

PAUL ALPER

MOUNT PLEASANT, SC 29466

(843) 870-4801 | paul@next-levelstrategies.com | linkedin.com/in/paulalper

CHIEF COMMERCIALIZATION OFFICER, VP BUSINESS GROWTH AND DEVELOPMENT CHIEF STRATEGY OFFICER

Passionate business growth strategist in the healthcare technology and products sector with global scope and perspective. Demonstrated ability to lead the successful commercialization of innovative, disruptive, and evidence-based technologies from concept through successful market adoption. Success in leveraging experience, connections, and intimate knowledge of and ability to successfully navigate complex healthcare market dynamics.

High learning agility with sharp regulatory and scientific literacy. Co-investigator of multiple peer-reviewed published studies and scientific abstracts accepted for presentation at major conferences as well as an invited lecturer at multiple international scientific conferences.

KEY ACCOMPLISHMENTS SNAPSHOT

- Led the launch of the alcohol-based hand sanitizer category for GOJO®, making PURELL® the generic category identifier (think Kleenex®) in both the hospital and consumer markets in North America. Established National Distribution in Mass and Drug Classes including 100% distribution at Wal-Mart, Target, Walgreens, CVS and Rite Aid pre-national TV campaign launch.
- Led the launch of GOJO's PROVON® Medical Group, the healthcare division of GOJO. Drove consistent growth and market leadership: number two in overall category sales to the institutional healthcare market. Consistently exceeded sales and profit goals annually with final year results through three quarters (last quarter there) significantly ahead of plan (sales 111.6% of plan; profitability 234.9% of plan).
- Created and led the design, development, patenting, validation, and commercialization of the DebMed® Hand Hygiene Electronic Monitoring System which is elevating the standard practice for how hand hygiene performance by healthcare workers, vital in preventing avoidable infections, is monitored. Growth since the acquisition of DebMed by SC Johnson in 2015 has been over 260% with a 100% retention rate.
- Conceived, founded and elected Inaugural Chairman of EHCO, The Electronic Hand Hygiene Compliance Organization, Inc., a non-profit industry group focused on creating data-driven standards and guidelines for how hand hygiene is measured at accreditation organizations, governmental agencies, patient safety organizations, and hospital systems.

PROFILE

Commercial Leadership: Able to bring together sales, marketing, and commercialization teams, infusing them with a shared vision of success to drive the creation of a sound road map and detailed process to achieve commercial objectives. Proven ability to engage with and influence healthcare end-user C-Suite decision makers (clinical and financial) as well as key opinion leaders, influential and regulatory organizations, and the research community.

Strategic Leadership: Disciplined and creative strategic thinker. A proven ability to conceive, articulate, and oversee execution of innovative strategic and tactical plans by teams that are cohesive and highly motivated due to the shared vision that has been created and adopted by all. Success in building strategic private/public sector collaborations. Demonstrated ability to effectively deliver the key messages to both internal and external stakeholder audiences at the highest levels. Brought all major electronic hand hygiene monitoring industry players together forming a 501C6 non-profit organization with the common purpose and vision to change regulations, guidelines, and standards in the interest of patient safety and public health at accreditation organizations, government agencies, and hospital systems.

Proven Performance: Innovation, and Category Creation: A history of success in bringing innovative and disruptive technologies to market and creating new categories. Keen ability to find, engage, and motivate early adopters as beta partners that evolve into commercial contracts. Build sound relationships with key opinion and thought leaders and can make the data-driven case to propel them to advocate adoption. Able to create and tell a powerful, compelling, and evidence-based story that drives stakeholders to action.

PROFESSIONAL EXPERIENCE

DEBMED® USA, LLC, Charlotte, NC

2008 – June 2018

The healthcare division of The Deb Group, part of by SC Johnson Professional (SCJ) since March 2015.

Vice President Patient Safety Strategy, VP Business Development

- Conceived, created, and led the design, development, patenting, validation, and commercialization of the DebMed® Hand Hygiene Electronic Monitoring System. This world's first evidence-based technology is elevating the standard practice for how hand hygiene performance by healthcare workers, vital in preventing avoidable infections, is measured. Grew acute care beds monitored and subscription revenue by over 260% with a 100% client renewal rate since the acquisition of DebMed by SC Johnson in 2015.
- Conceived and founded The Electronic Hand Hygiene Compliance Organization, Inc. (EHCO), a non-profit industry group focused on creating data driven standards and guidelines for how hand hygiene is measured. EHCO's purpose is to drive change at accreditation organizations such as The Joint Commission (TJC), governmental agencies such as the Centers for Disease Control (CDC) and Center for Medicare and Medicaid Services/Centers for Medicare and Medicaid Innovation (CMS/CMMI), along with the CMMI Partnership for Patients, patient safety organizations such as the Patient Safety Movement Foundation (PSMF) and The Leapfrog Group, and hospital systems. Unanimously elected inaugural Chairman by member organizations.
- Awarded US Patent 8,427,323, Alper et al., issued April 2013.
- Developed a beta site relationship with the Greenville, SC, Healthcare System in 2009 that led to a full-scale deployment of the technology in 2013 in all GHS facilities with over 1300 beds. Multi-year commercial contract for the technology signed effective January, 2018 upon expiration of the beta site agreement.
- Provided strategic direction and oversight of the Greenville research team that led to multiple peer-reviewed and scientific conference-accepted papers validating the technology's accuracy and reliability along with its clinical and financial efficacy (also a world's first achievement). Key publications in the American Journal of Infection Control (AJIC) in 2011, 2014, 2015, and 2016 established leadership in published evidence supporting commercial adoption of electronic monitoring.
- Drove North American Business Development including personal selling of all early adopter commercial accounts.
- Recruited sales and marketing leadership once category concept was proven and first commercial accounts were signed.
- Developed thought leadership and influential organization engagement to drive advocacy of the emerging category of electronic monitoring of hand hygiene compliance.
- Invited speaker and lecturer at scientific conferences such as the Population Health Colloquium, The Patient Safety Movement Foundation Annual Science and Technology Summit, The International Consortium on Prevention and Infection Control (ICPIC), The Infection Prevention Society (IPS) of the UK, and many Association of Professionals in Infection Control and Epidemiology (APIC) Chapters and Annual Statewide Meetings.
- Led the effort to be selected as the exclusive and paid technology supplier for a multi-site study at five acute care Ontario, CA based hospitals designed to fuel the change in the standard for the Province of Ontario for how hand hygiene compliance is measured and publicly reported from human direct observation to electronic monitoring.
- Teamed with Operations and Senior Leadership to drive the development of a commercial, royalty-based, relationship with Maruishi Pharmaceutical resulting in its licensing Deb Foam Technology and registering an alcohol foam sanitizer for the Japanese Market in the drug category.

ALPER ASSOCIATES, INC., Charlestown, RI

1997 – 2008

Business development and growth consulting practice.

CEO

Founded and led Alper Associates, a results-driven, strategically focused consulting practice winning assignments with major healthcare companies such as Kimberly-Clarke Corporation, Smith and Nephew, Abbot Labs, McKesson Corporation and Sage Products as well as early stage start-ups and entrepreneurial ventures.

GOJO INDUSTRIES, INC., Akron, OH

1988 – 1997

Responsible for creating and managing institutional skin care portfolio (PROVON® and PURELL Brands) along with the retail launch of PURELL® hand sanitizer. PURELL was the first instant hand sanitizer available to consumers nationwide through traditional retail channels.

Vice President and General Manager, PURELL® Consumer Products Division (1995 – 1997)

- Led all aspects of division startup with the primary goal being the successful launch of PURELL Instant Hand Sanitizer to the US and Canadian consumer markets. Created strategic and financial plans, led sales and marketing, created and led cross functional teams with R&D, operations, finance and administration and planned as well as executed an integrated national media and public relations launch.
- Established National Distribution in Mass and Drug Classes of Trade pre-media launch (including 100% distribution at Wal-Mart, Target, Walgreens, Revco, CVS, Thrifty Payless, and Rite Aid). Received 1997 REX Award for Personal Care Antimicrobial Products, September 1997 (Winners are selected by the Chain Drug Industry).

Vice President and General Manager, PROVON Medical Group (1988 – 1997)

PROVON is a comprehensive portfolio of hand washing and skin care products for caregivers and their patients for use in institutional and home care settings.

- Led the division to consistent growth and market leadership. GOJO was number two in overall category sales to the institutional health care market and number one in the Long-Term Care (nursing home) Market. Consistently exceeded sales and profit goals annually with 1997 results through three quarters (last quarter there) significantly ahead of plan (sales 111.6% of plan; profitability 234.9% of plan).
- Achieved sole source supply agreements with major US health care chains including Beverly Enterprises, Health Care and Retirement Corporation (HCR), Manor Health Care and Tenet Health Care.
- Established strategic distribution partnerships with Red Line Health Care and General Medical Corporation (both since acquired by McKesson Corporation), Gulf South, and others. Division received multiple vendor and trade awards including Vendor of the Year for Red Line Health Care four times.

E D U C A T I O N A N D P R O F E S S I O N A L E X P E R I E N C E

Master of Business Administration Coursework, Healthcare Management, BOSTON UNIVERSITY, Boston, MA

Patient Safety Course Graduate, INSTITUTE FOR HEALTHCARE IMPROVEMENT (IHI), Cambridge, MA

Bachelor of Arts, Biology, *Cum Laude*, BOSTON UNIVERSITY, Boston, MA

O T H E R C R E D E N T I A L S

Chair, Patient Safety Movement Foundation Hand Hygiene Actionable Patient Safety Solution (APSS) Workgroup

Founder and Inaugural Chairman, The Electronic Hand Hygiene Compliance Organization, Inc. (EHCO)

Member, Association of Professionals in Infection Control and Epidemiology (APIC)

Member, Patient Safety Movement Foundation Culture of Safety APSS Workgroup

Founding Member, Private Organizations for Patient Safety (POPS), along with Professor Didier Pittet of the Hospital of the University of Geneva (HUG) and the WHO

S E L E C T E D S T U D I E S , P A P E R S A N D S P E A K I N G E N G A G E M E N T S

Select Publications:

- Hines, JD, **Alper, Paul**. "Letter to the editor regarding 'Foam soap is not as effective as liquid soap in eliminating hand microbial flora'." *American Journal of Infection Control*, (Dec, 2017).
- **Alper, Paul**. "To Do No Harm, Rethink How to Measure Hands Hygiene." *Patient Safety & Quality Healthcare* (2016).

- **Alper, Paul**, Allison McGreer, Dawn Blackhurst, Sue Boeker, Christine Moore. "Canadian Four Moments Versus the WHO Five Moments of Hand Hygiene - What is the Actual Difference?" *Accepted for Presentation at IPAC (Infection Prevention and Control) Canada* (2015).
- **Alper, Paul**. "Letter in response to 'Automated and electronically assisted hand hygiene monitoring systems: A systematic review'." *American Journal of Infection Control* (Feb, 2015).
- Conway LJ, Riley L, Saiman L, Cohen B, **Alper P**, Larson EL. "Implementation and impact of an automated group monitoring and feedback system to promote hand hygiene among health care personnel." *Joint Commission Journal on Quality and Patient Safety* (Sept, 2014).
- Thomas Diller, J. William Kelly, Connie Steed, **Alper P**. "Electronic Monitoring for the WHO 5 Moments Method." *Antimicrobial Resistance and Infection Control* (June, 2013).
- Buet A, Cohen B, Marine M, Scully F, **Alper P**, Simpser E, Saiman L, Larson E. "Hand hygiene opportunities in pediatric extended care facilities." *Journal of Pediatric Nursing* (Jan, 2013).
- Steed C, Kelly JW, Blackhurst D, Boeker S, Diller T, **Alper P**, Larson E. "Hospital hand hygiene opportunities: where and when (HOW2)? The HOW2 Benchmark Study." *American Journal of Infection Control* (Feb, 2011).

Select Speaking Engagements:

- Upcoming: State of Illinois APIC Annual HAI Conference, Chicago, IL (2018)
- Hospital and Health Systems (HAP) of Pennsylvania Annual Symposium on Patient Safety and Quality, Harrisburg, PA (2017)
- New Hampshire Infection Control and Epidemiology Professionals (NHCEP) Annual Meeting, Concord, NH (2017)
- CMS/CMMI Partnership for Patients Pacing Event, "Hand Hygiene and HAI Reductions" On Line with Connie Steed, Greenville Health System (2017)
- Hospital Infection Transmission Systems (HITS) Consortium Conference, Ann Arbor, MI (2017)
- State of Indiana APIC Annual Conference, Indianapolis, IN (2017)
- Population Health Colloquium, Philadelphia, PA (2017)
- Paper Selected for Presentation at the IPAC (Infection Prevention and Control) Conference, Victoria, BC, Canada (2015)
- International Consortium on Infection Prevention and Control (ICPIC) Conference, Geneva, Switzerland (2013)
- IPS Conference (Infection Prevention Society) of the UK, Liverpool, England (2013)

Other:

- "The WHO 5 Moments Music Video," a music video that trains and entertains on the WHO 5 Moments for Hand Hygiene. Winner of multiple Awards including the Digital Video (DV) Awards' Outstanding Achievement in Digital Video Production. Boston, MA (2011). Concept and Lyrics by Paul Alper.