



# FOCUS ACADEMY

*Ideate. Engage. Impact.*

[www.focusacademy.bio](http://www.focusacademy.bio)

# GAH Reimbursement Workshop Oct 2021

Introducing Focus Academy

Workshop Presentation

- US Healthcare Overview
- Susan Rowinski
  - Q+A
- Regina Leung
- Andrew Broderick
- Discussion

Q + A

A night-time photograph of the San Francisco skyline, featuring the Transamerica Pyramid and other illuminated skyscrapers. In the foreground, the illuminated tower of the Golden Gate Bridge is visible on the left side. The city lights are reflected in the water of the bay.

# Focus Academy *Innovation Hub*

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- A well-integrated and thriving startup community designed to move innovation forward
- We partner with international foundries, accelerators, government agencies, VCs, universities
- Curate virtual and in-person immersion programs, bootcamps, & workshops

# Our Approach



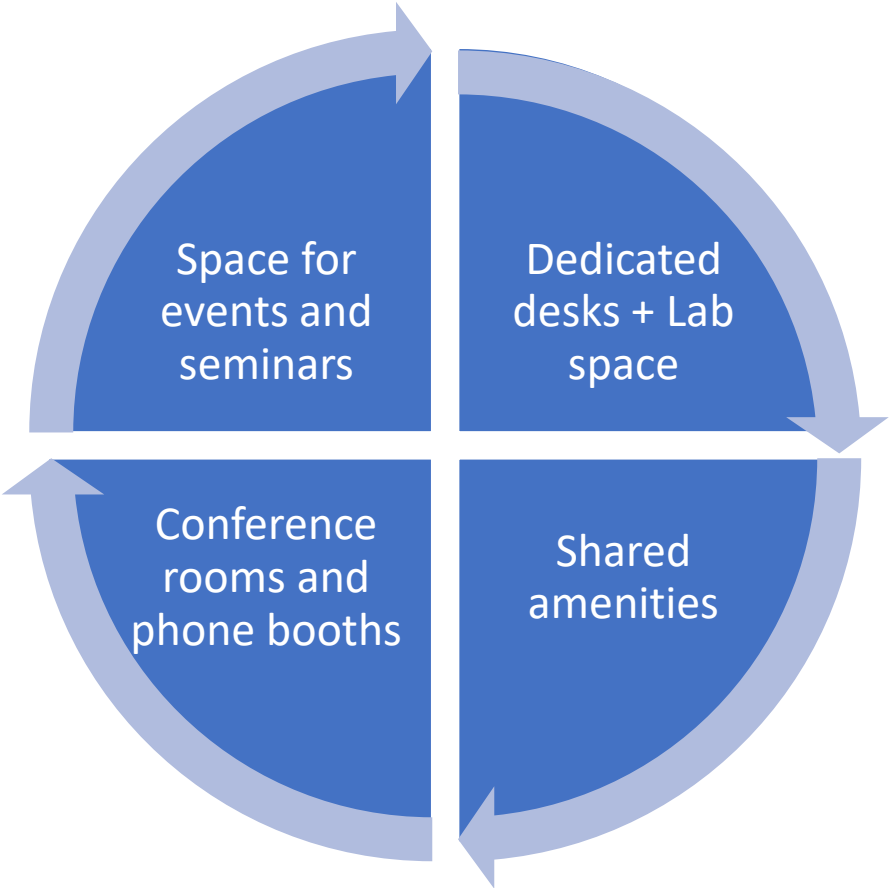
## WE PROVIDE:

- Custom programming and residency option
- Personalized programs tailored to individual needs
- Rapid access to target sector and stakeholders
- Support + guidance in efficient market and product development
- Offices and labs in a vibrant collaborative space in the heart of San Francisco, Silicon Valley, Seattle, Boston, and San Diego
- An expansive network of funders, entrepreneurs, and mentors



*Grid-X Argentina Cohort, Summer 2019*

# OUR SAN FRANCISCO & SILICON VALLEY SPACES



Space for  
events and  
seminars

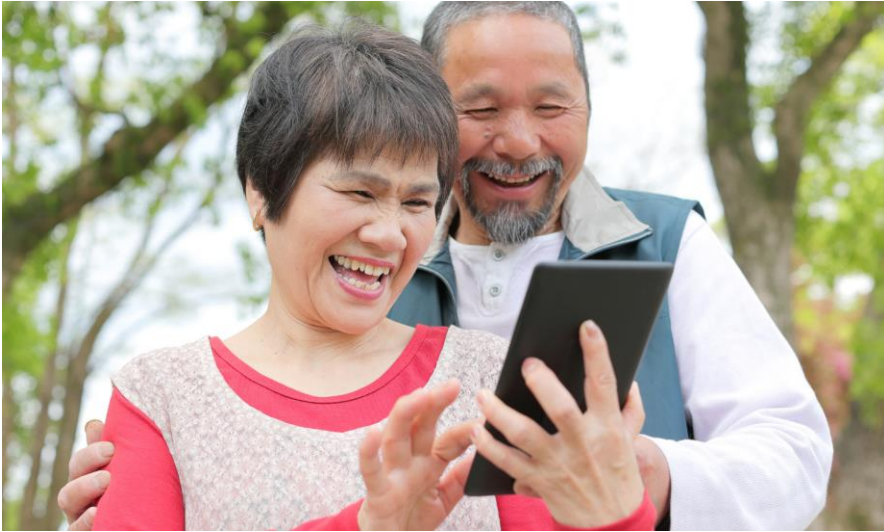
Dedicated  
desks + Lab  
space

Conference  
rooms and  
phone booths

Shared  
amenities

# CARA

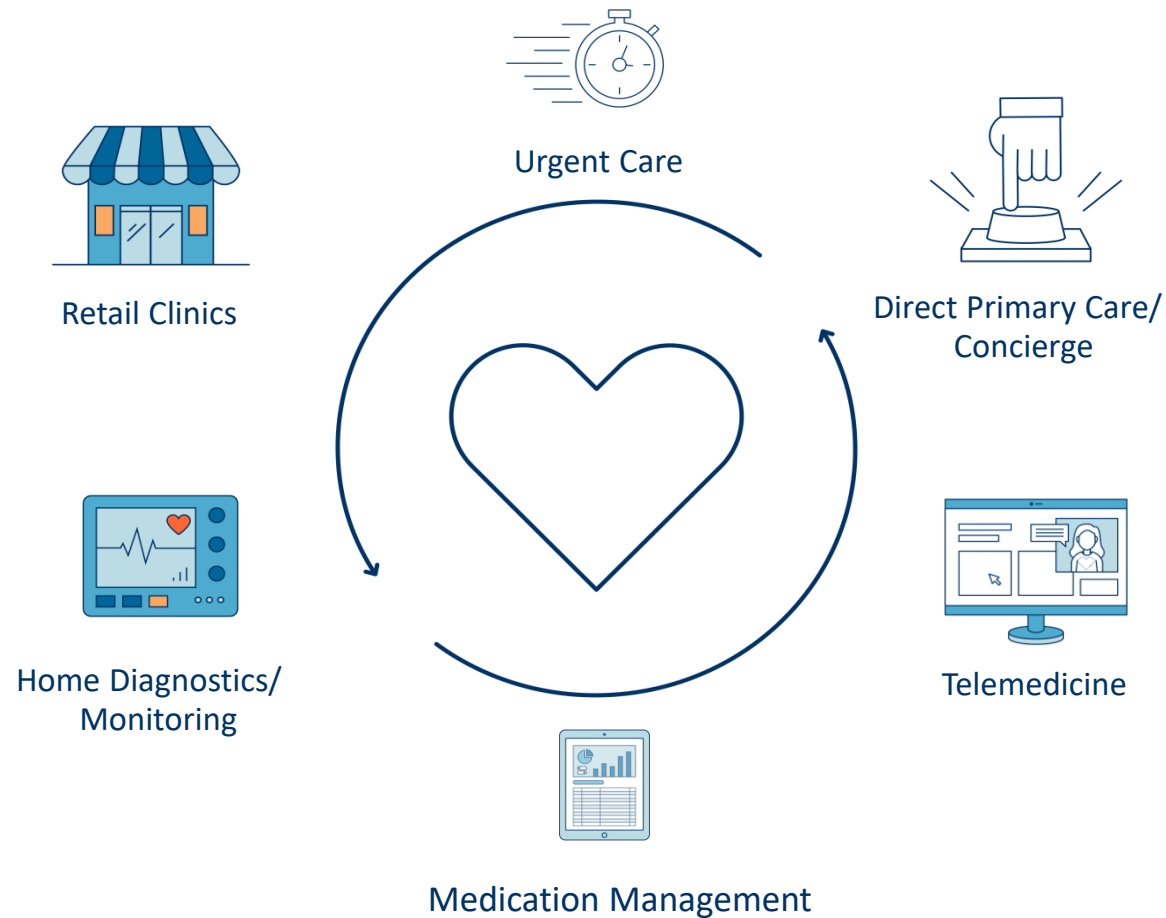
## CENTER FOR AGING RESEARCH & ACCESSIBILITY



Advancing innovation towards commercialization by providing:

- Connections to industry thought leaders and experts
- Access to customer insights and market analysis
- Opportunities for user-centered design and testing
- Networks for collaboration and partnerships

# US Landscape Dynamics





## Health Spending by Type of Products or Service



Hospital care



Physician and  
clinical services



Retail  
prescription  
drugs



Other health,  
residential, and  
personal care  
services



Nursing care  
facilities and  
continuing care  
retirement  
communities

## Health Spending by Sources of Funds



34%  
Private health  
insurance



20%  
Medicare



17%  
Medicaid



10%  
Out-of-pocket

- US Health Spend \$10,224/pp

- US spend \$3.8 trillion

# Who are your stakeholders?

Partners



Customers



Payors



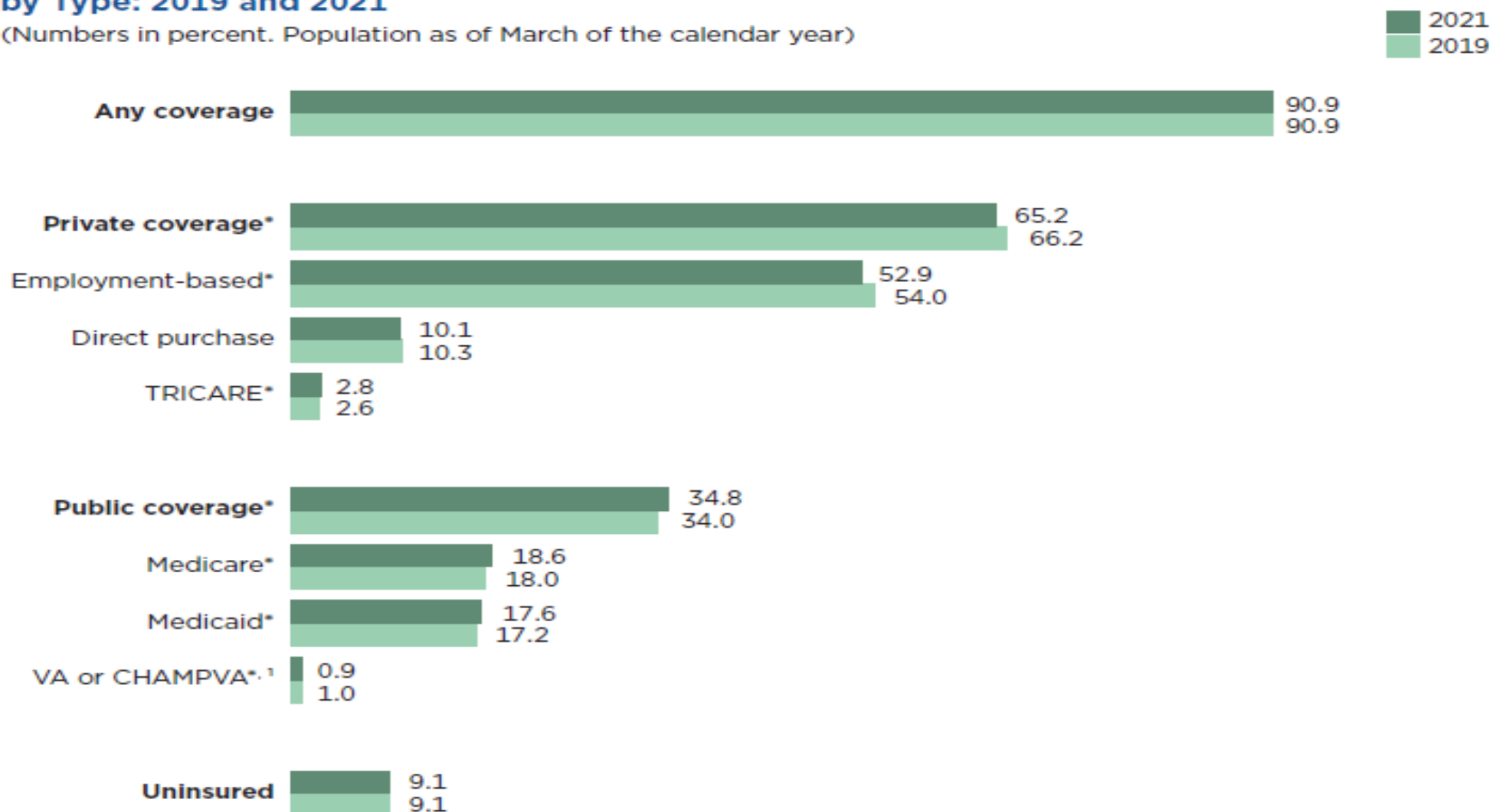
Distributor



Service Provider

Figure B-5.  
**Percentage of People With Health Insurance Coverage at Time of CPS ASEC Interview  
 by Type: 2019 and 2021**

(Numbers in percent. Population as of March of the calendar year)



# Private Payers

- **Private Health Insurance**
  - Private health insurance is coverage by a health plan provided through an employer or union, purchased by an individual from a private health insurance company, or coverage through TRICARE.
- **Employment-based Health Insurance**
  - A coverage offered through one's own employment or a relative's. It may be offered by an employer or by a union.
- **Own Employment-based Health Insurance**
  - A coverage offered through one's own employment and only the policyholder is covered by the plan.
- **Direct-purchase Health Insurance**
  - A coverage through a plan purchased by an individual from a private company or through an exchange. **Exchange plans** include coverage purchased through the federal Health Insurance Marketplace as well as other state-based marketplaces and include both subsidized and unsubsidized plans.
- **TRICARE**
  - TRICARE is a military health care program for active duty and retired members of the uniformed services, their families, and survivors.

# Public Health Insurance

Public health insurance includes plans funded by governments at the federal, state, or local level.

- **CMS: Centers for Medicare and Medicaid Services**
- **Medicare:**
  - A Federal program which helps pay health care costs for people 65 and older and for certain people under 65 with long-term disabilities.
- **Medicaid**
  - A program administered at the state level, which provides medical assistance to the needy. Families with dependent children, the aged, blind, and disabled who are in financial need may be eligible for Medicaid. It may be known by different names in different states.
- **CHIP, the Children's Health Insurance Program**
  - A program administered at the state level, providing health care to low-income children who do not qualify for Medicaid. CHIP may be known by different names in different states. The CHIP program may also be known by its former name, the State Children's Health Insurance Program (SCHIP).

# Public Health Cont.

- **CHAMPVA or VA coverage**
  - CHAMPVA is a medical program through which the Department of Veterans Affairs helps pay the cost of medical services for eligible veterans, veteran's dependents, and survivors of veterans.
  - The Department of Veterans Affairs provides medical assistance to eligible veterans of the Armed Forces.
- **State-specific Plans**
  - Some states have their own health insurance programs for low-income uninsured individuals. These health plans may be known by different names in different states.
- **Indian Health Service (IHS)**
  - A health care program through which the Department of Health and Human Services provides medical assistance to eligible American Indians at IHS facilities. In addition, the IHS helps pay the cost of selected health care services provided at non-IHS facilities. If someone only reports having IHS coverage and no other type of health insurance, they are considered uninsured.



# Susan Rowinski, MSE

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- President and CEO of the Rowinski group
- UCSF – Teaching Faculty
- Vice President, Marketing & Reimbursement - PharmaSonics
- Director of Marketing - Cardio metrics, Mountain View, CA
- Global Marketing Manager – Medtronic, San Diego
- Board advisor, NIH Contributor
- Faculty at U. Michigan, and Georgia Institute of Technology



# Regina Leung, MBA

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- Tonic Bioventures, Founding Partner
- Mayflower Consulting – Founder/CEO
- Commercialization roles at BMS, McKesson, PDL Pharma, Gilead
- IQVIA – Market Access Principal
- Advisor/Mentor/Strategist with Skydeck, Keiritsu Forum and UC Berkeley, and CLSI





# ANDREW BRODERICK

## Project Director

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- **Director of Research – Focus Academy**
- **Research Director at the Public Health Institute** in Oakland to advance digital health practices and policies
- **Project Co-Director at San Francisco Tech Council** to advance digital inclusion for older and disabled adults
- Strategy consulting in **healthcare futures research, new business opportunity identification, and commercialization**
- Program leadership and project management in **digital health research design** and implementation
- **Conduct technology and market opportunity assessments** and lead evaluations of digital health interventions