

Our Featured Speakers – April 2015



Dr. Brian Klepper, PhD, CEO, National Business Coalition on Health (NBCH)

Dr. Klepper is a health care analyst, commentator and entrepreneur. He is CEO of the National Business Coalition on Health (NBCH) representing 55 regional business health coalitions, about 4,500 employers and union health benefits purchasers and some 35 million people NBCH is dedicated to leveraging purchasers collaborative strength to drive better health outcomes at lower cost.

Dr. Klepper is also the Principal and Chief Development Officer for WeCare TLC, LLC, a worksite primary care clinic and medical management firm based in Lake Mary, FL.

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 his firm WeCare TLC focuses on market-based disruption of the industry's mechanisms of clinical and financial risk, Brian also has spearheaded policy initiatives that (partially) remedied major health care excesses. 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*.

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

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Dr. Jan Berger, MD, MJ, Medical Director, Midwest Business Group on Health

Dr. Berger is President and CEO of Health Intelligence Partners which was founded in 2008 as a health care consultancy that blends twenty five years of business and clinical experience. The company focuses on healthcare business strategies and solutions in order to maximize client value. Her work focuses both within the United States and internationally, with a broad list clients both within the payer, healthcare services and healthcare financial industries. In addition to her work at Health Intelligence Partners, Jan serves as the Medical Director for the Midwest Business Group on Health. Her responsibility includes supporting both the coalition and its members in both the educational and clinical improvement initiatives. As former Senior Vice President and Chief Clinical Officer for CVS Caremark (1999-2008), Jan was a member of the executive team for the organization. Over a ten year period this team led the organization through three mergers and acquisitions which resulted in an \$80 billion dollar, Fortune 20 healthcare organization. As the recent author of the book "Leveraging Health" and the Editor in Chief of American Journal of Pharmacy Benefit and on the editorial boards of a number of healthcare journals, Jan is considered a national health care thought leader. Jan speaks and writes on a broad range of health care issues. She also serves on numerous health care boards and committees and has published over 100 articles and publications. She is considered a national expert on consumer engagement within the healthcare space. Dr. Berger is a "black belt" in Six Sigma, designating her as a team leader responsible for implementing process improvement projects within business to increase customer satisfaction and business productivity. Dr. Berger holds both a Doctor of Medicine degree and a Masters degree in Jurisprudence from Loyola University in Chicago and a Certificate in Healthcare Business Administration from University of South Florida. She is also an assistant professor at Northwestern University School of Medicine in Evanston, Illinois. Jan is a member of Care Core National corporate board.

Mr. John J. Ottavi, Vice President, Employee Benefits – Cottingham & Butler Employee Benefits Services

Mr. Ottavi is Vice President, Producer and Sales Team Leader for Cottingham & Butler. With over 16 years of experience, John provides insight and solutions for senior management to develop and achieve corporate objectives in the benefit arena. John focuses his efforts on large commercial accounts and acquisitions for private equity firms. An important aspect of John's role in the benefits department is to keep up-to-date on current developing trends in the areas of medical management and integrated benefits. Prior to joining Cottingham & Butler, John spent five years as an analyst for a national consulting firm. He oversees placement of all insurance coverages in the Benefits Division, Specializes in large commercial accounts. Prior Experience as an Analyst for a National Consulting Firm

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Dr. Bruce Sherman, MD, FCCP, FACOEM - Corporate Medical Director for Wal-Mart Stores, Inc.

Dr. Sherman is the consulting Corporate Medical Director for Wal-Mart Stores, Inc. In this role, he supports the U.S. benefits team in the development of integrated, value-based health and performance management strategies for the organization's associates and family members. Previously he was a consulting corporate medical director for Whirlpool Corporation and The Goodyear Tire & Rubber Company. He also serves as the Medical Director for the Ohio-based Employers Health Coalition, where he provides health management strategies to the organization's members, and provides strategic guidance for the coalition's data warehouse program. Dr. Sherman has particular interests in the areas of the business value of health and evaluation of quality and efficiency in health care delivery. Dr. Sherman is also a member of the leadership boards for the Integrated Benefits Institute and the Center for Health Value Innovation. A speaker at both local and national levels, he has presented workforce health and productivity management strategies to diverse audiences, and has published numerous related articles. Dr. Sherman received his MD from New York University School of Medicine, his MA from Harvard University and his bachelor's degree from Brown University. He is board-certified in internal medicine. Dr. Sherman continues as a member of the clinical faculty in the Department of Medicine at the Case Western Reserve University School of Medicine.

Dr. Charles Yarborough, MD, MPH, FACOEM, FACPM - Director of Medical Strategies, Lockheed Martin Corporation

Dr. Yarborough is Director of Medical Strategies, Lockheed Martin Corporation, Bethesda, MD. From 2009 to the present he was an Associate at the Department of Health Behavior and Society, at Johns Hopkins University Bloomberg School of Public Health, Baltimore, MD. Between 2003 and 2006 Dr. Yarborough was Senior Managing Scientist: Exponent, Inc. (Menlo Park, CA), New York City, NY. He was the Chief Physician, Veterans Administration Health Care System, Orange, NJ from 2001 to 2007. Dr. Yarborough has also held positions at BASF/Cyanamid, Princeton; Caterpillar Inc., Peoria; Exxon, Baytown and Florham Park; private physician, Houston TX.

Ms. Laura A. Cornille-Cannady - Consultant

The oldest of eleven children, Laura grew up believing that she would be either a comedian or a psychologist. As a student at Quincy College in Quincy, IL, Laura pursued one of those dreams and majored in Psychology. With a B.A. in psychology, Laura began her career in higher education working in both housing and administration. Laura received a Master's degree in Human Service Counseling from Illinois State University. After receiving her degree, Laura continued her work in higher education as an Associate Dean of Students for Millikin University.

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(Continued) - Ms. Laura A. Cornille-Cannady - Consultant

While in higher education, Laura began her public speaking career. She became a well-traveled and much in demand speaker. She has provided training in a wide variety of settings including health care, government, social service, education, financial services, corporate, manufacturing, transportation, agriculture, not for profit and small business.

Laura left higher education to pursue a career in a corporate business setting. She worked as an employment specialist, training specialist and became the Corporate Training Manager for A.E. Staley/Tate and Lyle. For over 16 years, Laura owned her own training and consulting business, Learning Alliances Company and sold it January 2010. Currently, Laura works as a consultant to growing family-owned farms throughout the US and

Canada. In this role, Laura's goal is to prepare family-owned farms for rapid and sustainable growth by developing strategic and business plans, designing their organization, preparing for Human Resource compliance, recruiting and training talent as well as coaching the families on their family business concerns. Laura also teaches in an Executive MBA program. Laura has been a presenter at the Top Producer, Executive Women in Agriculture and Tomorrow's Top Producer Conferences as well as a variety of other industry conferences.

Laura is an active member of her profession and her community. She is an alumna of the 1997 Leadership Illinois Class and has been a past President and Treasurer of the organization. In recognition of her outstanding professionalism, she received the "1996 Women of Excellence Business and Professional Award." In the community, Laura is a leader in the fight against breast cancer and has served on the board of the United Way and has worked with the Education Coalition. Laura has worked for a number of years with S.C.O.R.E. as a consultant and counselor. She is the founder of a not-for-profit organization, Wear To Work, which provided clothing and services to women who are making the transition from welfare to work. She also has served on the Quincy University Board of Trustees. Laura is the current President of the Decatur Area Women's Network. Laura likes to spend her free time with her husband, daughter and grandchildren.

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