

Ken J Goldberg, MBA, MSW, Partner

Experience
on Demand

Alignment, Accountability, Action



Ken Goldberg is an innovative product and market strategy leader with keen business instincts and an entrepreneurial nature.

He has a passion for developing & executing strategies to expand market opportunities and provide distinct value to shareholders, customers and patients.

As an accomplished change agent, Ken is highly effective in building teams that meet customer needs and leading an organization that is accountable for results.

Areas of Expertise:

Market Strategy

Product Development & Management

Subject Matter Expert:

- Pharmacy Benefit Management
- Hospital Management
- Physician Practice Management
- Physician Hospital Organization (PHO)
- Medicare & Medicaid
- Work Comp
- Compounding Pharmacy

18 year tenure in the Pharmacy Benefit Management (PBM) industry

Middle Market: Held P&L accountability for small – medium size corporate clients. Book consisted of 150 corporate clients, 450,000 lives and approximately \$38 million in EBIT.

Worker's Compensation: Hand-selected to turn around failing multi-million dollar acquisition. Integrated the entity, clients, and staff into the ESI book of business and grew the business by developing new market strategies & eligibility processes that pre-enrolled membership. Added discipline, structure and stability, enabling client retention and uninterrupted business growth.

Medicare Part D Product: Selected to implement product sales support for Medicare Part D. Provided Medicare Part D subject matter expertise with employers, labor unions and managed care clients. Enhanced Medicare Part D product in response to customer feedback.

Mail Order Product: Recruited to establish the company's first Mail Order Product, which entailed implementing a direct-mail promotional campaign that achieved significantly above-industry average (9%) response rates. Overcame an entrenched retail preference and attracted significant new business volume by orchestrating top-down/bottom-up *cultural shift* to accept Mail Order. Developed and implemented dedicated concierge call center to promote and grow the Mail Order business. This product is still in existence today.

Educational Background

MBA	Washington University
MSW	Washington University
BSW	University of MO - Columbia

Managed Care: Managed a team of client relationship managers whose focus was on ensuring that corporate contracts are enforced. Guided these teams in introducing, cross selling, and upselling various pharmacy products and benefit services. Analyzed various pharmacy benefit plan designs to identify cost-saving alternatives and played a pivotal role in client implementation and business retention of over 95%.

Professional Experience	Title	Dates
Experience on Demand	Partner	2012 – Present
Express Scripts, Inc.	Senior Director	1995 – 2012
Cardinal Glennon Children's Hospital	Manager, Primary Care Operations	1990 – 1995
Meadow Pines Hospital	Director, Experiential Education	1988 - 1990

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