

Janine Delorme Nowatzky

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SENIOR LEADERSHIP STRATEGIST / BUSINESS DEVELOPMENT / HEALTH CARE MARKETING

Results oriented, driven senior leader with expertise in visioning, creating, executing strategies, and leading teams to successful outcomes within the healthcare arena. Passion for creating new opportunities for increased access to medical services and creating partnerships to scale solutions. Proven record of accomplishment leading to selection as managing director for new subsidiary of company. Trusted leader with expertise in redefining what is possible for organizations by effectively leading teams which execute, operationalize, and deliver solutions. Marketing strategist able to launch new products driving additional margin and achieve complex objectives under aggressive timelines. Entrepreneurial mindset built on foundation of collaboration while applying innovative business models.

- P&L Ownership
- New Business Development
- Marketing Leadership
- Partnerships & Alliances
- Healthcare
- Revenue Growth
- Efficiency & Optimization
- Sales Enablement
- Product & Services Launches
- Thought Leadership
- M&A, Acquisition Integration
- Branding & Positioning

EXPERIENCE

Inside Rx (Express Scripts subsidiary owned by Cigna), Franklin Lakes, NJ (2012 – Present)

Prescription drug discount card serving affordability needs of uninsured and underinsured individuals. The program has saved consumers >\$5B in prescription drug costs since its inception in 2017.

President (Remote) (2020 – Present)

- Lead 15-person subsidiary including business strategy, marketing, finance, operations, business development, and technology.
- Led \$50M turnaround in profit and 40% increase in claims growth between 2019 and 2021. Reorganized team, hired staff, established updated pricing strategy. Exceeded growth goals in both 2020 and 2021.
- Manage all aspects of sales and growth partnerships, including pharmaceutical manufacturers and retailers. Developed and maintain business partnerships with Amazon and GoodRx.
- Create budget and business plan for revenue and expenses associated with start-up and ongoing operation. Manage all aspects of P&L, forecast, and strategic plan.

Head of Business Development, Marketing & Pharma Relations (2017 -2020)

- Promoted to create business development and pharma relations functions for the newly formed Express Scripts subsidiary, Inside Rx. Responsible for solution development and securing and managing key partner relationships. Reported to Managing Director.
- Managed multi-million dollar marketing budget. Created digital and traditional marketing strategies, formed engagement plans, and developed campaign content.
- Expanded pharmaceutical manufacturer partnerships from 8 to 22 in 12 months, grew featured brands from 40 to over 130 in 18 months.

- Secured 7 new partners within 6 months, representing over 40 million consumers. Developed services model for partnerships, encompassing implementation planning and contracting processes.

Express Scripts, (Owned by Cigna) St. Louis, MO / Franklin Lakes, NJ

Senior Director of Marketing – Division Engagement (2012 – 2017)

The largest pharmacy benefits management organization in the United States, Express Scripts served 3,000 clients and sixty-five million members, generating \$100.7B in annual revenue prior to being acquired by Cigna Corporation (NYSE: CI)

- Tapped to lead transition of the division marketing organization from Medco to Express Scripts. Integrated a new brand proposition into client touch points and revamped key communication materials. Earned commendation from Express Scripts CEO.
- Built and led division marketing function responsible for B2B marketing strategies and activities across five business lines: Commercial, Health Plan, Federal, Anthem, and Government Programs. Positioned the company to win market share, grow revenue, and improve profitability.
- Led marketing communications strategy and launch for the National Preferred Formulary, an industry shaping initiative that generated \$1.5B in pharmacy savings for 3,000 clients.
- Led communications strategy and launch for Express Scripts SafeGuardRx, a suite for 10 solutions targeting therapy classes that created challenges for patients and clients. Launched complex clinical programs in highly compressed time frames and delivered tailored and optimized communications across channels and segments.
- Served as lead contributor for Express Scripts' annual thought leadership symposium and developed breakout session content on key pharmacy topics. Event attracted more than 500 clients, consultants, and prospects; achieved satisfaction scores of 95%.
- Spearheaded strategy to develop and launch a Client Advisory Board including 35 of Express Scripts' largest employer clients. Standards and guidelines later adopted by four additional Client Advisory Boards.

Medco Health Solutions (Acquired by Express Scripts), Franklin Lakes, NJ

A Fortune 500 leader in Pharmacy Benefits Management (PBM), Medco (NYSE: MHS) served 65 million people to generate \$66B in annual sales. Express Scripts acquired Medco Health Solutions in 2012.

Vice President, Group Market Strategy – Employer Accounts Group (2009 – 2012)

- Promoted to provide end-to-end marketing support for the Medco Sales and Account Management organization. Developed marketing communications strategies and programs for Medco's largest customer groups, driving \$100M in incremental annual gross margin. Managed 4 direct reports and a marketing budget of \$2M annually.
- Created and managed a first of its kind plan sponsor market study, "9 Trends in Rx Plan Management: A National Peer Study." Directed research, secured participation for 300 benefits leaders, and managed promotional campaigns. Over 5 years, this report boosted the response rate for direct marketing from 1% to 6%.
- Developed, launched, and managed Medco's Leaders Program to forge strong relationships with consulting firms serving as benefit advisors. Held meetings with 509 nationwide benefits leaders. Program enabled joint marketing programs and was responsible for generating \$500M in new revenue.
- Contributed to a client retention rate of 95% by developing and training a cross functional leadership team in the execution of a strategic service model for middle market employers with 1,000 to 25,000 employees.

Director of Marketing (2006 – 2009)

Senior Marketing Manager (2002 – 2006)

Director of Marketing, Integrated Systems & Services, Little Falls, NJ (1996 – 2002)
Technology Outreach Manager, Stevens Institute of Technology, Hoboken, NJ (1994 – 1996)

PROFESSIONAL AFFILIATIONS AND AWARDS

Member, Executive Advisory Board, University of Kentucky, Master of Health Administration (2022-Present)

Student Mentor – Master of Health Policy and Administration, Pennsylvania State University (2019 to Present)

DECA, Competitive Events Judge (2014 – Present)

Emerging Professional Award, Penn State Health Policy & Administration Affiliate Program Group (2018)

Chairman’s Award, Express Scripts (2014, 2016, 2017)

EDUCATION

Master of Health Policy and Administration
Pennsylvania State University, State College, PA

Bachelor of Arts, English
Montclair State University, Montclair, NY

Mini MBA – Digital Marketing
Rutgers University, New Brunswick, NJ