

GORDON PLATT, RPh

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CAREER PROFILE AND QUALIFICATIONS

Fourteen years' progressively responsible experience in the development and leadership of high-volume specialty pharmaceutical dispensing operations. Expertise in creating operating processes, protocols, policies and technologies to support rapid growth, new drug introductions, regulatory approvals and patient quality of care (including acquisition, ongoing support and retention). Outstanding performance in building and managing working relationships with physicians, medical practices, health care institutions and insurance companies nationwide.

PROFESSIONAL EXPERIENCE

LANDERS PHARMACY

Miami, FL

2001 to Present

Director of Business Implementation – Sales & Marketing Division (2008 to Present)

Project Manager – Pharmacy Department (2006 to 2008)

Supervisor – Customer Service Call Center (2005 to 1996)

Supervisor – Pharmacist Phone Area (2003 to 2005)

Staff Pharmacist (2001 to 2003)

Fast-track promotion through a series of increasingly responsible management positions as Landers transitioned from a retail pharmacy into one of the nation's leading specialty mail service pharmaceutical companies with more than 80 pharmacists nationwide, three wellness centers (SF, NY, LA) and \$500+million in annual revenues. Landers is currently the largest single transplant and HIV/AIDS pharmacy in the US. Challenged to develop new operations, systems, processes and business units to meet patient demand while enhancing quality of care.

NEW PROGRAM DEVELOPMENT

- **Acquisition Integration.** Member of 10-person management team orchestrating the integration of systems and operations following Landers' acquisition of HMI (leading pharmaceutical company).
- **Merck/Landers Crixivan Distribution Joint Venture.** Member of 10-person management team developing and directing the dispensing of a revolutionary new HIV/AIDS treatment under stringent FDA requirements. Built the entire dispensing protocol and system within three weeks. Led a staff of 5 supervisors and a team of 100+ as volume grew from 8000 to 60,000+ patients.
- **Serostim Distribution Program.** Developed dispensing protocol for an investigational new HIV/AIDS drug. Worked closely with insurance companies nationwide to establish reimbursement standards and schedules prior to FDA approval. Directed a team of 5 responsible for program design, implementation and operation.
- **Sales & Marketing Integration Program.** Currently facilitating development of cross-training programs to prepare the sales team (23 field representatives and management) to market all three lines of specialty pharmaceuticals (Transplant, AIDS, Infertility).
- **Patient Retention Program.** Spearheaded several initiatives to enhance patient retention. Decreased attrition to less than new patient acquisition for the first time in five years.

ORGANIZATIONAL DEVELOPMENT & LEADERSHIP

- **Wellness Center Start-Up.** Lead manager and corporate contact to the management team during the start-up and first year of operation of the LA and SF wellness centers.
- **Department Reorganization.** Key player in the integration and restructuring of key operating areas as the organization grew, expanded and redefined itself. Personally integrated Pharmacy Order Intake Area with Customer Service Area to create Pharmacy Services Business Group. Facilitated transition of New Patient Enrollment Group into the Sales & Marketing Department.
- **Database Development & Statistical Analysis Projects.** Worked in cooperation with IT department to design and implement a number of statistical analysis and reporting methodologies. Designed successful new business models and coordinated associated IT development projects.
- **Policy & Procedure Development.** Established corporate policies for customer service, problem resolution, call monitoring and operations. Initiated a series of programs to integrate Operations Department with Sales Department to improve integrity of operations and quality of care.

Currently serve on the following corporate committees:

* Reimbursement Committee

* Managed Care Implementation Committee

* Reorder Card Committee

Previously served on 12 other corporate committees including:

* Dr. File Clean-Up Committee

* Call Monitoring Committee

* Compensation Committee

* DSM Corporate Integration Committee

* Change Management Committee

* Data Integrity Committee

* Customer Service Committee

PHARMOR, INC.

Ft. Lauderdale, FL

Staff Pharmacist

1998 to 2001

Dispensed medications in a high-volume retail pharmacy. Counseled patients on a broad range of disease states, medication side effects and drug interactions.

EDUCATION

BS – Pharmacy – Duquesne University – 1998

BS – Nutrition – Florida State University – 1996