

# Elizabeth Reed Aden, PhD

www.ElizabethReedAden.com



## SOCIAL MEDIA

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Elizabeth is a go to person for an inside look at how pharmaceutical industry really works

### Media Experience

- Spokesperson for Genelab's Compound Q to broadcast and print media (1988-92) – A high profile, promising, and unique approach to treatment of AIDS.
- Interviewed by international press during Bow & Arrow Rebellion (1980).

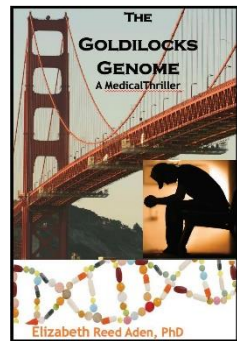
In addition to a medical thriller *The Goldilocks Genome* (January 2023) Elizabeth is also the author of a swashbuckling tale, *Hepatitis Beach – From Beaches to Boardrooms* (2024) and the caretaker of Eunice Mays Boyd's literary estate bringing her award-winning classic cozy mysteries to life.

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## Rx Drugs – Too Little, Too Much or Just Right?

This former global pharmaceutical senior exec says that one drug does NOT treat all and one dose does NOT treat all.

Did you know that most prescription drugs have a Goldilocks Effect? Elizabeth Reed Aden holds a PhD in biomedical anthropology and did her post-doctoral studies in Human Genetics at Stanford. As Senior Vice President of Global Pharmaceutical Strategy at Roche headquarters in Basel, she participated all product-based decisions. Her responsibilities spanned pricing, reimbursement, new product planning, acquisitions and business planning. She has held numerous C-level positions spanning many different technologies and co-founded biotech companies. Presently sits on a couple of Boards of Directors, including a gene therapy company developing a novel approach for Type 1 Diabetes.



illustrative

### Show and Story Ideas:

- ***The Goldilocks Effect in Prescription Drugs***  
6 facts you wish you didn't know...and need to know to make things "just right"
- ***Reducing Runaway Healthcare Costs – 4 Breakthrough Advances:***  
Big Data, Artificial Intelligence, DNA & Wearables
- ***The Genie in Your Genome—5 Steps to Know Your Genomic Data.***  
Providing the tools to explore and understand your genes and potential drug interactions.
- ***Food & The Goldilocks Effect – Unequal Benefits of Healthy Foods***  
Many foods and vitamins, like drugs, are processed by the liver with variable benefits.
- ***Anti-depressants and Statins: It's a Long and Winding Road to the Right Drug***  
Genetics may get the right drug...first try
- ***Benefits of genetic testing for disease susceptibilities***  
If You Know It, You Can Probably Do Something About It
- ***New Opportunities in Neurodegenerative & Cardiovascular Diseases***  
Patient segmentation & repurposed medicines – a step towards a better tomorrow?



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