

**Joe Morse**  
**Chief Executive Officer**  
**OutcomeRx**

Joe serves as CEO of OutcomeRx. With 28 years in the healthcare industry, Joe has worked with every key stakeholder to align and deliver patient-centric solutions and services.

In 2006, he co-founded Therigy, LLC and served as President & CEO, overseeing its consulting and technology solutions for pharmacies, payors, and manufacturers. Prior to Therigy, he held the position of Vice President of Business & Corporate Development at the Aetna Specialty Pharmacy. Previously he served as Vice President of Business & Corporate Development with Priority Healthcare, where he applied his managed care expertise. Joe began his career at Accenture as a Manager in the Health Services Practice working with national and regional health plans on strategy, technology, and managed care initiatives.

Joe received a B.A. in Economics from the University of Florida. He has served and supported the Leukemia and Lymphoma Society for over 15 years. Joe collaborates with industry colleagues by serving on the Board of Directors for the National Association of Specialty Pharmacy as well as the Cell & Gene Task Force for the Self-Insurance Institute of America (SIIA).