and understanding to influence patient compliance.

This was the genesis of founding Understand.com in 2003.

Often called a medical education think-tank, Understand.com maintains exclusive partnerships with leading medical societies, academic institutions, and businesses in medical devices, pharmaceuticals, and public education.

His passion for patients has led Understand.com to educate more than 5 million patients worldwide and has licensed content, including medical animations, interactive modules, and mobile learning, to more than 3,000 physicians globally.

Understand.com wasn't an overnight success, and Mr. Volpa says the first months taught him that it's important to be flexible

Darik VOLPA

Breaking Down the Disconnect in Patient Understanding

and be willing to rethink strategy, but never to quit.

When Mr. Volpa started Understand.com in 2003, he forecast that he would have 500 physicians licensing its content by the end of calendar year one. He launched the first product in September, so he had four months to achieve this goal — with no employees and working out of his home.

When Dec. 31 rolled around he had signed up seven physicians. He had missed his goal by 493. He had barely enough revenue to pay for his Internet and phone expenses.

Undaunted, Mr. Volpa never lost confidence and his leap of faith in starting a business based on innovation, new technology, and maintaining the required scientific accuracy was always grounded on more than dollars and cents.

He takes pride in knowing that there is documented improvement in patient care and improved outcomes based on his original vision. Mr. Volpa has a sincere passion to innovate, to create great products, and improve healthcare literacy.

Colleagues and peers commend Mr. Volpa for taking on such a complex issue of patient education. And Mr. Volpa is an evangelist in bringing this national as well as global problem to the forefront. His company's content has been featured on The Doctors, Good Morning America, Dr. Phil, and Bodies The Exhibition, to name a few national venues. Recently, the company was recognized by Inc Magazine as one of the fastest-growing privately held companies in the United States. The company was also a finalist as one of the Best Places to Work.

Understand.com might never have existed were it not for Mr. Volpa being bypassed for promotion at his previous employer.

"While devastating at the time, that experience resonated with me in such a way that I never wanted another person to tell me what I would do, determine how much I would make, or tell me where I would live," he says "Dark moments filled with self-doubt can inspire one to take risks and do new things. It's always darkest before dawn."

But success in business is only part of Mr. Volpa's contribution to society and health.

He supports the American Cancer Society, the MDA Telethon, The Children's Cabinet,

DRIVEN TO INNOVATE BY
PASSION

the Boys and Girls Club, and the Reno Veterans Guest House. With a tremendous respect for the military, in 2013 Mr. Volpa started a special fundraising effort for the families of deceased and injured Navy SEALs. Working with participating clients, related company profits are pledged to the Navy SEAL Foundation. Understand.com has donated \$25,000 year to date with this effort.

Mr. Volpa takes education to a local level as well; he is involved with local colleges — the University of Nevada and Truckee Meadows Community College — and he is an active participant and sponsor for The Governor's Cup Business Plan Competition, which promotes innovation, entrepreneurship, and technology for college students in Nevada.

Understand.com also participates in an internship program associated with the highly regarded graduate program in Biomedical Visualization at the University of Illinois Medical Center in Chicago — one of only three accredited programs in the United States. **PV**

Getting to Know...

Darik Volpa

TITLE: Founder and CEO

COMPANY: Understand.com

EDUCATION: California State University, Fresno

FAMILY: Wife Tiffany, daughters Morgan and Tatum

AWARDS/HONORS: 5,000 Fastest Growing Privately Held Companies, Inc. Magazine 2010; 20 Under 40 Award, Nevada Business Journal 2010; 20 Under 40 Award, Reno Gazette Journal, 2009; Business Visionary Award, Nevada Business Journal, 2009; Best Places to Work Finalist, Northern Nevada Human Resource Association (NNHRA) 2009; Entrepreneur of the Year, The Business Report of Northern Nevada/ Reno Gazette Journal, 2007; Best of Show Silver & Gold Venture Capital Conference, 2006; Marketing Professional of the Year, Stryker Corp., 1999

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The 2013 PharmaVOICE 100

EACH YEAR WE HAVE THE PRIVILEGE OF SHOWCASING 100 OF THE MOST INSPIRING AND MOTIVATIONAL INDIVIDUALS THROUGHOUT THE LIFE-SCIENCES INDUSTRY.

This special issue, now in its ninth year, once again showcases the individuals as identified by you, our readers, for being outstanding leaders, providing inspiration and motivation to their teams, peers, and companies; innovators, creating new opportunities and visionary products and companies to address the future of healthcare; and philanthropists, giving back personally and through their companies to local, national, and global organizations that provide goods and services to communities and patients in need.



This year, we asked our leaders to identify in one word what drives them to innovate. We also asked them to provide the two adjectives that best describe them. Their answers provide interesting insights into their personalities and leadership

styles. We also asked our honorees to identify what they believe will be the biggest breakthroughs in the industry and in their sphere of influence in the next five years; what their hope is for the future of healthcare; what they believe are the biggest challenge(s) facing the industry today; their view on the importance of mentoring; and how social media is changing how they work. Their insights are compiled in several informative and exciting articles that can only be found online in our bonus content; so please log into this month's issue on www.pharmavoiced.com to read more perspectives from our PharmaVOICE 100 honorees.

This year's honorees represent the broadest span of the healthcare and life-sciences industry to date. We have honorees from consumer packaged goods to research foundations to academia, government agencies, big pharma, small pharma, biotech, emerging biotech, consultancies, advertising agencies, technology companies, contract research organizations, etc. This broad and far-reaching representation is a clear indicator of the ever-expanding ecosystem of the healthcare industry.

To navigate this special publication, which has become known as the feel-good issue of the year, we have divided the honorees into categories that we believe best capture their expertise, which is no easy feat as each of this year's honorees could easily fit into several of the following sections: commanders and chiefs, entrepreneurs, change agents, clinical specialists, researchers and scientists, marketers, patient advocates, mentors, and technologists.

With thousands of nominations to consider, our editorial team relies on the personal accounts from our readers that describe why these individuals are special. So we thank all of you who took time out of your busy schedules to nominate the individuals who have made, and continue to make, a difference in your careers, lives, and organizations. We also want to thank all of our PharmaVOICE 100 honorees for taking the time to share their personal stories with us. Please join us in extending warm congratulations to our esteemed group. I hope you enjoy getting to know them as much as we did.

Regards,

Taren Grom
Editor



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Letter from the Editor

Their Word...

DENISE MYSHKO
Managing Editor



The PharmaVOICE 100 are hopeful the future will bring breakthroughs in many areas, including HIV, cancer, neglected diseases, stem cell research, biomarkers, and epigenetics.

ROBIN ROBINSON
Senior Editor



This year's group of PV100 honorees are prime examples of how great leaders improve the world around them through passion, courage, innovation, and caring.

KIM RIBBINK
Features Editor



As so many of our PV100 nominees put it, motivation comes from within. Each one of these individuals personifies that in every way.

COMING in September

- > Behavioral Economics: Measuring Outcomes
- > Closing the Loop on Marketing
- > ePatient Recruitment
- > Where Have All the Investigators Gone
- > Global Regulatory Issues
- > The C-Suite: Digital Marketing
- > Market Sector: South Korea
- > Showcase Feature: Marketing



Who's on the List — 2013

Indexed by Section



Kerry Hilton
HCB Health



Nick Colucci
Publicis Healthcare
Communications
Group



R.J. Lewis
eHealthcare Solutions



Bob Previdi
PSKW



Dr. Mark Fishman
Novartis



Mary Clegg
SynteractHCR



Dave Escalante
Cegedim



Andrew Burns
WorldOne



Jamie Ring
Genzyme



**Dr. Doreen
Lechner**
Sentrx

THE COMMANDERS & CHIEFS

David BerryPronutria
Damian BragaSanofi Pasteur
David BruggemanClinical Research Advantage
Walter Capone.....The Multiple Myeloma
Research Foundation
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THE ENTREPRENEURS

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