

Bram Greenberg

Associate Advisor

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Dr. Bram Greenberg is a clinical physician with over twenty years of experience in the pharmaceutical industry, having served in positions of increasing responsibility at Merck & Co. At the time he left Merck, Bram was Executive Director & Department Head in Medical Services, responsible for oversight of all of the Company's medical information and communications activities in the U.S.

At Merck, Bram managed a department of highly-educated and experienced physicians, PhDs, PharmDs, pharmacists, nurses, and education and information specialists. His department was responsible for Merck's medical information activities, which included responding to complex questions from healthcare professionals regarding Merck products in the U.S. The professionals and support systems provided up to 500,000 customized responses to healthcare professionals annually. Dr. Greenberg also oversaw the medically-related customer response activities provided by Merck's professional Call Center. He was responsible for directing the development of the departmental structure and the computer systems to ensure that Call Center activities were carried out efficiently and with a very high degree of professionalism.

Bram's department was also responsible for all medical education programs for the entire U.S.-based Merck sales force. He led technology-based initiatives in education, leveraging especially state-of-the-art technologies (e.g., web-based, CD-ROM, complex medical animations, social networking, etc.) to accomplish training in the most effective, efficient way possible.

Bram also leveraged his computer science background to initiate and lead Internet activities for the U.S. division and for Merck. He provided medical oversight of Merck's medical - physician and consumer - portals. He served as the internal Medical Director of those portals, overseeing content acquisition and development. He led efforts to evaluate external technology-related medical opportunities and champion new technologies to increase the efficiency of Merck activities. In particular, Bram played a major role in investigating the implications of ePrescribing and point-of-care decision support through EHRs/EMRs to the pharmaceutical industry in general, and Merck in particular.

Bram also served as a key consultant on medical/regulatory issues to senior Merck management in Marketing and Sales. He helped develop promotional and educational programs used by Merck with external customers.

Dr. Greenberg received his undergraduate degree, *summa cum laude*, in Computers & Medical Technology from the University of Pennsylvania. He went on to medical school at Drexel University College of Medicine and did a residency in Pediatrics at Jefferson Medical College. Bram holds medical licenses in NJ and PA, and is board-certified in Pediatrics. Prior to joining Merck, Dr. Greenberg practiced Pediatrics in several different settings. Bram is a member of numerous medical, pediatric, and information technology professional organizations.