

Orsula V. Knowlton, PharmD, MBA

Moorestown, NJ

Dr. Orsula Knowlton graduated from the University of the Sciences in Philadelphia with her bachelors and doctorate degrees in Pharmacy, and from Temple University Executive Program with her Masters in Business Administration. She has over 15 years of entrepreneurial pharmacy and healthcare business experience.

In September 2008, RevolutionCare was founded with the vision of providing home-based medical care for vulnerable patients, mostly seniors, as a way of improving access and quality while reducing total healthcare costs for this growing population in the United States. The quality improvement strategy is the partnership of Nurse Practitioners and Clinical Pharmacists or PharmDs. Dr. Orsula Knowlton is Chief Marketing and Strategy Officer and co-founder of RevolutionCare, and also CareKinesis, a technology company providing electronic medical record and practice management solutions on a Software as a Service (SaaS) platform. The technology, Eirene (Greek Word for Safety), was developed as the mobile platform for RevolutionCare Nurse Practitioners, and was segmented as a separate company with the goal of making the platform commercially available to various niche markets of healthcare providers.

Previously, Dr. Orsula Knowlton lead the Marketing, New Business, and Client Development Teams for excelleRx, as Chief Marketing and Strategic Development Officer, from inception in 1996 through July 2007, enabling its growth from start-up to over \$240 million in annual revenue. She recruited, trained and managed a team of over 35 professionals and expanded company's client base to over 80,000 patients while achieving an overall client retention rate of 98%. Orsula was also responsible to maintain 20% of client accounts that generated 80% of revenues. She co-developed an innovative pharmaceutical care model based upon risk-based reimbursement, quality clinical services, sophisticated technological infrastructure and robust distribution system including a community pharmacy network; and spearheaded the development of unique evidence-based clinical decision support tools, introduced new market offerings for existing clients and conceptualized technology based solutions for both employees and clients.

Prior to excelleRx, Dr. Orsula Knowlton had been Director of Health Education at the Center for Pharmaceutical Care at Amherst where she developed medication management protocols for nursing home and hospice patients, managed patients with asthma, diabetes and hypertension in the out-patient community pharmacy setting, and managed a community-based anticoagulation clinic where she was also the Laboratory Medical Director. She had been an Assistant Professor of Pharmacy Practice and Management at the University of Sciences during that time.

Dr. Orsula Knowlton is a guest lecturer on various pharmacy practice and management topics at Thomas Jefferson University School of Pharmacy. She is also a Board of Trustee at Samaritan Hospice, Marlton, NJ, Family Services, Southampton, NJ, George Washington Institute on Spirituality and Healthcare, Washington, DC and the Perkins Center for the Arts, Moorestown, NJ. She is also a member of the Dean's advisory board at the Drexel School of Public Health.

Dr. Orsula Knowlton was voted "Most Distinguished Women" in Philadelphia in 2006 (Philadelphia Business Journal), and "NJ's Best 50 Women in Business 2008" by NJBIZ.