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HEALTH CARE EVENT

Executive Insights: Disrupting the Rx Supply Chain, How Will Going DiRx Work?

An interview with Satish Srinivasan, Founder
& Chief Executive Officer at DiRx



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About the Speaker

Satish Srinivasan is a generic pharma industry executive having spent 25+ years in building and managing multiple US generic pharmaceutical firms and businesses in leadership positions. Most notable positions included his tenure as the President & COO of Rising Pharmaceuticals until its M&A transaction in 2016 and as President & CEO of OrchidPharma, Inc., until its acquisition by Hospira in 2010.

Having developed a strong understanding of drug supply chains, commercial models and the actual value equation, and concerned with the alarming price inflation created by a reimbursement-driven industry rendering basic prescription medications unaffordable to millions of uninsured and underinsured Americans, Satish assembled an industry leading team of generic pharma, digital health, consumer marketing and technology experts and **founded the digital pharmacy company DiRx in August 2020** with a disruptive model that reduces the intermediary layers between manufacturers and consumers and brings down the cost of prescription generics to as low as \$3/month with no insurance required.

[DiRx Unlocks Access to Millions of Uninsured Consumers With New Pharmacy Approach](#) (8/26/2021)

Satish has an M.S. in Pharmacy Administration from the University of Illinois at Chicago and a B.Pharm degree from the University of Mumbai.

Questions during the call? QA@hedgeye.com

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