

## **Beth Bell**

*Senior Vice President*

Pleio Health Support Systems, Inc.

Beth Bell joined Pleio as Senior Vice President, Pharmacy Services in 2014. She leads the team that works closely with national, regional, and independent pharmacies to evaluate market needs and to expand the footprint of Pleio's adherence services. Beth's focus quickly turned to meet the industry demand for expanded services which supports integrating payers and pharmacies. With the successful initial launch into the health plan marketplace Beth assumed additional responsibility in 2016 to drive sales and new business development for pharmaceutical manufacturers, payers, and retail.

Prior to joining Pleio Beth worked for 10 years for Inmar, Inc. in North Carolina. When she joined the healthcare business unit at Inmar the annual revenue was \$4 million. The business unit income grew out of the core retail roots into expanded markets with the sales over \$250 million. This anchor tenant for the privately held company and is viewed as the industry leader for pharmaceutical returns and accounts receivables for retail, wholesale, pharmaceutical manufacturers, and health systems.

Beth lives in Winston Salem, North Carolina with her husband. She, along with her husband and two children all graduated from the University of North Carolina, Chapel Hill. Beth is an avid Tarheel sports fanatic. Following this conference she will be glued to the TV for the first weekend of March Madness.

### **About Pleio, Inc.**

Pleio is a leader in patient engagement and medication adherence. We instill lasting behavior change in patients through multi-channel engagement involving artfully scripted, non-clinical conversations with GoodStart Mentors™, digital outreach, and seamless integration with retail pharmacy. Pleio's proprietary adherence lifecycle management platform controls the timing and nature of all patient touch points in the GoodStart® program, which delivers revenue, improves quality, and reduces medical costs.