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OFFICE OF THE
SECRETARY

MURIEL BOWSER
MAYOR

FEB 11 2019

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
John A. Wilson Building
1350 Pennsylvania Avenue NW, Suite 504
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 6 of the Health Benefit Exchange Authority Establishment Act of 2011, effective March 2, 2012 (D.C. Law 19-94; D.C. Official Code § 31-3171.05), I am pleased to nominate the following person:

Ms. Tamara L. Watkins
408 3rd Street SE
Washington, DC 20003
(Ward 6)

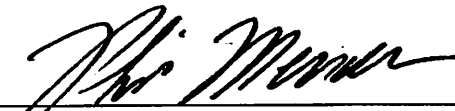
for reappointment as a voting member of the District of Columbia Health Benefit Exchange Authority Executive Board, for a term to end July 6, 2023.

Enclosed, you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments, should the Council require additional information.

Sincerely,


Muriel Bowser


Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

Chairman Phil Mendelson, at the request of the Mayor, introduced the following resolution,
which was referred to the Committee on _____.

To confirm the reappointment of Ms. Tamara L. Watkins to the District of Columbia Health
Benefit Exchange Authority Executive Board.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this
resolution may be cited as the "Health Benefit Exchange Authority Executive Board Tamara L.
Watkins Confirmation Resolution of 2019".

Sec. 2. The Council of the District of Columbia confirms the reappointment of:

Ms. Tamara L. Watkins
408 3rd Street SE
Washington, DC 20003
(Ward 6)

as a voting member of the District of Columbia Health Benefit Exchange Authority Executive
Board, pursuant to section 6 of the Health Benefit Exchange Authority Establishment Act of
2011, effective March 2, 2012 (D.C. Law 19-94; D.C. Official Code § 31-3171.05), for a term to
end July 6, 2023.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution,
upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

TAMARA L. WATKINS



EXPERIENCE:

Director Corporate Accounts, US Payor and Reimbursement (March 2011 – Present)

AMGEN, Central/ Mid-Atlantic Region

Drive regional and national account sales by providing strategic direction to corporate account managers throughout the Central/Mid-Atlantic Region. Provide effective leadership in order to ensure account staff achieves appropriate access and reimbursement of all Amgen products across company portfolio. Corporate portfolio includes products reimbursed on Medical and/or Pharmacy Benefit. Account management responsibilities include Managed Care plans, Medicaid, Pharmacy Benefit Managers and Specialty Pharmacies. Regional coverage includes: DC, MD, WV, KY, OH, IN, MI, IN, IL, WI, IA, SD, ND and MN.

Corporate Account Manager (January 2007 – February 2011)

AMGEN, Southeast Region

Develop strategic relationships and alliances with identified regional health insurance accounts. Analyze sales data and market trends and recommend contracting strategies in order to ensure access and profitability of products at targeted accounts. Successfully negotiate contract terms with identified customers.

- Chairman's Circle 2009
- Top performer rating 2008 and 2009.
- Team Excellence Award 2009.
- Contracted Specialist for Southeast region - Assist Corporate Account Managers with conducting contract analysis and building contracting rationale. Review all southeast regional contracts prior to contracting committee presentation.

Selected for AMGEN, Home Office Corporate Rotation (June 2008 - June 2009)

Payor Segment Marketing and Sales Operations, Payor and Reimbursement

- Access Marketing rotation -Developed payor value proposition and pharmacoeconomic messages for identified brand. Planed and implemented two advisory boards in order to develop and test key brand messages. Advisory responsibilities included budget proposal, agenda, slide content creation, and management of internal regulatory process. Partnered with vendors to conduct ad boards. Delivered key finding including recommended brand next steps at payor and brand executive level meetings. Created strategy and tactical plan for field messaging implementation.
- Sales Operations rotation - Conducted payor segmentation analysis in preparation for new product launch. Developed account profile for completion by field account managers. Compiled and analyzed internal account manager results with external market research findings. Prepared and presented key finding to senior management. Results were used to develop account segmentation, medical vs. pharmacy targeted disease landscape profiles, and Part D landscape strategy.

District Sales Manager (June 2003 – December 2006)

AMGEN, Mid Atlantic District

Increased sales, profits, and market share for Washington DC, Maryland, Virginia, and North Carolina. Developed and managed the direct sales efforts of sales district comprised of eleven

direct reports. Used product brand plan to develop and implement strategic sales plans for district within budget. Current product responsibility: TNF Soluble Receptor- Enbrel.

- PSO Launch Contest finished 2nd of 12 districts in country, 2004.
- District grew market share by 12% with new PSO indication, 2004.
- Organized and implemented DM monthly conference call for East Region to facilitate best practice sharing, 2006.
- Selected by Regional Sales Director to serve as mentor for new District Manager, 2005.
- Selected by Regional Sales Director to participate in Enbrel Reimbursement War Games, 2005.
- Developed strong performance management tools and delivered consistent follow up to allow for reassignment or separation of underperforming representatives.
- Demonstrates strong understanding and application of data management tools that aid in district, territory and physician level tactics.

District Sales Manager (June 2000 – June 2003)

TAP Pharmaceuticals, Washington DC District

Increased sales, profits, and market share for Washington DC, Maryland, Southern New Jersey, and Pittsburgh, Pennsylvania. Developed and managed the direct sales efforts of *new* overlay district comprised of ten direct reports. Used financial and quantitative data to develop strategic sales plan for district. Product responsibilities include proton pump inhibitor and the launch of new antibiotic.

- Excalibur status 2003 currently ranked 1 out of 8 districts in region.
- Excalibur status 2002, ranked 3rd out of 14 districts in eastern area.
- Excalibur status 2001, ranked 2nd out of six districts regionally and 9th out of 26 nationally.
- Finished above national and regional goals for market share and volume attainment.
- Recognized as “high potential district manager” by Eastern Sales Director and Regional Manager.
- Selected to represent regional district managers on Director’s manager advisory panel 2001, 2002. Assigned to special committee to develop strategic plan to increase and address the training needs of District Managers and sales representatives.

Regional Training Manager (August 1999 – June 2000)

TAP Pharmaceuticals, Charlotte, North Carolina

Designed, developed, planed and implemented training programs to meet the needs of TAP’s Sales Force. Provided feedback and coaching to new trainees and experienced representatives. Responsible for the management of strategic projects designed to fulfill the needs of the field sales force. Assisted/conducted needs analysis to determine the strategic focus of future regional training programs.

- Developed and implemented TAP sales model (TTS) website on company Intranet.
- Facilitated and trained Regional Managers, District Managers and Sales Representatives on new TAP sales Module.
- Developed Advanced Sales training curriculum for regional Phase II sales training.
- Organized and facilitated Advanced Product Training for Sales Representatives.
- Conducted Initial Sales Training for newly hired sales representatives.

Managed Care Executive (February 1998 – August 1999)

TAP Pharmaceuticals, Pittsburgh, Pennsylvania

Developed key relationships and strategic alliances within targeted regional managed care organizations and long term care accounts. Negotiated contracts and maintain access for all TAP products in regional managed care and long term care accounts. Coordinate pull through efforts within all levels of the TAP organization. Act as liaison to TAP pricing/contracts to ensure profitability and compliance of contracts, as well as to TAP marketing to develop specific account pull-through programs and promotional activities. Analyzed and interpreted account market share, volume and rebate information, as well as forecast future growth, business opportunities and determined customer and marketplace needs.

- Negotiated contract to place Prevacid as sole-preferred status with Three Rivers Health Plan and Alliance Health Plan.
- Increased Prevacid market share for Aetna in Western Pennsylvania from 32% to 46% through partnership with over five local District Managers.
- Increased market share in long term care accounts: NCS Kittanning site 52% to 81%, Sharon site 61% to 74%
- Achieved 94% Prevacid market share at Eastlake NCS site, the second largest NCS site in the country.
- Gained approval of 67 out of 69 long term care providers to agree to an automatic switch from Prilosec to Prevacid within OmniCare of West Virginia.
- Created pull through strategies for Aetna, Three Rivers Health Plan, Summa Care Health Plan and UPMC Health Plan.

Professional Sales Representative (May 1995 – January 1998)

TAP Pharmaceuticals, Pittsburgh, PA

Promoted and sold pharmaceutical products to physicians, hospitals, and pharmacists.

Market experience includes: Gastroenterology, Urology, Gynecology, and Primary Care.

- Excalibur Status 1998(ranked 28 out of 618, 1st in Region and 1st in district),
- Excalibur Win 1997, (finished 33rd out of 463 in country; 3rd in Region and 1st in district.)
- Talented Tenth for percent of goal - eastern part of country, 1st, 2nd, 3rd, and 4th quarter of 1997.
- Largest regional hospital contract, The Medical Center, Beaver, Pa 1997. Field Expert Trainer: August, October, and December 1997.
- District Gold 4th quarter 1996.

EDUCATION: B.A. Management and Political Science. Chatham University, Pittsburgh, Pa.



Executive Office of the Mayor - Office of Talent and Appointments
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 211 | Washington, DC 20004

Tamara L. Watkins



Tamara L. Watkins is the Executive Business Director at Amgen and a current member of the District of Columbia Health Benefit Authority Executive Board.

Ms. Watkins has over 15 years of experience with extensive knowledge of the biotech and pharmaceutical industry. In her current role at Amgen, Ms. Watkins is responsible for the strategic leadership, business planning, direction and insights for the US Value & Access, Organized Customer Team. Under her leadership, the team is responsible for the improved coordination of sales and marketing to meet the needs of customers, during the transformation occurring within US healthcare delivery system.

Throughout her experience she has developed broad leadership experience in sales and marketing across the Pharmaceutical/Biotech industry. Her experience includes new product launches and mid to late stage life cycle promotion of biotech products within the U.S. payor landscape.

A Ward 6 resident, Ms. Watkins received a Bachelor of Arts in Management and Political Science from Chatham University.



GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

To: Alana Intrieri, Steve Walker
From: Betsy Cavendish
Date: January 15, 2019
Subject: Legal sufficiency review of Resolution nominating Tamara Watkins to the Health Benefit Exchange Authority Executive Board

This is to Certify that this office has reviewed the above-referenced legislation and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call me at 202-724-7681.

A handwritten signature in black ink, written in a cursive script. The signature reads 'Elizabeth A. Cavendish'.

Elizabeth Cavendish