



Witness like the Women

MIDWINTER POWER IN THE SPIRIT 2024



Susie Faries, MBA
St. Mark's Lutheran - Roanoke

1



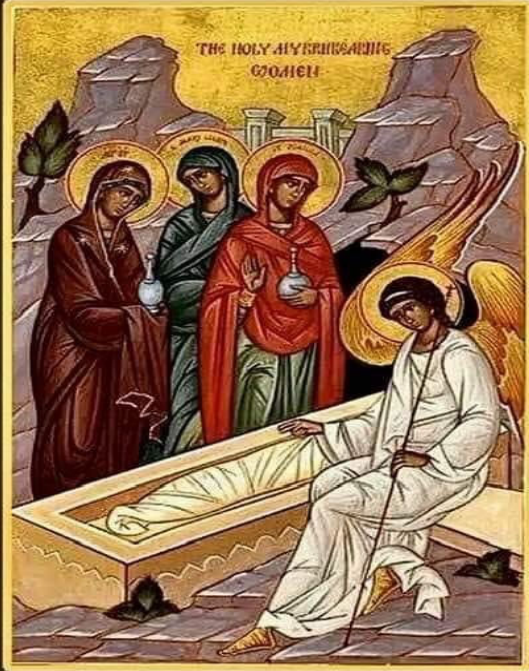
Intersection of Faith, Ethics, and Business

Susie Faries, MBA
St. Mark's Lutheran - Roanoke

CEO, SciMed Partners, Inc.
CEO, Vydar Medical, Inc.
San Francisco Bay/Silicon Valley Area

Copyright 2010 SciMed Partners, Inc.

2



**Without women
preachers, we would
have no knowledge
of the resurrection.**

– Jürgen Moltmann

postbarthian.com

3



Women Helped Save the World from COVID



Katalin Kariko, Ph.D
Biochemist - Penn Medicine



Jennifer Doudna, Ph.D
Nobel Prize in Chemistry 2020

4



About Me



Fearless liberal-arts thinker. Nobody told me “you’re a girl.”

5



Lutheran to the Core

The Amrheins provided my faith foundation.



My grandparents, Fred and Pauline (Bruggeman) Amrhein joined St. Mark's Roanoke in 1921

6



Social Justice to the Core

The Faries' showed me social justice by example



They pioneered southeast Colorado. My grandfather Faries taught the American Indians and Mexicans who worked on the ranch to read, write, and do arithmetic on the porch of the ranch house. He was ostracized.

7



About Me



I covered my bases

- Undergrad with the Lutherans
- Graduate work with the Jesuits

My education gave me an incredible sense of values, ethics, social justice, and mission.

8



I founded four companies:

- **SMS Health (Virginia)**
- **SciMed Partners, Inc.**
- **InnovaMedix, Inc.**
- **Vydar Medical, Inc.**

- **My Virginia company collaborated with the ELCA's Div. for Congregational Ministries in **EVANGELISM****

Copyright 2010 SciMed Partners, Inc.

9



In all four companies, our mission and vision are the same:

“Mission: To Be Agents for Change.”

“Vision: Alleviate Pain and Suffering.”

Copyright 2010 SciMed Partners, Inc.

10



“We must be ready to allow ourselves to be interrupted by God.”

Dietrich Bonhoeffer

Copyright 2010 SciMed Partners, Inc.

11



God “interrupted me.”

Two events profoundly changed my life, deepened my faith, and made me fearless

Copyright 2010 SciMed Partners, Inc.

12



“It’s About the Waters of Your Baptism . . . Not the Blood in Your Veins.”

Pastor Willis (“Buck”) Buchanan

I **Changed the Law in Virginia** to Protect the
Elderly and Incapacitated from
Financial Exploitation and Abuse.

13



9/11



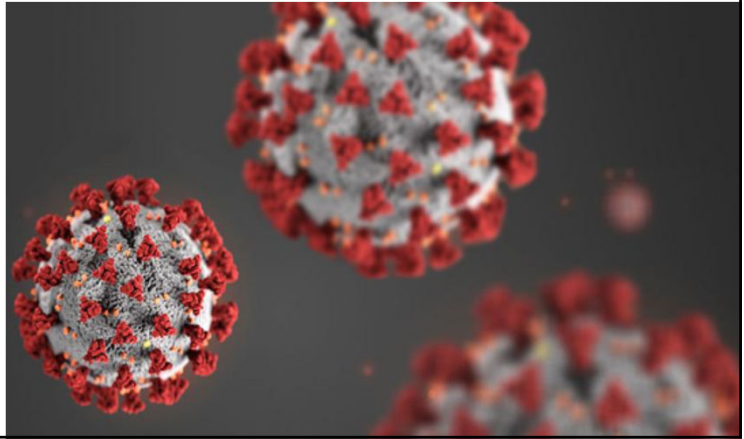
American Medical Response
provided the emergency medical services care.

14



COVID: The Second Reformation

The pandemic gave us an opportunity . . .



15



**“God gave the
theological truth to the
stingiest blankety-
blanks on earth.”**

Pastor Willis (“Buck”) Buchanan



16



Virginia Lutherans
Virginia Synod, Evangelical Lutheran Church in America

The Second Reformation

≡
YouTube

Search



Pope Francis And Blessing Same Gender Couples



Rev Ed Trevors
29K subscribers

🔔
Subscribed

👍
822

💬

➦
Share

⋮

17



Virginia Lutherans
Virginia Synod, Evangelical Lutheran Church in America

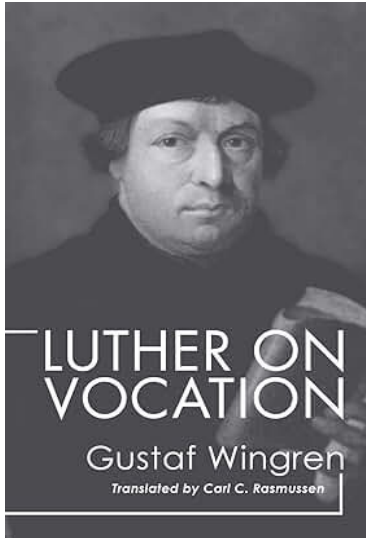
The Second Reformation



Pope Francis And Blessing Same Gender Couples

<https://youtube.com/shorts/iZNXB2ncisU?si=pKqmiQveU12dffF>

18



“God does not need
our good works,
Luther said, but our
neighbor does.”

(Wingren, *Luther on Vocation*,
10)

19



Masks of God — Luther puts it strongly:

Vocations are “masks of God.” On the surface, we see an ordinary human face — our mother, the doctor, the teacher, the waitress, our pastor — but, beneath the appearances, God is ministering to us through them. God is hidden in human vocations.

20



“For Martin Luther, vocation is nothing less than the focus of the Christian life. God works in and through vocation, but he does so by calling human beings to work in their vocations. . . . In our various callings—as spouse, parent, church member, citizen, and worker—we are to live out our faith.”

Gene Veith, “Working for Our Neighbor”

21



“All people, whatever their calling, should seek perfection, that is, growth in the fear of God, in faith, in love for their neighbors, and similar spiritual virtues.”

Philip Melancthon



22



“The Christian individual is a completely free lord of all, subject to none.

The Christian individual is a completely dutiful servant of all, subject to all.”

The Freedom of a Christian 1520

23



Let's talk about some big disconnects . . .

24



Let's talk about "river blindness"

(Onchocerciasis)

25



Case Study: Merck and "River blindness"

- Caused by a parasitic worm
- Blindness
- Prevalent in Africa
- Merck's drug - Mectizan



<https://philosophia.uncg.edu/media/phi361-metivier/readings/Case-River%20Blindness.pdf>

26



Case Study: Merck and “River blindness”

They gave the drug away FREE. Created a foundation. Later collaborated with The Carter Foundation.

The company's decision was grounded in its core values:

1. Our business is preserving and improving human life.
2. We are committed to the highest standards of ethics and integrity.
3. We are dedicated to the highest level of scientific excellence and commit our research to improving human and animal health and the quality of life.
4. We expect profits, but only from work that satisfies customer needs and benefits humanity.
5. We recognize that the ability to excel—to most competitively meet society's and customers' needs—depends on the integrity, knowledge, imagination, skill, diversity, and teamwork of employees, and we value these qualities most highly.

27



Yet the big disconnect . .

- The U.S. has some of the highest drug prices in the world.
- Big pharma fights price negotiations for seniors.
- Big pharma “pays off” companies: “Pay to delay.”
- Big pharma collaborates with venture capital on drug development investment.



28

AstraZeneca Case Leads Off Busy Year of Challenges to Medicare Drug Pricing Law



The first hearing on a potential injunction came the day before CMS is to release pricing proposals on 10 drugs.

29

Yet

The first hearing on a potential injunction came the day before CMS is to release pricing proposals on 10 drugs.

TODAY'S TOP STORIES

IRA's Impact on Industry Revenues, R&D Will Be Modest: Study

The Inflation Reduction Act's Drug Price Negotiation Program will erode only a small portion of global biopharma revenues and is unlikely to cause significant cuts to research and development, find researchers.

30



The Cheeseburger Disconnect.



- McDonald's CEO paid \$17.8 million (2022.)
- A typical McDonald's worker > 1,200 years to make that
- Company spent a \$1,000,000 trying to block raises for CA workers.
- Corporate greed at its absolute worst.

Robert Reich, Former U.S. Secretary of Labor

31



Preachin' it is one thing . . .
But fixin' it is another

32

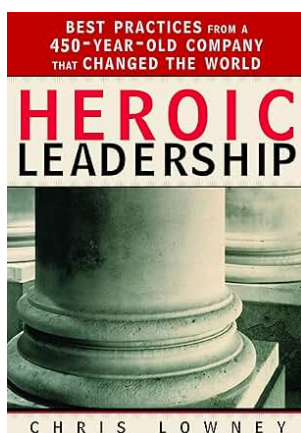


Let's talk about **increased focus**
on **leadership** and the integration
of **faith, values, and ethics**

33



Heroic Leadership



Cultivation of **four crucial pillars of great leadership:**

- self awareness,
- love,
- ingenuity,
- and heroism.

All built on **FAITH**

Santa Clara University

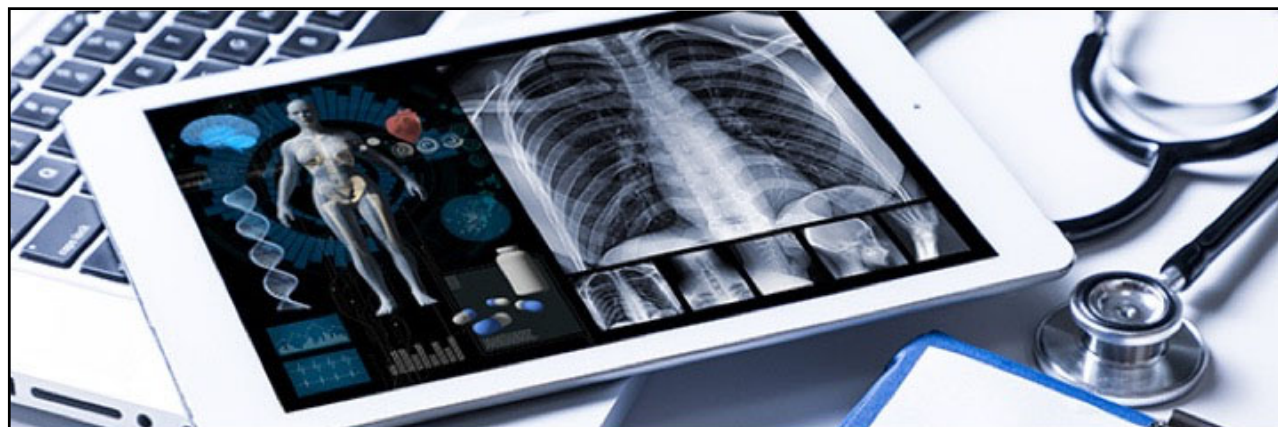
<https://www.scu.edu/execed/individuals/heroic-leadership-for-all/>

34



Let's talk about "real life"

35




Vydar Medical, Inc.

Continuous Data Monitoring Wearables: Pre-hospital. On-site. Off-site.

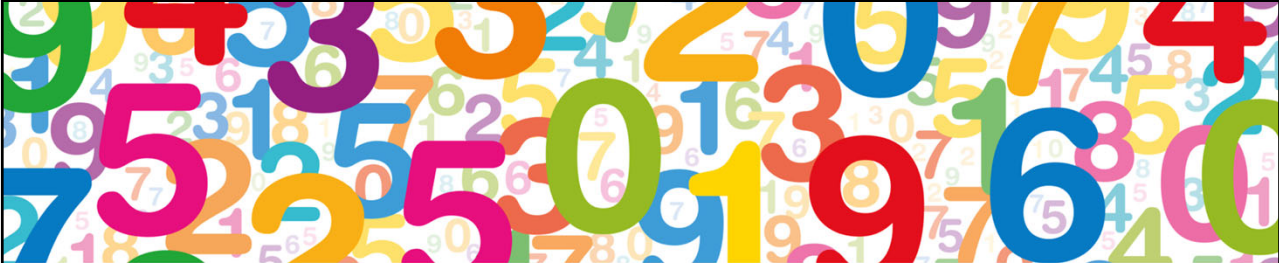
36

founded in
2020
 we're on a mission to
improve
 patient
outcomes
 in **sepsis**

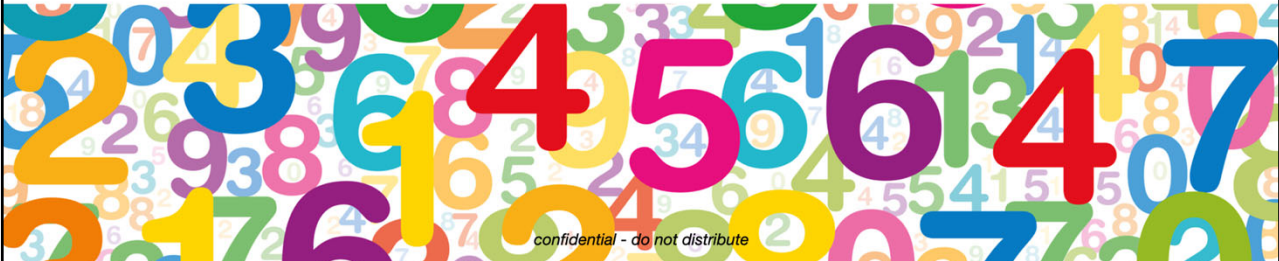


confidential - do not distribute

37



the **numbers**



confidential - do not distribute

38

\$62 billion
1.7m admits
350k deaths

confidential - do not distribute

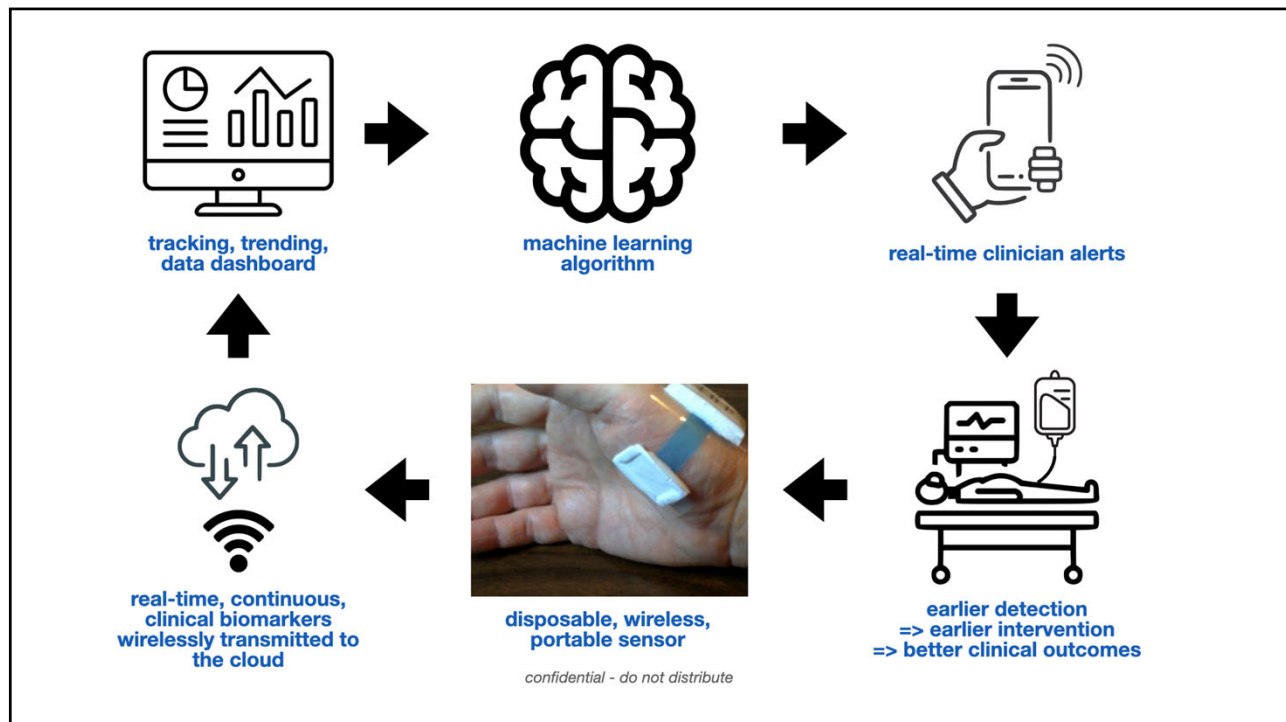
39

#1 mortality
8.7% CAGR
<50% meet SEP-1

confidential - do not distribute

40

41



42

85% of Sepsis Cases and Deaths

Nk&tz%fwj&uttw%&f&ujwxts&ak&ntq&w&nf{j%
 rsfijvzfyj%&hhjxx&ut&njfqmhfjw&lw&n{j&ns&ymj%
 |wtsl&h&tr&r&zsn~%&*&*&

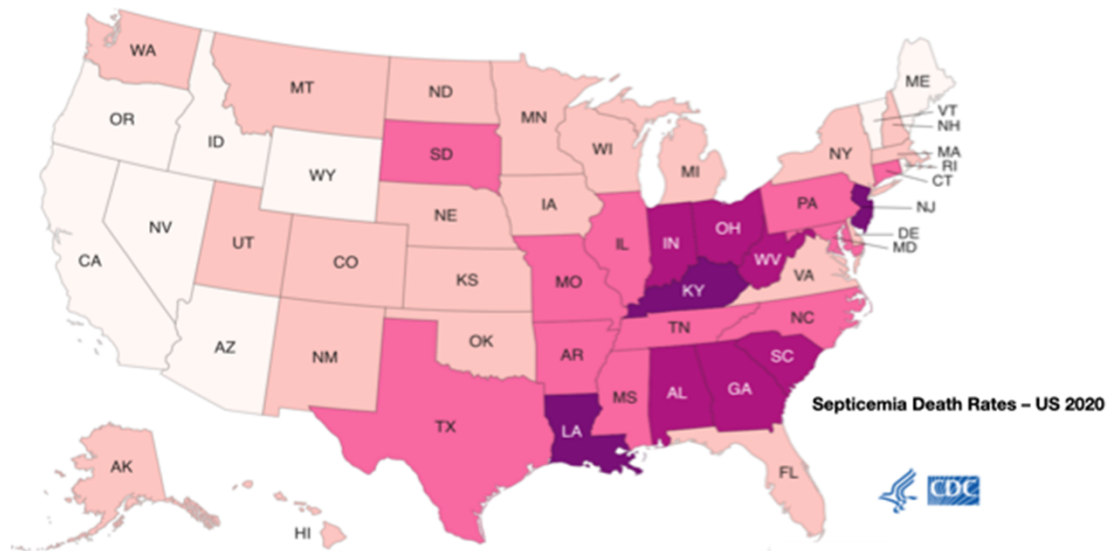
Xjuxx%anxwtutwrtsfyjq%fkjhyx%(zqjwfggj%
utuzqfytsx?

- Sj | gtwsx
- Uwjlfsy% | tr js
- Ujtugj%rslas% | 2wjxtzhj%xywslx3

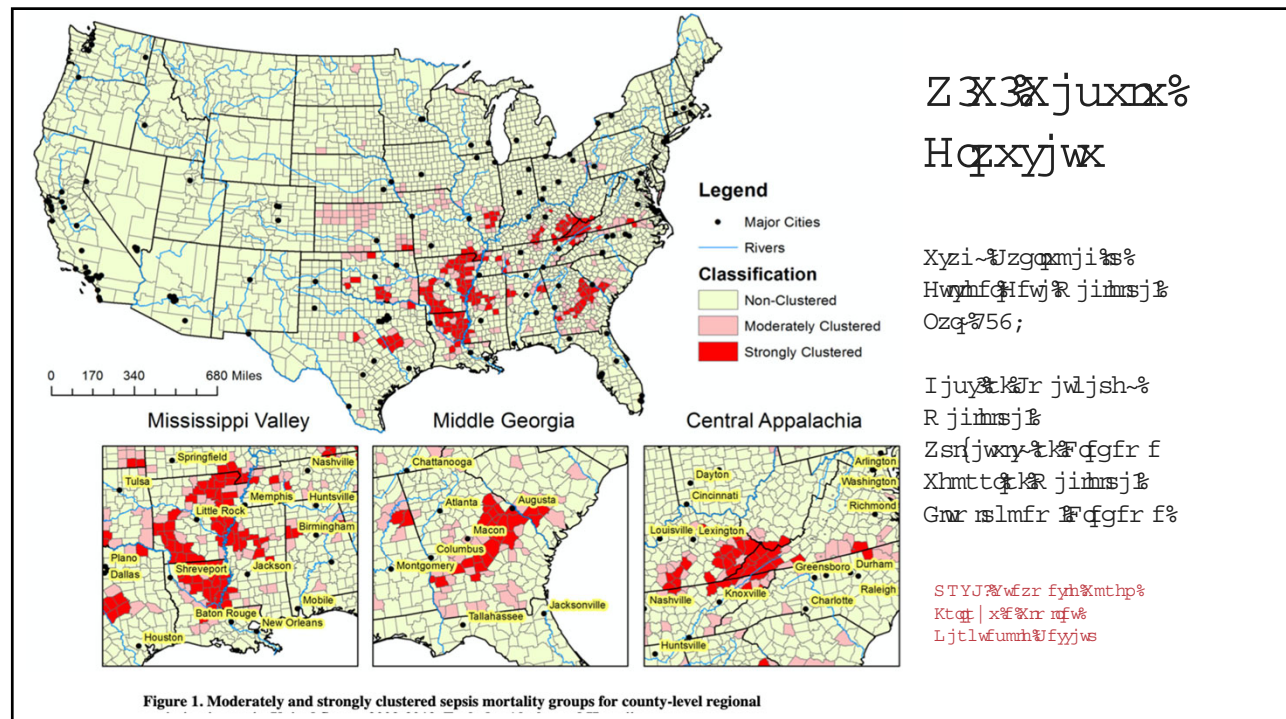
Source: WHO

42

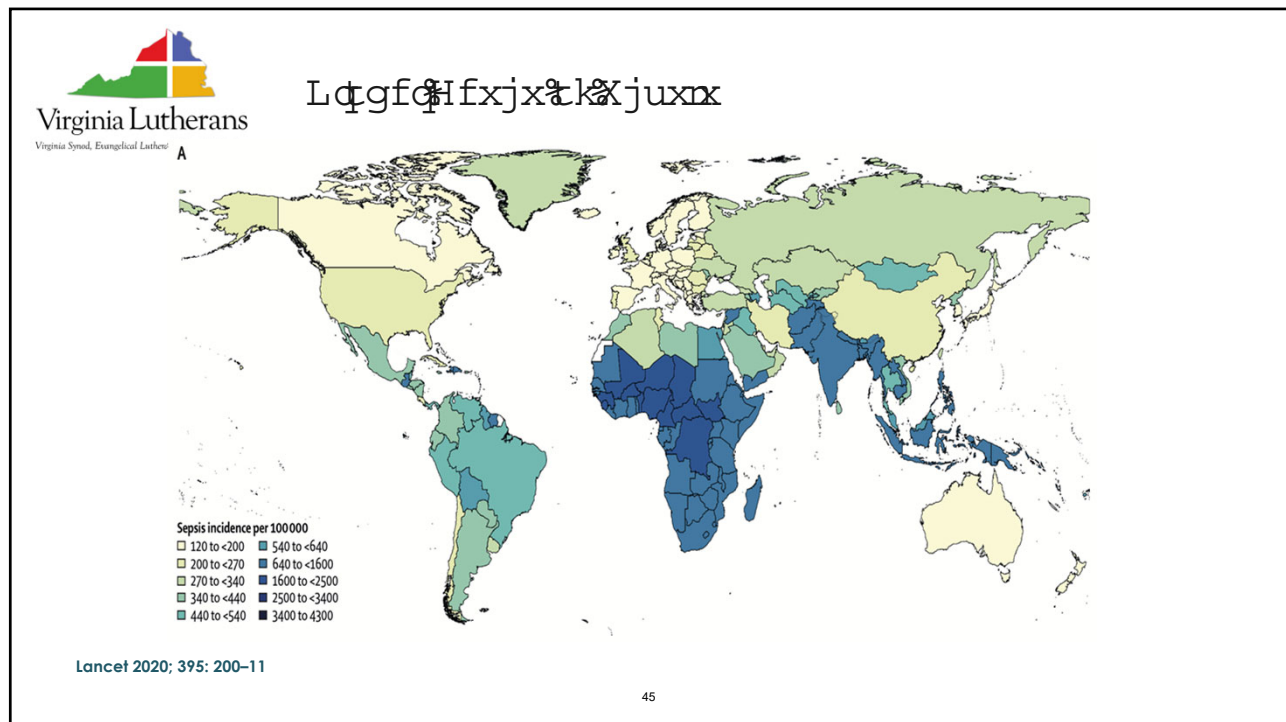
Path to Market: Highest incidence rates and sepsis clusters.



43



44



45

Virginia Lutherans
Virginia Synod, Evangelical Lutheran Church in America

In Conclusion

- Preach it.
- Live it.
- Fix it.

“Wear the mask of God.”

46

46