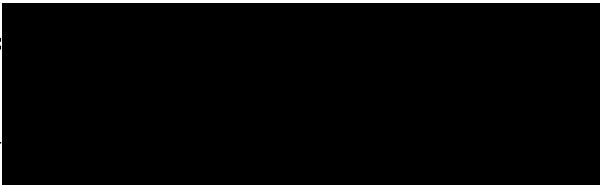


**Committee on Energy and Commerce**  
**U.S. House of Representatives**  
 Witness Disclosure Requirement - "Truth in Testimony"  
 Required by House Rule XI, Clause 2(g)

<b>1. Your Name:</b> David P. Vockell, Jr.		
<b>2. Are you testifying on behalf of the Federal, or a State or local government entity?</b>	Yes	No X
<b>3. Are you testifying on behalf of an entity that is not a government entity?</b>	Yes X	No
<b>4. Other than yourself, please list which entity or entities you are representing:</b>  Lyfechannel, Inc.		
<b>5. Please list any Federal grants or contracts (including subgrants or subcontracts) that you or the entity you represent have received on or after October 1, 2011:</b>  \$50,000 Digital Agency Contract from ODPHP — April 2013		
<b>6. If your answer to the question in item 3 in this form is “yes,” please describe your position or representational capacity with the entity or entities you are representing:</b>  CEO/Founder of company		
<b>7. If your answer to the question in item 3 is “yes,” do any of the entities disclosed in item 4 have parent organizations, subsidiaries, or partnerships that you are not representing in your testimony?</b>	Yes	No X
<b>8. If the answer to the question in item 3 is “yes,” please list any Federal grants or contracts (including subgrants or subcontracts) that were received by the entities listed under the question in item 4 on or after October 1, 2011, that exceed 10 percent of the revenue of the entities in the year received, including the source and amount of each grant or contract to be listed:</b>  None		
<b>9. Please attach your curriculum vitae to your completed disclosure form.</b>		

Signature: \_\_\_\_\_



Date: 7/15/2014 \_\_\_\_\_

Dave Vockell is the founder of Lyfechannel, which delivers mobile programs committed to closing the gap between great physician instruction and ongoing patient behavior.

Dave's history in mobile patient engagement stretches back to shepherding the first mobile patient program through legal review at GSK to designing Pfizer's first adverse event handling engine for SMS. He brings a deep background in content creation and delivery from stints at MTV Animation (best job ever) and Primedia (worst job ever), marketing expertise from 8 years at American Express, big-boy internet experience from Yahoo! and up-close patient engagement from working with leading payers, providers and pharma companies.

This is Dave's fourth or fifth startup (depending on how you count) and he has seen two acquisitions, one ongoing business and one wind-down.

Dave received his computer/econ degree from Northwestern University (Go Cats!) back when the internet "was made out of wood" and he has equal coding chops in Objective C and COBOL.

For more information, contact Dave Vockell at



