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# John Mack

*Pharma Marketing & Privacy Consulting*

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## **Interest Areas**

HIPAA & Privacy Consulting  
Pharmaceutical Marketing  
Health Professional Communications  
Newsletter Publishing

## **Professional Affiliations**

Internet Healthcare Coalition,  
president and founder  
International Association of Privacy  
Officers  
e-Health Initiative Leadership  
Council  
New York Academy of Sciences

## **Publishing**

*HIPAA & Privacy Readiness  
Monitor*, Executive Editor  
*Pharma Marketing News*, publisher  
*Pharma Privacy Watch*, publisher  
*Journal of Medical Internet  
Research*, editorial board  
*Internet Healthcare Strategies*,  
editorial advisory board  
*MD net guide*, e-Health Ethics  
department contributor  
*Medicine on the Net*, editorial board

John Mack is an experienced executive with a background in pharmaceutical marketing communications, interactive technologies, and medical privacy. His career has been dedicated to developing and applying best practices, enabling companies to do business more effectively, with greater return on investment, and with enhanced trust. Mr. Mack provides leadership roles within many associations and councils focusing on health information quality, privacy, and adoption of technology to health care.

Mr. Mack is currently a principal at VirSci Corporation ([www.virsci.com](http://www.virsci.com)), where he provides global pharmaceutical and health care industry clients with marketing communications, competitive market intelligence, and privacy/security consulting services. Previously, Mr. Mack was a consultant in the Life Sciences Practice at Answerthink, where he managed projects such as pharmaceutical DTC and physician web site development, privacy policy assessments, and HIPAA awareness workshops for healthcare providers. Mr. Mack also created and managed PharmInfoNet, a privately owned "Top 20 Health Site" focused on drug information content and databases for physicians and pharmacists. In 1999, he sold this web site to Mediconsult and became their Director of Drug Information.

Mr. Mack is an editorial or advisory board member of several prestigious health-related publications and journals (see sidebar) and publishes several e-newsletters focused on the pharmaceutical industry, including *Pharma Marketing News* and *Pharma Privacy Watch*.

Mr. Mack has taken a leadership position in the online health information quality and privacy arena as the co-founder and current president of the Internet Healthcare Coalition, a non-partisan, non-profit 501(c)3 corporation whose mission is to provide educational programs, research, and other resources for improving the quality of health information on the Internet. Accomplishments of the Coalition during Mr. Mack's presidency include the creation of the e-Health Code of Ethics, Tips for Consumers, the e-Health Ethics Workshop for e-health employees and executives, and the annual *Quality Healthcare Information on the Net* conference.

Mr. Mack often provides expert testimony and advice regarding HIPAA and privacy issues and he is a prolific author and speaker in these topic areas. As one of the leading authorities on standards for quality and privacy of health information on the Net, Mr. Mack is quoted often in the media (including the *Wall Street Journal*, *USA Today*, etc.), has lectured extensively, and is a member of numerous e-health related advisory boards and committees.

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