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Katrina Firlik, MD, Co-Founder and Chief Medical Officer of HealthPrize Technologies, Delivers Keynote Address at Princeton University MD/PhD Symposium

Norwalk, CT—Aug. 10, 2011 – Katrina Firlik, MD, co-founder and chief medical officer of [HealthPrize Technologies](#), a leading mobile and Internet-based medication adherence company, presented the keynote address at [Princeton University's](#) annual MD/PhD symposium on July 29, 2011. Firlik's speech highlighted her unique career path first as a practicing neurosurgeon and currently as a healthcare entrepreneur.

Firlik was invited to speak due to the high level of interest many of the MD/PhD students have in neuroscience, as well as areas beyond basic science, including broader public health concerns.

"I was honored to be invited by the students to spend the day with them, hear about their research, and deliver the keynote address," said Firlik. "It was also a privilege to meet the other speakers, Dr. Shirley Tilghman, President of Princeton University, and Dr. Christina Paxson, the Hughes-Rogers Professor of Economics & Public Affairs and Dean of the Woodrow Wilson School of Public and International Affairs."

Focusing on interesting clinical cases and lessons learned from her two-part career as practicing neurosurgeon and start-up healthcare entrepreneur, Firlik addressed such things as treating brain-related complications that can result from poor medication adherence, and how breakthrough advances in the lab, like a new medication, rely on motivating proper adherence in the real world to achieve adequate efficacy.

"The students had a number of insightful questions following the presentation," said Firlik, "And what surprised me most was that almost every question was related to my work at HealthPrize. I'd say that HealthPrize actually won out over brain surgery in terms of degree of curiosity!"

To learn more about HealthPrize Technologies, visit www.HealthPrize.com, or call 203-604-6820.

About HealthPrize Technologies

HealthPrize Technologies, founded in September 2009, provides an innovative approach to addressing the problem of medication non-adherence with a program that is fun, engaging and educational. For more information, visit www.HealthPrize.com or call 203-604-6820.

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