



**Jennifer Sung, PharmD, MS, MBA and Wenhui Wei, PhD, MBA**  
**“Maximizing Big Data to Address Multiple Research Opportunities: Perspectives from Pharmaceutical Industry”**



**Date: Tuesday, October 1, 2013**

**Time: 2:00 p.m.– 3:30 p.m.**

**Location: The Schaeffer Center**

**3335 S. Figueroa St, Unit A**

**Los Angeles, CA 90089-7273**

**Dr. Jennifer Sung** is Associate Vice President of Evidence Based Medicine (EBM) Research at Sanofi Pharmaceuticals. In this role, she works with the team for overseeing the development of strategy and research activities that serve the broad health outcomes and observational research needs within the organization. Jenny received her Doctor of Pharmacy degree from the University of Michigan (with highest distinction) and a Masters of Science degree in Pharmaceutical Economics & Policy from the University of Southern California. She also completed the New York University, Stern School of Business Executive MBA program in 2007. Jenny has worked in the pharmaceutical industry since 1997, spending 15 years at the US and Global health outcomes organizations at the Novartis Pharmaceuticals before joining Sanofi.

**Dr. Wenhui Wei** is currently director of Evidence Based Medicine at sanofi US, supporting the company’s diabetes franchise, allergy, and immunology products. He also serves as Adjunct Associate Professor at the School of Pharmacy, West Virginia University. With training of PhD in Economics, MS in Statistics, and MBA in pharmaceutical management, he has over 10 years of rich experiences in conducting health economics and outcomes research, with over 30 peer-reviewed journal publications and over 100 conference presentations, covering topics such as diabetes, oncology, allergy, mental illness, HIV/AIDs and healthcare polices. His recent work focuses on methodology measuring treatment persistence with non-fixed-dose therapies, and its applications in predictive modeling and interventional programs, designing and implementation of real-world hybrid retrospective/prospective studies, and construction of real-world data mining platform using common data structure.



Spring Seminar Series

Hosted by:  
Dr. Dana Goldman

For any additional information,  
questions or comments  
please contact:  
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