



OUR FEATURED SPEAKERS

Christopher V. Goff, JD, MA

In his role as CEO and General Counsel of Employers Health, Chris works with the Board of Directors to chart the organization's overall strategy. Having worked for the organization for nearly nineteen years, he actively counsels plan sponsors and purchasing collectives in the area of employee benefits design and contracting, with particular expertise in pharmacy benefits management. Employers Health serves over 300 clients, domiciled in 28 states and covers 3,000,000 lives. Chris is also a co-founder of the Private Exchange Evaluation Collaborative (PEEC), a collaborative formed among four of the country's leading business groups on health and PricewaterhouseCoopers (PwC) for the express purpose of educating employers on private insurance exchanges and evaluating their merits relative to an employer's benefits strategy. Chris is an Adjunct Professor of Law at The University of Akron School of Law where he teaches health law.

Chris currently serves as Chairman of the Board for the Health Policy Institute of Ohio. He also serves on the boards of the Health Foundation of Greater Massillon, the Academy of Managed Care Pharmacy Foundation and the Jackson Local Board of Education in Massillon, Ohio, a district ranked 16th out of 610 Ohio public schools for academic performance. He is a frequent speaker on the topic of the Affordable Care Act, is an advisor to many pharmaceutical manufacturers and has served on editorial boards related to pharmaceuticals and biotechnology.

Chris served as an advisor to the Centers for Medicare and Medicaid Services for Part D pharmacy implementation during his tenure as a member of the Booz Allen Hamilton consulting team. These activities resulted from the Medicare Modernization Act of 2003. He previously served on the faculty of the College for Advanced Management of Health Benefits, affiliated with Thomas Jefferson Medical College's department of health policy, where he taught the pharmacy benefits management track. He also served as an adjunct faculty member at Zane State College, where he taught Business Law, Government and Business and Macroeconomics. Chris also served on the inaugural URAC PBM accreditation committee. URAC accreditation is now widely sought after by pharmacy benefit managers.

His previous management experience includes working for Anthem Blue Cross Blue Shield, Medical Mutual and PacifiCare. He also served as the interim CEO of the National Business Coalition on Health in Washington, DC for a six month period in 2003.

Chris earned his undergraduate degree in business administration, with a major in finance, from Ohio Northern University, a Master's degree in political science from The University of Akron and a Juris Doctor from The University of Akron School of Law. Chris is a member of the American Bar Association, the American Health Lawyers Association, the Ohio State Bar Association and the Stark County Bar Association, where he serves as chair of the health law committee.



Brian Klepper, PhD

Dr. Klepper is a health care analyst, commentator and entrepreneur. He is CEO of the Washington D.C.-based National Business Coalition on Health, Principal and Chief Development Officer for WeCare TLC, LLC, a worksite primary care clinic and medical management firm based in Lake Mary, FL, and Principal of Healthcare Performance Inc., a health care strategy and business development practice based in Atlantic Beach, FL.

Much of Brian's work has been focused on the mechanisms that underlie America's health care cost crisis and how institutionalized clinical and business practices have distorted care and cost patterns, driving unnecessary cost. His perspective favors patients, whose medical care often exposes them to needless physical risk, and purchasers, whose health care costs are double those in other developed nations, creating a cascade of negative economic impacts.

While many of his professional activities leverage market tactics to disrupt the industry's mechanisms of clinical and financial excess, Brian also has spearheaded policy initiatives that have (partially) remedied major health care problems. For example, his 2009 testimony to a US Health and Human Services committee resulted in the revocation of the monopoly certification rights of the Certification Commission for Health Information Technology (CCHIT), a vendor-led, quasi-governmental agency that had blocked seamless health care data exchange, inhibiting care coordination. More recently, his campaign against the AMA's RVS Update Committee (RUC), which has systematically overvalued specialty care and undervalued primary care, led to mainstream media attention that has driven course corrections in medical services valuation.

Dr. Klepper is an in-demand speaker who has delivered more than 300 addresses, most of them keynotes, over the past decade. He is a columnist for the physician site *Medscape*, and a regular contributor to *the Health Affairs Blog*, *the Doctor Weighs In*, *Kevin MD* and other expert health care blogs. He is a reviewer for *Health Affairs* and *The Journal of Ambulatory Care Management*. With his wife, he also maintains *Elaine's Journey*, which details their struggle against primary peritoneal (ovarian) cancer.

Brian is an Advisor to the Lundberg Institute and the Patient-Centered Primary Care Collaborative, which advocates for medical homes.

In his spare time, Brian is an offshore sailor.

bklepper@gmail.com Phone: 904.343.2921.



Sara Hanlon, MBA

Ms. Hanlon is Vice President of Member Support of the National Business Coalition on Health (NBCH). She is responsible for assessing and servicing members' needs and leading changes to product and service offerings to better target identified needs. Since joining the NBCH team in 2011, Ms. Hanlon has focused on member solutions and directly engages and communicates with over 50 coalition members, and identifies opportunities to bring national resources to local markets.

Prior to joining NBCH, Ms. Hanlon was Vice President of the Mid-America Coalition on Health Care (MACHC) where she provided hands-on support to employer members for six years, including the development, implementation, and evaluation of two nationally recognized initiatives – the American Health Strategies Project (originating as Kansas City Collaborative, KC2) and the Community Initiative on Cardiovascular Health and Disease (CICV).

Ms. Hanlon has an MBA with an emphasis on organizational change, and a BS in Psychology from Avila University.

Murray L. Harber, BS

Murray is a thought leader in employee health management along with being an experienced health and human performance strategist, speaker and writer. During his career, Murray has consulted and lead teams that have created innovative and effective employee health and wellness programs and coached athletes to excel at the highest levels. He writes for a variety of business, human resource, and athletic performance publications and websites.

He is Executive Director of the Mississippi Business Group on Health which fosters a community of Mississippi employers that seek to continuously improve the quality and cost effectiveness of health and health care through shared solutions. He is a national speaker for several large pharmaceuticals and business organizations on value-based benefit design, employee health management, and maximizing human performance in athletics.

Murray has a Bachelor's of Science Degree in Education majoring in Human Performance and Sports Studies from the University of Tennessee at Knoxville. He serves as the chair of the Governor's Commission on Physical Fitness and Sports and as the 2014 President for the Mississippi Chapter of the American Society of Training and Development. He also services on a variety of steering committees for the Mississippi Department of Health, the American Heart Association, and other health organizations.

He enjoys life with his wife and five children and they spend time gardening, cooking, recreating, and participating in fitness activities in their community. Murray also is a USATF certified official and is the starter and finish line coordinator at the cross country and track and field meets at Madison Central High School in Madison, Mississippi.

murraylynnharber@gmail.com