



**Lisa Ashby**  
**President of Medical Devices and Diagnostics**  
**Cardinal Health Medical Segment**

**High-Level Subject Matter Expertise:**  
Medical Devices; Diagnostics

**Media Availability:**  
Phone Interviews and Briefings

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**Potential Story**  
**Angles/Ideas:**

- Creative collaborations leading to cost-effective business models
- Applied innovation
- Healthcare's trend from "fee-for-service" to "fee-for-value"
- Migration of healthcare to more cost-effective settings
- Industry-recognized speaker on leadership, strategy, customer loyalty, supply chain efficiencies and healthcare trends

The future of healthcare depends on creating new, cost-effective ways to keep up with the demand and increase of health care services. Innovation is key, and Cardinal Health is redefining the value of innovation thanks to Lisa Ashby, president of Medical Devices and Diagnostics. Ashby leads the global strategy for the company's medical and diagnostic product portfolio, overseeing six businesses, portfolio marketing strategies, device sales, and research and development efforts for Cardinal Health branded product lines as well as products the company distributes from multi-national companies.

Ashby began her career with Cardinal Health in 1988 as a sales representative in the Hospital Supply Division and has held numerous general management, sales, marketing and operations roles across a variety of Cardinal Health businesses and markets. In her current role, she maintains key relationships with the company's global suppliers, and is a member of the executive advisory team for Cardinal Health China.

Ashby has significant experience in developing, launching and managing new products and services for the provider market, including start-up businesses in hospital inventory, freight management, and pharmacy remote order review and entry outsourcing. She also has considerable experience in technology assessment, investments and implementation, including sales and service ERP systems, provider HIS integration and .com infrastructure and platforms.

She has served as a member of several industry advisory boards and is an industry-recognized speaker on the topics of leadership, strategy, customer loyalty, supply chain efficiencies, staffing and healthcare trends. Ashby has facilitated a number of senior team-building and strategic planning sessions within the provider community. She is a member of the American College of Healthcare Executives, Health Industry Distributors Association, Women Business Leaders of the U.S. Health Care Industry Foundation, and Women for Economic and Leadership Development. Ashby serves as a member of the boards of directors for the not-for-profit Theresa Kathryn Foundation, Cardinal Health Foundation, BioOhio and AdvaMed Dx. She supports the American Heart Association through her leadership and deep involvement with Go Red for Women and the Central Ohio Heart Walk, and supports children's and health and wellness causes.

Ashby earned a bachelor's degree in public policy, computer science and psychology from Duke University.