



PROGRAM GUIDE

2018 ANNUAL FORUM

100+ healthcare executives driving health market innovation

25+ speakers and panelists who are pioneering the transformation of healthcare

4 keynote speakers offering exceptional insight

9 sessions covering the latest topics of interest to healthcare executives

3 nighttime events for networking and unwinding in the #1 Healthiest City in the United States

2.5 days

1 incredible opportunity to add some certainty to an uncertain healthcare industry

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Welcome to the 2018 HCEG Annual Forum

On behalf of the HealthCare Executive Group (HCEG) and our Board of Directors, we are thrilled to welcome you to Minneapolis – the #1 Healthiest City in US – along with other executives who are pioneering the transformation of healthcare in the United States. Our goal for the 2018 HCEG Annual Forum, besides celebrating our 30th anniversary, is simple – to provide valuable information and key networking opportunities in a collaborative environment to help guide you and your company through Innovation, Change and Growth – The overall theme of this year's Forum.

Over the next two+ days, we hope you'll engage in robust dialogue, learn from each other about opportunities, challenges and issues we are all facing in the future of healthcare, and even more importantly, to forge new relationships with healthcare executives from across the industry – nationally and here in Minneapolis. This 30th HCEG Annual Forum seeks to break down the silos that inhibit industry-changing innovation and provide you and your colleagues with actionable information, ideas and relationships to help you as you lead your organization through the remainder of 2018, into 2019, and beyond.

We look forward to having industry thought leaders and forum participants share openly – and to discussing how each of us, as industry leaders operating during this uncertain time of healthcare reform and industry transformation, can accelerate the convergence of innovation, change and growth within our industry. We hope you will take the ideas and unique experiences that you will certainly absorb during the Annual Forum back to your organizations to drive impactful changes that will make healthcare transformation going forward, a reality.

We've brought together over a hundred leaders to engage in dialogue, to collaborate and partner, and to experience how innovative new models of care, reimbursement, technology and digital transformation are impacting all healthcare constituents today. We've also provided, through a unique association with our sponsor partners, an intimate, small group setting and two exciting "after hours" networking receptions – unique opportunities for you to make new acquaintances, rekindle former relationships and strengthen existing connections while at the same time enjoying the best of Minneapolis food, drink and entertainment.

Thank you and our sponsor partners for joining us at the 30 HCEG Annual Forum. We are thrilled that you share our excitement about the future of healthcare and we sincerely appreciate your participation.

Warm regards,

Ferris Taylor

Executive Director
COO Consultant - Arches Health Plan

Kim Sinclair

HCEG Board Chair
CIO – BMC HealthNet Plan / Well Sense Health Plan

Richard Lungen

Program Committee Chair
Managing Member – Leverage Health

Alan Abramson

Program Committee Co-Chair
Sr Vice-President & CIO – HealthPartners

Tim Thull

Program Committee Co-Chair & HCEG Secretary
SVP & CIO - Medica

Ian Gordon

HCEG Treasurer
SVP Health Plan Operations – Regence/Cambia

Making the Most of the 30th Annual Forum of the HealthCare Executive Group

There are great opportunities to meet, experience and engage with fellow healthcare executives at HCEG's 2018 Annual Forum. To help you get the most out of the 30th Annual Forum in Minneapolis, MN on Wednesday, September 12th through noon Friday the 14th, read through this guide to ensure you're aware of what's to come.

You are among the health market's most influential leaders – connect with each other!

Schedule of Activities: The back of your name badge contains an abbreviated schedule. You can find a more detailed agenda [here](#).

Networking Opportunities: Besides the ongoing opportunities for interaction with other participants during the sessions and events throughout the forum, the following networking opportunities are planned:

- Tuesday Night: 7:00 – 9:00 – Welcome Reception – Revel Health Offices
- Wednesday Night: 7:00-9:00 – Offsite Reception at 4Bells Rooftop
- Thursday Night: 7:30-9:00 – Dinner + Closing Keynote "State of Healthcare: A Seasoned CEO's Perspectives on Where Healthcare is at and the Challenges and Opportunities Ahead"
- Thursday Night: 9:00-11:30 – Nightcap & Winddown

Social Media: During the forum, we'll be sharing some information and pictures via our @HCEExecGroup Twitter account. Feel free to follow the @HCEExecGroup Account and/or the #HCEGForum hashtag.

Share forum insights, ideas and experience with those that could not attend by using the #HCEGForum hashtag.

Continue to Engage After the Forum Ends: Once the forum is over, we'll be sharing information, content and pictures from the event in our newsletter, on our blog and via our social media channels

The HCEG Newsletter: If you are not already a subscriber, join the mailing list for our newsletter. [You can sign up here.](#)

Bloggin'g: Check out the [HCEG Blog here](#). If you'd like to share your insight, ideas and/or opinion, we'd love to have you guest post on the HCEG blog. [Send us an email.](#)

Join Us on Twitter, Facebook & LinkedIn: Follow our [Twitter](#), [LinkedIn](#) and on [Facebook](#).

Share Your Opinion About HCEG: We'd love to hear about what you thought of our 30th Annual Forum. What did you like? What didn't you like? What could we do to help you as a healthcare executive? [Send us your thoughts and idea here.](#)

Event Agenda

TUESDAY 9/11	
7:00PM - 9:00 PM	<p>Welcome Reception at Revel Health</p> <p>Participants arriving Tuesday can attend a reception at Revel Health offices (2 blocks from Hewing at 123 N 3rd St #300, Minneapolis, MN 55401)</p>
WEDNESDAY 9/12	
7:00 AM - 11:00 AM	<p>Pre-Forum HCEG Board Meeting</p> <p><i>Closed meeting for HCEG Board Members</i></p>
10:00 AM	Registration & Info Desk Opens
11:30 AM - 12:00 PM	<p>Welcome to Minneapolis & HCEG 30th Anniversary Forum</p> <p>Kim Sinclair, HCEG Board Chairwoman and CIO – BMC HealthNet Plan / Well Sense Health Plan and Ferris Taylor, HCEG Executive Director and COO Consultant - Arches Health Plan welcome participants and provide an overview of the forum's agenda and events.</p>
12:00 PM - 1:15 PM	<p>Lunch + Opening Interview Fireside Chat</p> <p>Dawn Owens, President of TripleTree Investments interviews Andy Slavitt, Former Acting Administrator of the Medicare & Medicaid Services and current leader of Townhall Ventures.</p> <p>Industry perspectives to be discussed include:</p> <ul style="list-style-type: none"> ▪ Perspective from inside the beltway ▪ Perspective on key industry themes and forces impacting healthcare in the United States ▪ Professional perspective on the certain and uncertain impacts ▪ Q & A with forum participants
1:15 PM -1:45 PM	Break

WEDNESDAY 9/12	
1:45 PM - 2:45 PM	<p>Payer/Provider Partnerships & Opportunities for the Future</p> <p>Matt Hoffman, MD, Chief Medical Informatics Officer at Utah Health Information Network (UHIN) will be joined by Tom Howard, Partner at Cumberland Consulting Group and Joe O'Hara, Director of Healthcare Marketplace Innovations at Horizon BCBS of New Jersey to discuss how health plans, providers and consumers can be equally prepared for the transformation healthcare is undergoing.</p> <p>The interaction of how clinical and financial partnerships, enhanced member experience, and market transitions are driving the development of compelling health insurance products will be discussed. Hear what payers and providers are doing and how technology is a key opportunity enabler.</p>
2:45 PM - 3:45 PM	<p>Value-Based Payment & Implications for Healthcare Stakeholders</p> <p>Eric Decker, SVP of Information Technology & CIO at Independent Health and Jorie Soskin, Senior Director & General Manager at Medtronic Infection Control will review what Medical Device and Pharma companies are actually doing in the movement to 'Outcomes-based' reimbursement and new business models.</p> <p>Gain new insights on why value-based payment has been an HCEG Top 10 item the last few years.</p>
3:45 PM - 4:00 PM	Break
4:00 PM - 5:00 PM	<p>Wrap Up</p> <p>A recap of the day's discussions and an introduction to the HCEG Top 10 will be provided.</p>
7:00 PM - 9:00 PM	Offsite Reception at 4Bells

THURSDAY 9/13

7:00 AM	Registration & Info Desk Opens
7:30 AM - 9:15 AM	<p>Breakfast + "Blue Zones: The Making of a Healthy City"</p> <p>Dan Buettner, National Geographic Fellow, award-winning journalist and producer, and New York Times Best Selling Author shares on his discovery of five places in the world—dubbed Blue Zones—where people live the longest, healthiest lives.</p> <p>Hear about the common threads he found in these locations and what every healthcare executive should be focusing on in their local environment, in public policy, and in social networks to create "Blue Zones of Longevity" in their marketplaces.</p>
9:15 AM - 9:30 AM	Break
9:30 AM - 10:30 AM	<p>Health & Behavior Change at the Community Level</p> <p>Melissa C. Lyon, Public Health Director at the Erie County Department of Health, Michael Gold, Former CEO of HMSA BCBS of Hawaii and Board Director for Blue Zones LLC, Mike Riley, Chief Strategy Officer at NCH Healthcare System and Clay Marsh, MD, VP & Executive Dean for Health Sciences at West Virginia University will discuss how community engagement, efficacy, and empowerment are keys to communities being able to adopt and sustain new behaviors.</p> <p>The group will discuss current approaches and strategies to integrate community mobilization and activities more effectively with conventional healthcare strategies, aimed at individual behavior change. Audited results will be shared and discussed as to impact and future implications.</p>
10:30 AM - 11:15 AM	<p>Healthcare Single Point of Workflow on Social Determinants of Health</p> <p>Brenda Schmidt, Founder & CEO of Solera Health leads a panel consisting of Mark Ryle, CEO of Project Open Hand, Rob Zeaske, CEO of Second Harvest Heartland, and Brendan O'Connor, Director of Business Development at Quantified Ventures.</p> <p>The conversation will focus on how social determinant of health can no longer remain a sideline conversation and needs a whole new framework of thinking. Hear what health plans and provider groups are doing to change the common perspective of SODH being a public good with limited medical impact. The reality is SODH programs are in everyone's self-interest and there are ways to effectively focus and coordinate efforts for everyone's benefit.</p>
11:15 AM - 11:45 AM	Break

THURSDAY 9/13

11:45 AM - 12:30 PM	<p>Health Plan Diversification: What Does it Mean?</p> <p>Ian Gordon, SVP Health Plan Operations at Regence (Cambia Health Solutions) engages panelists Tom Vanderheyden, EVP & President of National Solutions at BCBS Minnesota, Chuck Divita, Executive VP of Commercial Markets & CFO at GuideWell (BCBS of FL) ad Brandon Cady, President & CEO of Anthem/AIM Specialty Health.</p> <p>Panelists will discuss:</p> <ol style="list-style-type: none"> 1. Diversification strategy(ies) and what may be the biggest hurdles 2. Which disruptors are concerning and thinking around the “no-see-ums” 3. Whether the health plan or the diversified business may be the more valuable asset, why and if not the health plan, then by when? <p>The session will include a Q & A with the audience</p>
12:30 PM - 1:30 PM	<p>Lunch + 2019 HCEG Top 10 Roundtables</p> <p>Roundtable lunch discussions on the most pressing challenges, issues and opportunities facing healthcare leaders will be facilitated by an HCEG sponsor partner thought leader.</p> <p>Objective of the luncheon discussions will be to clarify the overall voting list for the 2019 HCEG Top 10.</p>
1:30 PM - 2:00 PM	<p>Break</p>
2:00 PM - 2:45 PM	<p>Vision and Perspective for Healthcare from a Washington, DC Perspective</p> <p>Secretary David Shulkin, former Secretary of the Veterans Administration and Chief Innovation Officer of Sanford Health shares insight and perspective on healthcare reform and innovation.</p>
2:45 PM - 3:45 PM	<p>Is Blockchain and/or Artificial Intelligence in Healthcare's Future?</p> <p>Alan Abramson, HCEG Program Committee Co-Chair and Senior VP & CIO at HealthPartners engages with Jim VanderMey, Chief Innovation Officer at Open Systems Technologies, Justin Adams, CEO of Digitize AI and Keith Roberts, VP of Engagement at Change Healthcare review how blockchain and artificial intelligence technologies are catalyzing the pace of innovation and introducing radical shifts that WILL change the business of healthcare.</p> <p>This panel of experts will discuss the potentialities realized at the intersection of AI and Blockchain and the challenges and benefits healthcare executives must understand to not be disrupted by game-changing technologies.</p>
3:45 PM - 4:00 PM	<p>Break</p>

THURSDAY 9/13	
4:00 PM - 5:00 PM	<p>Technology: From Start to Scale</p> <p>Justin Roth, Managing Director & Head of Investment Banking at TripleTree Kyle Investments, Kyle Rolfing, Co-Founder & President of Bright Health and Tony Miller, Co-Founder & CEO of Bind on Demand Health Insurance share their unique insight on the key opportunities and challenges facing healthcare incumbents, especially with potential new market entrants that intend to disrupt healthcare. Participants will learn more about whether it's time to partner with others or compete with them; and how to get to scale the fastest.</p>
5:00 PM - 5:30 PM	<p>HCEG Top 10 List & Participant Ranking + Wrap Up</p> <p>Ferris Taylor and Chris Link, Sr Consultant of Research & Consulting at Change Healthcare will present the 2019 HCEG Top 10 and highlight how the new HCEG Top 10 list will be used for additional research and knowledge development over the following months and year.</p>
5:30 PM - 7:30 PM	<p>Break</p>
7:30 PM - 9:30 PM	<p>Dinner + Closing Keynote</p> <p>Craig E. Samitt, MD, MBA, President & CEO of BCBS of Minnesota, just days into a new role in a 'large, re-emerging health plan' will present State of Healthcare: "A Seasoned CEO's Perspectives on Where Healthcare is at and the Challenges and Opportunities Ahead"</p> <p>Dr. Samitt is a long-time member of HCEG and a frequent HCEG and Industry-wide speaker, uniquely qualified to 'recap' of many the key topics shared during the HCEG 30th Anniversary Forum and share insight and perspective on the critical industry issues we will all face in the foreseeable future.</p>
9:30 PM - 10:30 PM	<p>Nightcap & Wind Down</p> <p>The Hewitt Hotel bar will be extended after dinner for those that want to network, share additional perspectives and go back and forth with colleagues on what might be ahead in 2019.</p>

FRIDAY 9/14	
7:30 AM- 9:30 AM	<p>Special Executive Leadership Roundtable</p> <p><i>"The Blue Zones of Happiness: Lessons from the World's Happiest People"</i></p> <p>Enjoy a full breakfast as Dan Buettner builds on the insight shared earlier in the forum and shares his thoughts on the three strands of happiness: purpose, pride, and pleasure. Attendees will discover the many factors to bring joy to their lives as Dan shares important lessons learned about how the choices we make and the environment in which we live contribute to our happiness.</p>
9:30 AM - 10:00 AM	<p>Break and Farewell to the HCEG Annual Forum and Executive Leadership Roundtable Participants</p>
10:00 AM - 3:00 PM	<p>HCEG Board of Directors - Annual Strategy Session</p> <p><i>Closed meeting for HCEG Board Members</i></p>
12:00 PM - 1:00 PM	<p>Lunch Buffet- for Board of Directors</p> <p><i>Closed meeting for HCEG Board Members</i></p>

ALAN ABRAMSON

SVP & CIO

HEALTHPARTNERS

JUSTIN ADAMS

CEO

DIGITIZE.AI

[linkedin.com/in/justinaadams/](https://www.linkedin.com/in/justinaadams/)

ORON AFEK

CEO

VIM

[linkedin.com/in/oronafek/](https://www.linkedin.com/in/oronafek/)

DUNSTON ALMEIDA

**EVP, STRATEGY, CORPORATE DEVELOPMENT &
PRODUCT**

ZELIS HEALTHCARE - ALUMNI

[linkedin.com/in/dunston-almeida-09416/](https://www.linkedin.com/in/dunston-almeida-09416/)

DR. FAHAD ALTAMIMI

HEALTH ATTACHE

SAUDI HEALTH MISSION

Fahad Altamimi

KAREN ANDREWS

COO

SAN FRANCISCO HEALTH PLAN

ARIAN ARTEAGA

HCEG STAFF

HCEG

[linkedin.com/in/arianarteaga/](https://www.linkedin.com/in/arianarteaga/)

DEBRA BAUMAN

CIO

HAZELDEN BETTY FORD

[linkedin.com/in/deb-bauman-401195](https://www.linkedin.com/in/deb-bauman-401195)

BILL BOTTOMLEY

SENIOR ACCOUNT EXECUTIVE, HEALTHCARE

HIGHPOINT SOLUTIONS

ROBERT BEAUCHAMP

CONSULTANT

ROBERT BEAUCHAMP CONSULTING

[linkedin.com/in/robertgrantbeauchamp](https://www.linkedin.com/in/robertgrantbeauchamp)

ERIN BRANHAM

DIRECTOR OF EVENTS

HCEG

[linkedin.com/in/erinbranhamcsep/](https://www.linkedin.com/in/erinbranhamcsep/)

MARK BROSSO

FOUNDER & CEO

PURPLELAB

[linkedin.com/in/mark-brosso-73861b5](https://www.linkedin.com/in/mark-brosso-73861b5)

DAN BUETTNER

FOUNDER & AUTHOR

BLUE ZONES, LLC

[linkedin.com/in/dan-buettner-9735984/](https://www.linkedin.com/in/dan-buettner-9735984/)

TONY BUETTNER

SENIOR VP OF BUSINESS DEVELOPMENT

BLUE ZONES, LLC

[linkedin.com/in/tonybuettner/](https://www.linkedin.com/in/tonybuettner/)

BRANDON CADY

PRESIDENT & CEO

ANTHEM/AIM SPECIALTY HEALTH

[linkedin.com/in/brandon-cady-22502511/](https://www.linkedin.com/in/brandon-cady-22502511/)

DR. MICHAEL CANTOR

CHIEF MEDICAL OFFICER

CARECENTRIX

[linkedin.com/in/michael-cantor-735a2641](https://www.linkedin.com/in/michael-cantor-735a2641/)

DEVIN CARDOZA

**DIRECTOR OPERATIONS PLANNING & BUSINESS
MANAGEMENT**

REGENCE (CAMBIA HEALTH SOLUTIONS)

[linkedin.com/in/devin-cardoza-a8a8ba4/](https://www.linkedin.com/in/devin-cardoza-a8a8ba4/)

MICHAEL CARROLL

CHIEF MARKETING OFFICER

TRIPLETREE

[linkedin.com/in/michaeldanecarroll/](https://www.linkedin.com/in/michaeldanecarroll/)

JUAN CHALUJA

VP BUSINESS ANALYTICS & PERFORMANCE

FLORIDA BLUE

[linkedin.com/in/juan-chaluja-389ab3a9](https://www.linkedin.com/in/juan-chaluja-389ab3a9/)

ROKI CHAUHAN

PRINCIPAL

CHAUHAN HEALTHCARE

[linkedin.com/in/roki-chauhan-md-b0048213/](https://www.linkedin.com/in/roki-chauhan-md-b0048213/)

TERESA CLARK

VICE PRESIDENT, EMERGING CARE MODELS

SOLERA HEALTH, INC

[linkedin.com/in/teresa-clark-09365353/](https://www.linkedin.com/in/teresa-clark-09365353/)

BRIAN COOPER

PARTNER

ADRENALINE HEALTH

[linkedin.com/company/adrenaline-health/](https://www.linkedin.com/company/adrenaline-health/)

BEN CORTRIGHT

SVP, CORPORATE DEVELOPMENT

REDCARD

[linkedin.com/in/bencortright/](https://www.linkedin.com/in/bencortright/)

EITEL DANNENFELS

REGIONAL SALES EXECUTIVE

REVEL HEALTH

Welcome Reception Host

MARY DASCHNER

CARECENTRIX
ELR Attendee

JEFFREY DAVIS

CEO
BRAND NEW DAY
none

ERIC DECKER

SVP, IT & CIO
INDEPENDENT HEALTH
linkedin.com/in/ericjdecker/

DR. DAVID DILORETO

SENIOR VICE-PRESIDENT
GE HEALTHCARE-POPULATION HEALTH
linkedin.com/in/daviddiloreto/

CHUCK DIVITA

EVP, COMMERCIAL MARKETS, & CFO
GUIDEWELL/FLORIDA BLUE
linkedin.com/in/chuck-divita-5aa90a16

DR. ANNE DOCIMO

CMO
JEFFERSON HEALTH SYSTEM
linkedin.com/in/anne-docimo-16018814/

NICHOLAS DODARO

CHIEF MEDICAL OFFICER / PRESIDENT
MEDICAL LIFE HOLDINGS
linkedin.com/in/nicholas-r-dodaro-60148a1b/

DONNA ALMARIO DOEBLER, DRPH, MS, MPH

**DIRECTOR, MEDICARE/SNP & CMS STARS
ANALYTICS**
UPMC HEALTH PLAN
linkedin.com/in/donna-doebler-9119347/

JOSEPH FELL

SENIOR MANAGER
KIMBERLY-CLARK CORP
ELR Attendee

CHRISTINE FOX

SENIOR CONSULTANT
WEST MONROE
ELR Attendee

DAVID GALLEGOS

SVP CONSULTING SERVICES
CHANGE HEALTHCARE
linkedin.com/in/davidgallegos

BILL GAYNOR

EVP
SOFTEON
linkedin.com/in/wdgaynor/

MICHAEL GOLD

FORMER CEO

HMSA/BCBS HAWAII

[linkedin.com/in/michael-gold-3b726a14/](https://www.linkedin.com/in/michael-gold-3b726a14/)

IAN GORDON

SVP HEALTH PLAN OPERATIONS

REGENCE (CAMBIA HEALTH SOLUTIONS)

[linked.com/in/iankgordon](https://www.linkedin.com/in/iankgordon)

BARBARA GREISING

VP, BUSINESS DEVELOPMENT

CARECENTRIX

[linkedin.com/in/barbara-greising-b0022b8](https://www.linkedin.com/in/barbara-greising-b0022b8)

VINCENT GRIPPI

SENIOR MEDIA RELATIONS MANAGER

CARECENTRIX

[linkedin.com/in/vincentgrippi/](https://www.linkedin.com/in/vincentgrippi/)

KYLE GUNDERSON

PRESIDENT

REVEL HEALTH

Welcome Reception Host

HAMOON HADAVAND

SENIOR NATIONAL ACCOUNT EXECUTIVE

SOFTHEON

SHAHN HAIDER

**MANAGING DIRECTOR, ENTERPRISE DATA
STRATEGY & ANALYTICS**

L.A. CARE

[linkedin.com/in/shahran-haider-45896a1](https://www.linkedin.com/in/shahran-haider-45896a1)

ERIC HAMBORG

CHIEF CUSTOMER & REVENUE OFFICE

MOB_

[linkedin.com/in/eric-hamborg-68777a7/](https://www.linkedin.com/in/eric-hamborg-68777a7/)

RAENELL HARMSSEN

VP OF IT, INFORMATION & QUALITY

BOSTON MEDICAL CENTER HEALTH PLAN

[linkedin.com/mynetwork/](https://www.linkedin.com/mynetwork/)

JUSTIN HAUPERT

AUDIO/VISUAL

HCEG

[linkedin.com/company/zebedee-productions](https://www.linkedin.com/company/zebedee-productions)

JEREMY HAYES

DIRECTOR

INSTAMED

[linkedin.com/company/instamed](https://www.linkedin.com/company/instamed)

BENJAMIN HECK

PRESIDENT, CHANGE HEALTHCARE CONSULTING

CHANGE HEALTHCARE

[linkedin.com/in/benjamin-heck-51043712/](https://www.linkedin.com/in/benjamin-heck-51043712/)

MICHAEL HENDERSHOT

BUSINESS DEVELOPMENT & STRATEGY

LEVERAGE HEALTH

[linkedin.com/in/michaelhendershot/](https://www.linkedin.com/in/michaelhendershot/)

ANDY HOFFMANN

REGIONAL VICE PRESIDENT

INSTAMED

[linkedin.com/company/instamed](https://www.linkedin.com/company/instamed)

AYO KALEJAIYE

DIRECTOR OF POPULATION HEALTH

BRAND NEW DAY

BEN LEEDLE

PRESIDENT & CHIEF EXECUTIVE OFFICER

BLUE ZONES, LLC

[linkedin.com/in/benleedle/](https://www.linkedin.com/in/benleedle/)

LAURIE HEYER

EVP, HEALTHCARE SERVICE OPERATIONS & IT

BLUE CROSS OF IDAHO

TOM HOWARD

PARTNER, PAYER SERVICES

CUMBERLAND CONSULTING GROUP

[linkedin.com/in/howardtom/](https://www.linkedin.com/in/howardtom/)

JOHN KASPER

REGIONAL SALES EXECUTIVE

REVEL HEALTH

Welcome Reception Host

JUSTIN LEY

HEAD OF PRODUCT

REVEL HEALTH

Welcome Reception Host

MATT HOFFMAN, MD

CHIEF MEDICAL INFORMATICS OFFICER

UTAH HEALTH INFORMATION NETWORK

[linkedin.com/in/matt-hoffman-md-bb855842/](https://www.linkedin.com/in/matt-hoffman-md-bb855842/)

DAN HUGHES

MANAGING DIRECTOR OF SALES- BROKER SOLUTIONS

SOFTHEON

[linkedin.com/in/danielhughes/](https://www.linkedin.com/in/danielhughes/)

JOHN LEARY

VP, BUSINESS DEVELOPMENT

DIGITIZE.AI

[linkedin.com/in/johnflearyiii/](https://www.linkedin.com/in/johnflearyiii/)

VERNON LINNELL

REGIONAL BUSINESS DIRECTOR

NPI

ELR Attendee

CHRISTOPHER LINK

SENIOR CONSULTANT, RESEARCH & INTELLIGENCE
CHANGE HEALTHCARE - INDUSTRY PULSE

RESEARCH

[linkedin.com/in/christopher-link-754687a/](https://www.linkedin.com/in/christopher-link-754687a/)

RICHARD LUNGEN

MANAGING MEMBER

LEVERAGE HEALTH

[linkedin.com/in/richardlungen](https://www.linkedin.com/in/richardlungen)

MELISSA C. LYON

PUBLIC HEALTH DIRECTOR

ERIE COUNTY DEPARTMENT OF HEALTH

[linkedin.com/in/melissa-c-lyon/](https://www.linkedin.com/in/melissa-c-lyon/)

KENT MARQUARDT

CEO

MAVERICK ADVISORS

Kent.marquardt@linkedin.com

CLAY MARSH, MD

VICE PRESIDENT & EXECUTIVE DEAN

WEST VIRGINIA UNIVERSITY HEALTH SCIENCES

MICHELLE MARSHALL

VP, SOCIAL DETERMINANTS OF HEALTH

SOLERA HEALTH, INC.

[linkedin.com/in/michelle-marshall-08682b1](https://www.linkedin.com/in/michelle-marshall-08682b1)

CHUCK MARTEL

STAFF VP

ANTHEM

[linkedin.com/in/chuck-martel-9330b33/](https://www.linkedin.com/in/chuck-martel-9330b33/)

SHANNON MAYER

VP, STRATEGY

UNITEDHEALTHCARE

ELR Attendee

BOBBIE MCADAM

VP, INFORMATION TECHNOLOGY

MEDICA HEALTH PLANS

bobbie.mcadam@medica.com

CATE MCCONNELL

GLOBAL INDUSTRY LEADER, HEALTHCARE PAYERS

APPIAN

[linkedin.com/in/cate-bowman-mcconnell-mba-cphims-6243663/](https://www.linkedin.com/in/cate-bowman-mcconnell-mba-cphims-6243663/)

DEREK MCCORD

SVP

ONLINE INSIGHT

[linkedin.com/in/derek-mccord-32b57b8/](https://www.linkedin.com/in/derek-mccord-32b57b8/)

CHRISTOPHER MCDONALD

CHIEF INNOVATION OFFICER

UNITED AG

[linkedin.com/in/ccmcdonald/](https://www.linkedin.com/in/ccmcdonald/)

STEVE MCLEOD

SENIOR DIRECTOR OF SALES

CUMBERLAND CONSULTING GROUP

[linkedin.com/in/steve-mcleod-5705134](https://www.linkedin.com/in/steve-mcleod-5705134)

TONY MILLER

CO-FOUNDER & CEO

BIND ON DEMAND HEALTH INSURANCE

KIRTI MUTATKAR

PRESIDENT & CEO

UNITEDAG

[linkedin.com/in/kirtimutatkar/](https://www.linkedin.com/in/kirtimutatkar/)

MEL O'DOWD

DIRECTOR, MARKETING

HEALTHEDGE

[linkedin.com/in/melissaodowd/](https://www.linkedin.com/in/melissaodowd/)

CHRIS MCSHANAG

VP, HEALTHCARE PROVIDER SOLUTIONS &
POPULATION HEALTH

HIGHPOINT SOLUTIONS

[linkedin.com/in/christopher-d-mcshanag-10aa362/](https://www.linkedin.com/in/christopher-d-mcshanag-10aa362/)

PETER MOREY

DIRECTOR OF PRODUCT DEVELOPMENT &
MANAGEMENT

HORIZON BLUE CROSS

[linkedin.com/in/peter-morey-b7a6b57/](https://www.linkedin.com/in/peter-morey-b7a6b57/)

VARDA NAUEN

PARTNER

OPTIMITY

[linkedin.com/in/vardanauen/](https://www.linkedin.com/in/vardanauen/)

JOE O'HARA

DIRECTOR AT HEALTHCARE MARKETPLACE
INNOVATIONS

HORIZON BCBS OF NEW JERSEY

[linkedin.com/in/oharajoe/](https://www.linkedin.com/in/oharajoe/)

JILL MICHAL

VP BUSINESS TRANSFORMATION, SALES SERVICES
DIR

INDEPENDENCE BLUE CROSS

Jill Michal

ABDULLAH MUSATAT

DIRECTOR OF FINANCE

SAUDI HEALTH MISSION

Abdullah Musatat

BRENDAN O'CONNOR

DIRECTOR OF BUSINESS DEVELOPMENT

QUANTIFIED VENTURES

[linkedin.com/in/brendanoconnor2/](https://www.linkedin.com/in/brendanoconnor2/)

DAWN OWENS

PRESIDENT

TRIPLETREE

[linkedin.com/in/dawn-owens-8b57b196/](https://www.linkedin.com/in/dawn-owens-8b57b196/)

DIANE PASCOT

**SENIOR SALES SOLUTIONS EXECUTIVE AT
HEALTHEDGE**

HEALTHEDGE

[linkedin.com/in/diane-pascot-577b081/](https://www.linkedin.com/in/diane-pascot-577b081/)

BILL RAMSEY

CHIEF COLLABORATION OFFICER

WEST VIRGINIA UNIVERSITY

directory.hsc.wvu.edu/Profile/44224

TONY RINKENBERGER

DIRECTOR, REVENUE CYCLE SERVICES

RIDGEVIEW MEDICAL CENTER

[linkedin.com/in/tonyrinkenberger/](https://www.linkedin.com/in/tonyrinkenberger/)

JUSTIN ROTH

**MANAGING DIRECTOR, HEAD OF INVESTMENT
BANKING**

TRIPLETREE

[linkedin.com/in/justin-roth-012642143/](https://www.linkedin.com/in/justin-roth-012642143/)

MIKE PENICH

PARTNER

CUMBERLAND CONSULTING GROUP

[linkedin.com/in/mikepenich/](https://www.linkedin.com/in/mikepenich/)

ANN REMOTIGUE

HCEG STAFF

HCEG

[linkedin.com/in/ann-remotigue-85643249/](https://www.linkedin.com/in/ann-remotigue-85643249/)

KEITH ROBERTS

VP OF ENGAGEMENT

CHANGE HEALTHCARE

[linkedin.com/in/keith-roberts-2892b71/](https://www.linkedin.com/in/keith-roberts-2892b71/)

JULIANA RUIZ

HCEG MANAGER

HCEG

[linkedin.com/in/julianaruiz/](https://www.linkedin.com/in/julianaruiz/)

JUSTIN PETRAGNANI

NATIONAL ACCOUNT EXECUTIVE

SOFTHEON

MIKE RILEY

CHIEF STRATEGY OFFICER

NCH HEALTHCARE SYSTEM

n/a

KYLE ROLFING

PRESIDENT

BRIGHT HEALTH

[linkedin.com/in/kyle-rolfing-56b45227/](https://www.linkedin.com/in/kyle-rolfing-56b45227/)

JEN RUSSO

VP, MARKETING

CARECENTRIX

[linkedin.com/in/jennifer-russo-6a44b15/](https://www.linkedin.com/in/jennifer-russo-6a44b15/)

KEVIN RYAN

VP, BUSINESS DEVELOPMENT
MCKESSON

MARK RYLE, LCSW

CHIEF EXECUTIVE OFFICER
PROJECT OPEN HAND
[linkedin.com/in/mark-ryle-375aa624/](https://www.linkedin.com/in/mark-ryle-375aa624/)

MIKE SABIN

DIR ENTERPRISE ARCHITECTURE
MEDICA HEALTH PLANS
[linkedin.com/in/michael-sabin](https://www.linkedin.com/in/michael-sabin)

CRAIG SAMITT

PRESIDENT & CEO
BLUE CROSS BLUE SHIELD OF MINNESOTA
[linkedin.com/in/craig-samitt-6aa6672/](https://www.linkedin.com/in/craig-samitt-6aa6672/)

ANDY SAXON

ACCOUNT EXECUTIVE
APPIAN
[linkedin.com/in/andysaxon007/](https://www.linkedin.com/in/andysaxon007/)

EUGENE SAYAN

FOUNDER, CEO & PRESIDENT
SOFTEON
[linkedin.com/in/eugeneyesayan/](https://www.linkedin.com/in/eugeneyesayan/)

ERIC SCHAEFER

CEO
REDCARD
[linkedin.com/in/eric-schaefer-9bb5731b/](https://www.linkedin.com/in/eric-schaefer-9bb5731b/)

BRENDA SCHMIDT

FOUNDER & CHIEF EXECUTIVE OFFICER
SOLERA HEALTH, INC.
[linkedin.com/in/brendaschmidtsolera](https://www.linkedin.com/in/brendaschmidtsolera)

STEVE SCHNEIDERMAN

VP, PAYER TECHNOLOGY & OPERATIONS
HIGHPOINT SOLUTIONS
[linkedin.com/in/schneidermansteve/](https://www.linkedin.com/in/schneidermansteve/)

SECRETARY SHULKIN

CHIEF INNOVATION OFFICER
SANFORD HEALTH
[linkedin.com/in/davidshulkin/](https://www.linkedin.com/in/davidshulkin/)

MIKE SHUMER

CEO
MEDICAL LIFE HOLDINGS
[linkedin.com/in/michael-shumer-b6933013](https://www.linkedin.com/in/michael-shumer-b6933013)

KIM SINCLAIR

CIO
BOSTON MEDICAL CENTER HEALTH PLAN
[linkedin.com/in/kim-sinclair-8635363](https://www.linkedin.com/in/kim-sinclair-8635363)

STEVE SISKO

DIGITAL MEDIA SPECIALIST

HCEG

[linkedin.com/in/stevesisko/](https://www.linkedin.com/in/stevesisko/)

ANDY SLAVITT

**FORMER ACTING ADMINISTRATOR OF THE CENTERS
FOR MEDICARE & MEDICAID SERVICES**

TOWN HALL VENTURES

[linkedin.com/in/andy-slavitt-a09b7a164/](https://www.linkedin.com/in/andy-slavitt-a09b7a164/)

JIM SLUBOWSKI

CHIEF GROWTH OFFICER

HEALTHBRIDGE

[linkedin.com/in/jimslubowski/](https://www.linkedin.com/in/jimslubowski/)

JIM SMITH, PMP

MARKETING PROJECT MANAGER

EXCELLUS BLUECROSS BLUESHIELD

[linkedin.com/in/jim-smith-pmp-b5a5bb2/](https://www.linkedin.com/in/jim-smith-pmp-b5a5bb2/)

JORIE SOSKIN

SENIOR DIRECTOR & GENERAL MANAGER

MEDTRONIC INFECTION CONTROL

[linkedin.com/in/jorie-soskin-303a439/](https://www.linkedin.com/in/jorie-soskin-303a439/)

BETH STRANDELL

ACCOUNT EXECUTIVE

HEALTHEDGE

[linkedin.com/in/beth-strandell/](https://www.linkedin.com/in/beth-strandell/)

MARK STRYKER

SVP, DIGITAL & CONSUMER PORTFOLIO

LEVERAGE HEALTH

[linkedin.com/in/markkstryker/](https://www.linkedin.com/in/markkstryker/)

CATHY SUSSMAN

PRINCIPAL

DUBRASKI

ANDREA SWAIN

DIRECTOR, HEALTHCARE ECONOMICS

MEDTRONIC

[linkedin.com/in/andrea-swain-b4821249](https://www.linkedin.com/in/andrea-swain-b4821249/)

JODY SWANSON ROSS

DIRECTOR

[linkedin.com/in/jswansonross](https://www.linkedin.com/in/jswansonross)

FERRIS TAYLOR

EXECUTIVE DIRECTOR

HCEG

[linkedin.com/in/ferris-taylor/](https://www.linkedin.com/in/ferris-taylor/)

WILL TESCHE

CEO

HEALTHLX

[linkedin.com/in/willtesch/](https://www.linkedin.com/in/willtesch/)

CLARE THOMPSON

OFFICE RECEPTIONIST

REVEL HEALTH

Welcome Reception Host

TIM THULL

SVP & CIO

MEDICA HEALTH PLANS

tim.thull@medica.com

MARY ANN TOURNOUX

PRESIDENT

OAKLEAF PARTNERS

linkedin.com/in/maryatournoux

BRIGID TURRITTIN

SENIOR DIRECTOR OF SALES

CUMBERLAND CONSULTING GROUP

linkedin.com/in/brigid-turrittin-6a95806/

TOM VANDERHEYDEN

EVP & PRESIDENT OF NATIONAL SOLUTIONS

BLUE CROSS BLUE SHIELD MN

linkedin.com/in/tom-vanderheyden-6233852/

JIM VANDERMEY

CHIEF INNOVATION OFFICER

OST

linkedin.com/in/jim-vandermey-829204a/

BARBARA WACHSMAN

**FORMER DIRECTOR, STRATEGY & ENGAGEMENT,
ENTERPRISE BENEFITS**

THE WALT DISNEY COMPANY

linkedin.com/in/barbara-wachsmann-82bb32a/

NIKKI WHITE

VICE PRESIDENT, HEALTH SERVICES

MEDICA

linkedin.com/in/nikki-white-315487b/

ALI WING

CMO

BRIGHT HEALTH

linkedin.com/in/aliwing/

JOSHUA ZALEN

VP, IT SERVICE OPERATIONS

INDEPENDENT HEALTH

linkedin.com/in/jzalen/

ROB ZEASKE

CEO

SECOND HARVEST HEARTLAND

linkedin.com/in/rob-zeaske-9a653a1/

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FORUM