



**Gail Marcus, DHA**  
**Assistant Dean & Assistant Professor, MCPHS University**

**MUSC DHA Graduate:**  
2018

**Doctoral Project:**  
Diffusion of Healthcare Policy  
Innovation Across the States: A  
Case Study of the Diffusion of  
Dense Breast Screening  
Legislation and the Influence of  
Patient Advocacy Groups

**Doctoral Project Chair:**  
Walter Jones, Ph.D.

Dr. Gail Marcus is an Assistant Dean of Healthcare Business and Administrative Sciences at Massachusetts College of Pharmacy and Health Sciences (MCPHS) University. She oversees a diverse set of undergraduate and graduate degree programs in Global Healthcare, Bioinformatics, Healthcare Management, Pharmacoeconomics and Regulatory Affairs, and Health Policy. Prior to academia, Dr. Marcus spent 30 years in leadership roles across a diverse portfolio of healthcare organizations in the US and UK, including CIGNA, United Healthcare, CVS/Caremark, and Caris Diagnostics. She holds a DHA from the Medical University of South Carolina, MBA in Finance from The Wharton School, MSE in Information Sciences from the University of Pennsylvania, and a BA in Mathematics and Spanish from Wesleyan University. Dr. Marcus serves on the diagnostic testing advisory panel for CMS and is on the board of two public companies, Natera (NTRA) a molecular diagnostic company and Triple S Management (GTS), the Blue Cross/Blue Shield affiliate in Puerto Rico.

### How did the DHA degree help enhance your career path?

The DHA degree allowed me to pursue an academic teaching career after a successful business career. The terminal degree allowed me to obtain a promotion to Assistant Dean. Our cohort of students was fabulous and gave me the opportunity to interact with an outstanding group of individuals from a wide range of backgrounds

### What advice would you give to an incoming DHA student?

For incoming students, I encourage them to get to know their classmates and professors as the relationships you form are one of the best parts of this program. I was initially concerned about doing a thesis, but the research was interesting and the support from my Committee allowed me to be successful. In fact, my doctoral project work was accepted as a poster presentation at the 2018 American Public Health Association national conference.