

Professional Profile

A Pharmacist with 30 years of healthcare experience with proven success in the following areas:

- *Health Policy* expertise in healthcare transformation, focused on integrating medication optimization into emerging value-based payment and care delivery models.
- *Leadership experience* building research teams, consultative services and technology projects designed to inform healthcare reform through care delivery collaborations.
- *Population Health Management* program development through the implementation and testing of medication management services and digital health tools.

Core Accomplishments

UNC Eshelman School of Pharmacy

- Funded Grants, Contracts and Research
 - Develop, Test and Scale Value-based Community Pharmacy Services grant from NACDS Foundation 2020-2024; \$897,000; Co-PI
 - Pharmacy Network Foundation (PNF) pharmacy sustainability initiative 2022-2023; \$120,000; Co-PI
 - Expanding Telehealth Services to Address Social Determinants of Health (SDoH) during COVID-19 in Rural North Carolina 2020-2021; \$65,000; Co-PI
 - Implementing Comprehensive Medication Management (CMM) in Primary Care Settings through TelePharmacy grant from EII 2019-2021; \$260,000; Co-innovator
- Planned Grants, Contracts, and Research Projects:
 - Implementing Covid-19 and Opioid Overdose Prevention Practices in Rural Community Pharmacies; (\$14,000); Cross-CTSA Collaboration U01; Consultant
- Teaching:
 - Director of the Janssen Quality and Real World Evidence Fellowship; oversee two postdoctoral fellows with rotations through UNC, Pharmacy Quality Alliance (PQA) and Janssen 2020-2023
 - Associate Faculty Director, UNC Center for the Business of Health (CBOH); Serve as Faculty Advisor for the PharmD/MBA dual degree students 2022-present
 - Developed Business of Health Care blended certificate framework with Gillings School of Public Health and Keenan Flagler Business School 2022
 - Course Director, US Healthcare (PHCY 609); developed curriculum for required 2-hour course, launched in 2016 with updated group capstone project in 2018-19
 - Course Director, Health Policy and Managed Care (PHCY 840); 3-hour elective, 2022
 - Received 'worthy of recognition' award, a median rating ≥ 4.5 out of 5 on the "Overall, the instructor was an effective teacher" survey for PHCY 609 and PHCY 840
 - Faculty mentor for two Research and Scholarship Program (RASP) students, 2017-18
 - CMO student roundtable; lecturer on healthcare policy topics in 2018-19
 - Faculty mentor for 6 Fellows pursuing a Teaching Certificate 2017-19

- Service:
 - UNC Center for the Business of Health (CBOH) Board of Directors and Interdisciplinary sub-committee 2022-present
 - Carolina Engagement Council 2021-present
 - UNC COI committee 2019-present
 - PharmAlliance Practice Domain Chair across UNC, Monash University and University of Central London (UCL) from 2018-2022
 - UNC Vice Chancellor of Research IPRC Review Committee 2019
 - UNC Eshelman School of Pharmacy PACE Division Chair Search Committee 2019
 - UNC Health Partnership in Patient Care (PIPC): Research Committee in 2018-19

GlaxoSmithKline Health Policy

- Invited by the Institute of Medicine (IOM) to present at the June 2015 Population Health Roundtable workshop to represent private sector activities. Invitation extended to write population health paper that is planned for publication by the IOM in the fall of 2015.
- Secured GSK funding and co-led the execution of a \$3.3 million Health IT predictive analytics pilot project in 2014 with partner CCNC. Gained approval from GSK senior leadership, built support team and navigated through 3 phases of development and pilot implementation.
- Co-developed, gained GSK approval and launched three-way collaboration with GSK, UNC ESOP, and CCNC in 2014. Goal to develop, test and implement new approaches to medication optimization within value-based care delivery and payment models.
- Lead GSK quality team who prioritized comment opportunities with Federal agencies and quality organizations that resulted in a 51% success rate in final regulations in 2014.
- Created, secured funding, and led execution of NC First in Health initiative, a public/private collaboration that expanded the Patient Centered Medical Home (PCMH) infrastructure in NC. Launched program in 2012 and added medication management program in 2014.
- Developed health policy alliance with American Pharmacists Association (APhA) in 2008 to champion mutual Federal policy objectives that advanced pharmacy practice.

Professional Experience

UNC Eshelman School of Pharmacy, University of North Carolina at Chapel Hill

Professor of the Practice, Practice Advancement and Clinical Education (PACE) (1/16-present)

Course Director for US Healthcare and Health Policy Managed Care in the PharmD curriculum. Manage grants and external collaborations to execute on the practice advancement strategy.

Vice-Chair, Practice Advancement, PACE Division (1/23-present)

Coordinate and manage external practice advancement activities while supporting internal faculty on new initiatives. Co-lead implementation of the PACE practice advancement strategic plan. Areas of focus include advancing policy and advocacy, payer and provider initiatives, and coordinate multi-stakeholder Catalyst events to advance population health.

Associate Faculty Director, UNC Center for the Business of Health (CBOH) (6/2022-present)

Represent UNC Eshelman School of Pharmacy to drive CBOH strategy and initiatives across UNC and through external engagement with the CBOH board of directors.

Director, Center for Medication Optimization (CMO)(1/16-9/21)

Charged with building and leading a team to facilitate innovative practice research, multi-disciplinary healthcare collaborations, and educational excellence to influence state and federal health policy by integrating medication optimization within value-based care delivery models.

GlaxoSmithKline

Senior Director, Payment & Delivery Reform, US Public Policy – RTP, NC (7/13-1/16)

Managed team of professionals focused on healthcare transformation through quality improvement, Health Information Technology (HIT) and the medication management policy environment. Engaged with national quality organizations and policymakers to enable value-based healthcare via quality measure adoption and care delivery improvements.

Director, US Public Policy – RTP, NC (11/06-7/13)

Responsible for shaping the external health policy environment in the areas of HIT, quality, healthcare delivery, and medication management by working within GSK to create effective strategies, as well as external engagement with healthcare stakeholders and policymakers to implement these strategies.

Best Practices LLC

Director of Healthcare Sector Research – Chapel Hill, NC (4/05-11/06)

Led the quantitative benchmarking research and consulting services for the pharmaceutical and biotechnology industries. Also managed the Business Excellence Board (BEB), a membership-based research and advisory service that supported pharmaceutical company executives.

GlaxoSmithKline

Senior Manager, Clinical Guideline Operations – RTP, NC (5/02-4/05)

Responsible for placing clinical decision support tools within Health Plans and Provider Organizations. Goal was to produce real world data on the optimal use of medications to treat asthma, diabetes, and heart failure.

MDeverywhere Inc.

Senior Product Manager – Durham, NC (6/00-4/02)

Created strategic direction for the academic institution market segment, forged external partnerships, and maintained strategic alliances. Product lines included digital dictation and prescription writing.

Ortho-McNeil Pharmaceutical (a Johnson & Johnson Company)

District Sales Manager – Raleigh, NC (1/98-6/00)

Recruited, trained, and provided strategic direction to 11 sales representatives in a start-up specialty division. Wound care product line included a biotechnology topical growth factor.

HealthMatics G.P. (a Glaxo Wellcome General Partnership)

Product Manager, Academic and Professional Affairs – Durham, NC (5/96-1/98)

Implemented EMR into academic institutions for use by medical students and clinicians. Key stakeholders included medical school deans and chief information officers.

Glaxo Wellcome Inc.

Professional Affairs Manager, State Government Affairs - Seattle, WA (8/94-5/96)

In a five-state region, worked with State Medicaid programs to ensure access to and appropriate utilization of Glaxo Wellcome products.

Glaxo Inc.

Professional Sales Representative, Allen & Hanburys - Atlanta and Macon, GA (10/88 – 8/94)

Responsible for respiratory and antibiotic product sales by calling on physicians, pharmacists, and nurses in two separate territories.

Education

University of Georgia, College of Pharmacy

B.S. Pharmacy 1988

Registered Pharmacist (R.Ph.) State of Georgia #15904

Book Chapters

- Publication in July 2022: Optimizing Medication Use through Health IT: A Pharmacist's Perspective; Medical Informatics: An Executive Primer, 4th Edition; HIMSS press; Authors: Troy Trygstad, Mary Ann Kliethermes, Anne Burns, Mary Roth McClurg, Marie Smith, **Jon Easter**

Health Policy Publications, Articles and Blogs

- Roller J, Pfeiffer A, Humphries C, Richard C, **Easter J**, Ferreri S, Livet M; Community Pharmacy Recruitment for Practice-Based Research: Challenges and Lessons Learned; Pharmacy 2023, 11(4), 121, <https://doi.org/10.3390/pharmacy11040121>
- Trygstad T, **Easter J**; (August 2022). SBIRT Spells Cornerstone of Future Pharmacy Practice. Pharmacy Times. <https://www.pharmacytimes.com/view/sbirt-spells-cornerstone-of-future-pharmacy-practice>
- Urick B, Defalco P, **Easter J**, Vest MH, Parker A, et al; Telehealth Medication Management and Healthcare Spending in a Medicare ACO. Accepted for publication by the Journal of Managed Care & Specialty Pharmacy in December 2022
- Livet M, Levitt J, Lee A, **Easter J**. (January 2021). Expanding telepharmacy services to address covid-prompted social determinants of health. Exploratory Research in Clinical and Social Pharmacy. 2021;2:100032. <https://doi.org/10.1016/j.rcsop.2021.100032>
- Tripicchio, K, Urick, B, **Easter, J**, & Ozawa, S. (January 2020). Making the economic value proposition for pharmacist comprehensive medication management (CMM) in primary care: A conceptual framework. Research in Social & Administrative Pharmacy (RSAP). In press: <https://doi.org/10.1016/j.sapharm.2020.01.001>
- Livet M, Levitt J, Lee A, **Easter J**. (January 2021). Expanding telepharmacy services to address covid-prompted social determinants of health. Exploratory Research in Clinical and Social Pharmacy. 2021;2:100032. <https://doi.org/10.1016/j.rcsop.2021.100032>
- Tripicchio, K, Urick, B, **Easter, J**, & Ozawa, S. (January 2020). Making the economic value proposition for pharmacist comprehensive medication management (CMM) in primary care: A conceptual framework. Research in Social & Administrative Pharmacy (RSAP). In press: <https://doi.org/10.1016/j.sapharm.2020.01.001>
- Livet, M, & **Easter, J**. (February 2019). Optimizing medication use through a Synergistic Technology Testing Process: Applying implementation science to drive effectiveness and facilitate scale. *Journal of the American Pharmacists Association*. In Press: <https://doi.org/10.1016/j.japh.2018.12.013>.
- **Easter J**, Jani, Y, Kirkpatrick, C, Steeb D, Eckel S (April 2019). Unifying a profession and a health care system: Building the case for a "one pharmacy" global community. *Research in Social & Administrative Pharmacy: RSAP*. In press: <https://doi.org/10.1016/j.sapharm.2019.04.048>
- Thorpe, K, & **Easter J**. (February 2018). The Multi-Billion Dollar Drug-Sensitive Spending Opportunity. North Carolina Medical Journal. In press: <https://doi.org/10.18043/ncm.79.1.46>
- Dewalt, D, & Easter J. (May 2017). Medication Optimization Value Proposition. North Carolina Medical Journal. In press: <https://doi.org/10.18043/ncm.78.3.168> Trygstad T, Easter J; (August 2022). SBIRT Spells Cornerstone of Future Pharmacy Practice. Pharmacy

Times. <https://www.pharmacytimes.com/view/sbirt-spells-cornerstone-of-future-pharmacy-practice>

- Farley, J, Ferreri, S, **Easter, J**, & McClurg, M. (May 2017). The North Carolina Experiment: Active Research in the Development and Assessment of New Practice Models. North Carolina Medical Journal. In press: <https://doi.org/10.18043/ncm.78.3.186>
- Urick, B, Brown, P, & **Easter, J**. (May 2017). Achieving Better Quality and Lower Costs in Medicaid. North Carolina Medical Journal. In press: <https://doi.org/10.18043/ncm.78.3.188>
- Gonzalez, D, Kashuba, A, **Easter, J**, et al. (August 2017). Precision Dosing: Public Health Need, Proposed Framework, and Anticipated Impact. Clinical and Translational Science. In press: <https://doi.org/10.1111/cts.12490>
- Medicaid Reform White Paper ([May 2017](#))
- Chronic Care Act and Implications for Medication Optimization [Blog \(October 2017\)](#)
- [Patient Engagement and Wellness: A Critical Piece of the Puzzle as Health Care Moves to Value-Based Models](#); Pharmacy Times (October 2015)
- [Avoiding the First Event: The Importance of Adherence in the “Near Sick”](#); Pharmacy Times (August 2014)
- [Medication Management: Integrating the Pharmacist as the Champion](#); Pharmacy Times (August 2013)

Selected External Presentations and Lectures

- PharmAlliance; Engaging the Policymaker with Education and Advocacy; July 2023
- Payers have need, community pharmacy has solutions: the path toward reimbursement for services; Pharmacy Practice Summit; August 2023
- Align Healthcare Summit; Implementing Catalyst Event to Drive Regional Collaborations; September 2023
- American College of Clinical Pharmacy (ACCP) Annual Meeting; Utilizing Telepharmacy to Address Social Determinants of Health (SDoH); October 2022
- Rural Community Pharmacy Network CE Program; Payers have needs, community pharmacy has solutions: the path toward reimbursement for services; October 2022
- Innovations and Transformations in Pharmaceutical Sciences (ITPS) Summer Program; Enhancing Diabetes Care in Rural Areas through Telehealth Clinical Pharmacy Services; July 2022
- Pharmacy Quality Alliance (PQA) Annual Meeting; Top-Down and Bottom-Up: Integrating Holistic Perspectives to Deliver Patient Care Interventions in Community Pharmacy; May 2022
- American College of Clinical Pharmacy (ACCP) Spring Clinical Forum; Key Elements of a Metric-based Business Case for CMM Implementation; April 2021
- Pharmacy Quality Alliance (PQA) Annual Meeting; Aligning Provider and Payer incentives through a primary care telepharmacy program; May 2021
- American College of Clinical Pharmacy (ACCP) Leadership Meeting; CMM Project Results: Telepharmacy and Specialty Clinics; July 2021
- Telepharmacy Advisory Committee (TAC) Meeting;
- Get The Meds Right Institute (GTMRx) Payment and Policy Solutions Workgroup; Implementing a CMM Telepharmacy Service into Primary Care Clinics within Rural and Underserved Areas; November 2021
- PharmAlliance Week; Hot Topics in Pharmacy Practice; Facilitated the New Payment Models Breakout Session; November 2021
- Eli Lilly Employer Roundtable with Keenan Flagler Business School at UNC; February 2020

- West Pharmaceutical Specialty Pharmacy Leadership Team; Value-based payment and delivery healthcare trends; March 2020
- PharmAlliance International Leadership Series: Intercultural Communication on Teams; October 2020
- National Association of Chain Drug Stores, Regional Chain Conference, Palm Beach, Florida, February 2019. Easter, J. From Volume to Value: Implementing Change in Our Healthcare System. Keynote Presentation.
- UNC Kenan Flagler Business School, UNC Business of Healthcare Convocation, Chapel Hill, NC, February 2019. Easter, J. Predictive Analytics + Clinical Pharmacy Services = Value-based Care. Invited Presentation.
- World Healthcare Congress, Medication Adherence Conference, Philadelphia, Pennsylvania, March 2019. Easter, J. Integrating Medication Optimization into Value-based Care Delivery and Payment Models. Invited Presentation.
- American College of Clinical Pharmacy (ACCP), Leadership Team, Washington D.C, May 2019. Easter, J. Integrating CMM into Value-based Healthcare. Invited Presentation.
- UNC Healthcare Department of Pharmacy SPACE Strategic Planning Meeting, Morrisville, NC, May 2019. Easter, J. Moving from Volume to Value-based Care: The Role of Clinical Pharmacy Services. Invited Presentation.
- UNC Pharmacy AGILE Leadership Course, Chapel Hill, NC, August 2019. Easter, J. Moving from Volume to Value-based Care: Key Drivers for Opportunities for Pharmacy. Invited Presentation.
- Hematology and Oncology Pharmacy Association (HOPA) Annual Practice Management Conference, Charlotte, North Carolina, September 2019. Easter, J. From Volume to Value: Implementing Change in our Healthcare System. Invited Presentation.
- American College of Clinical Pharmacy 2019 Annual Meeting, New York City, New York. October 2019. Easter, J. Building the Business Model by Meeting the Metrics: CMM in Value-based Payment and Delivery. Invited Presentation.
- National Business Group on Health; Pharmaceutical Committee Webinar. January 2018
- American College of Clinical Pharmacy (ACCP); Value-based Care Lecture at the National CMM Educational Conference. February 2018
- National Student Pharmaceutical Association; Value-based Healthcare Lecture. February 2018
- National Community Pharmacy Association (NCPA); Digital Health Presentation. March 2018
- UNC Eshelman School of Pharmacy Asheville Summit; Opioid Policy Lecture. March 2018
- Association of Healthcare Executives (AHCE) North Carolina Chapter; Value-based Care Lecture. May 2018
- American Association of Retired Persons (AARP); Medication Management Tele-Townhall with NC Secretary of State Elaine Marshall. November 2018
- UNC Corporate and Foundation Relations; Opioid Spotlight Event Presentation. November 2018
- Digital Health Impact + Transformation (DHIT) Summit; Panel Presentation. November 2018
- Democratic Governors Association; Moderator with Governor Cooper and Wolf (2017)
- National Association of Medicaid Directors Presentation (2017)
- NC DHHS Medicaid and Pharmacy Director Presentation (2017)
- Pharmacy Quality Alliance; Team-based Care Summit (2017)
- Keenan Flagler Business School; Business of Healthcare Convocation (2017)
- Keenan Flagler Business School; Business of Healthcare Advisory Board (2017)

- Keenan Flagler Business School; Healthcare Summit 2017
- PharmaSci Pharmacogenomics Summit; Value-based care presentation (2017)
- PharmAlliance Global Summit on Practice Advancement; Value-based care presentation (2017)
- World Healthcare Congress Patient Access Summit (2017)
- World Healthcare Congress Payer Strategies to Drive Medication Adherence (2016)
- PhRMA Foundation Medication Adherence (2016)
- Duke Margolis Health Policy Meeting with the FDA (2017)
- Raleigh Internet of Things (RiOT) Opioid Conference (2017)
- CBI Medication Therapy Management Conference; Conference Chairman (2016)
- World Healthcare Congress Medication Adherence Summit; Closing Keynote (2016)
- Institute of Medicine Population Health Roundtable Workshop: Applying a Health Lens II: The Role and Potential of the Private Sector to Improve Economic Well-Being and Community Outcomes (2015)
- GlaxoSmithKline/CCNC/UNC Eshelman School of Pharmacy; AACP Interim Meeting (2015)
- The Future of Health Care – The Role of ACOs, Medical Homes and Wellness; North Carolina Chamber of Commerce Healthcare Summit (2014)
- First in Health Partnership with CCNC; Academy Health Policy Conference (2014)

Affiliations

- GTMRx Institute, Payment Policy and Telehealth Workgroup 2020-present
- American Pharmacists Association 2006-present
- American Association of Colleges of Pharmacy 2017-18
- Virginia Center for Health Innovation (VCHI) Leadership Council 2014-2016
- Inclusive Health (NC High Risk Pool) Board of Directors (BOD) 2012-2015
- Leadership North Carolina XVI Graduate 2009