

Our Featured Speakers – April 2017

Mr. Kevin Kuhlman - *Manager Legislative Affairs, National Federation of Independent Business (NFIB)*

Kevin Kuhlman is the Director of Government Relations at the National Federation of Independent Business (NFIB). He manages NFIB's House of Representatives lobbying team and advocacy strategy.

Kevin specializes in healthcare and health insurance issues. Since 1986, NFIB members' top concern has been the rising cost of health insurance. Kevin also closely follows the regulatory process and comments on regulations that impact NFIB's membership.

Before joining NFIB in 2011, Kevin handled healthcare, labor, education, and small business issues for Congressman Peter Roskam from Illinois. He started his career on Capitol Hill in 2006 as a support and research staff member for the Committee on Ways and Means.

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Dr. Scott Conard, M.D. – *Corporate Healthcare Strategist, Chief Medical Advisor Guckenheimer, Hilti & Energy Future Holdings*

Dr. Conard is currently working with corporations, their brokers, and their vendors to assess current status, identify opportunities, create strategies, and oversee implementation of innovative, proactive, value creating programs and services that have resulted in improved quality, safety and service while reducing costs by over \$14M over the past 24 months.

From 2006 to 2010 Dr. Conard was Chief Medical & Strategy Officer for Medical Edge Healthcare Group & Phytel. Medical Edge Healthcare Group operated a multispecialty medical group in Texas, North Carolina, and Nevada. He served as one of four executive leaders responsible for strategic planning, leadership, management and clinical performance as the company grew from 343 to 510 providers, from \$300M to \$550M in revenue and then was acquired by a large north Texas hospital system.

Dr. Conard was President & Founder TienaHealth Research & Medical Group, Sleep Healers from 1992 to 2006. He founded, led and finally merged a medical practice as it evolved from a traditional primary care solo practice to a full service integrated network of three clinics with 13 providers, 5 sleep labs, a sleep DME, and a clinical research company.

He is a Board Member of Mi Doctor Clinics, Paper for Water, Aequanimitus Foundation, serving as an active board member to further the mission of both for profit and non-for profit entities committed to value based care or service to others.

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Ms. Susan Zook – Senior VP, Precision Medicine, Medicine & Science, Cancer Treatment Centers of America

Susan Zook is the Senior Vice President of Precision Medicine for Cancer Treatment Centers of America. She has 25+ years' experience in healthcare operations and financial management. She is a proven senior healthcare executive with a demonstrated record of achieving targeted outcomes, balancing interpersonal skills, and developing and executing essential strategic objectives. She has the unique ability to merge clinical experiences and global healthcare operations in conjunction with strategic planning skills. With a strong orientation to service excellence, she drives continuous improvement and operational excellence.

With her extensive experience in oncology hospital operations, she has served the organization through the design, development and implementation of their robust comprehensive Precision Medicine Program – including the education-focused Precision Medicine Centers, Medication Acquisition Program, Molecular Tumor Boards, Data Management Strategy and staff development and adoption.

Zook's career in healthcare spans a quarter of a century. Zook graduated from the University of Oklahoma with a bachelor's degree in Radiation Sciences. She is an Executive Leadership Fellow with The Advisory Board Company as well as a registered Radiologic Technologist/ Mammographer. She was a finalist for the 2012 Arizona Healthcare Leadership Awards, is a member of the American College of Healthcare Executives, American Society of Clinical Oncology, American Hospital Radiology Administrators, American Society of Radiation Therapy Organization and Radiological Society of North America. She has served as the Principal Investigator on several clinical research trials serving oncology patients over the years.

Zook is repeating lecturer at national healthcare meetings where her dynamic lectures on Precision Medicine, Breast Imaging and Pathology, Patient Privacy and Confidentiality, and Customer Service in the Healthcare Setting are always well received. She shares her expertise on a local and regional level as well speaking on the topic of healthcare reform, service line development, and customer service in healthcare.

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Ms. Carrie Kass Company, MSEd – Co-Owner & Founder Wellness Data Solutions

Ms. Company is Co-Owner / Founder of Wellness Data Solutions, LLC. WDS score and interpret individual and corporate biometric data, report data and findings, identify strategic ways to decrease population disease risk, reduce health care costs, individual health coaching, and create corporate themes/challenges designed to improve health and wellness.

She was Health and Wellness Coach & Consultant for Chaddock, Quincy, IL from 2012-2015. Counsel, advise and health coach individual employees to improve their overall health and wellness through objective and measurable health outcomes.

From 2010-2013 Ms Company was the Corporate Wellness Coordinator for Quincy Medical Group, Quincy, IL. Created and directed all aspects of internal and external corporate wellness programming, supervised multiple departments, sold external corporate wellness, worked with community leaders and media to promote

wellness within the community. Created public and parochial wellness programming with Olympian Jackie Joyner-Kersey (The Heptathlon of Wellness).

Carrie was the Race Director / Training Director for Quincy Catholic Charities / Quincy Medical Group, Quincy, IL. She directed and organized the 5k, 10k and half marathon events including secured corporate sponsorship, worked with community leaders, race committees and local media, and lead all aspects of race administration. The event typically had approximately 2,000 participants and helped secure over eighteen million dollars in prescription medication since its' inception in 2000.

Ms. Company was also a Certified Personal Trainer for Quincy Medical Group, Quincy, IL. where she worked one on one with clients to improve their overall health and fitness.

Prior to joining Quincy Medical Group, Ms. Company was the Human Resources Director at Boone Clinic, Columbia, MO. She administered all aspects of human resource programming including hiring, orientations, terminations, payroll, benefits administration, personal policy and procedure administration.

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Dr. Joe Company, PhD – Co-Owner & Founder Wellness Data Solutions, Endurance Company, LLC.

Dr. Company co-founded the data-driven, outcome based wellness system, Wellness Data Solutions. He provide scientific, health-focused medical input on our wellness system. This includes: overseeing the analytical side of the wellness program, writing scientific articles, designing health and wellness programs, performing biometric screens and analyzing biometric data, present data to business owners and groups, perform metabolic tests including sub-max VO₂, substrate utilization testing, 'fat max testing,' and resting metabolic rate, and marketing our entire wellness system.

Dr. Company is also the owner of Endurance Company, LLC, Bloomington, IL. He oversees all operations at Endurance Company including sub-contracting coaches, partner relations, local programming, camps and destination activities, and personal coaching. He works with a limited number of personal clients where he offers custom-designed endurance performance training programs. This includes daily training plans, data collection and analysis, frequent interaction with athletes both in person and by email, text, and phone, one-on-one coaching sessions, performance nutrition counseling, laboratory metabolic testing, laboratory and field performance testing, education, training camps, and race-day support. Dr. Company collaborates with two licensed dietitians, a sports psychologist, a professional swim coach, a professional cycling coach, a chiropractor, a physical therapist, and orthopedic doctors to provide athletes with a variety of services to optimize their performance potential. He also collaborates with various companies in the endurance industry (cycling, clothing, equipment, nutrition, DNA testing etc.) for personal and team sponsorship and assure that the relationship is mutually beneficial for the industry company, my business, and my athletes.

He did a Doctorate in Biomedical Sciences at the University of Missouri, Columbia, MO in the Department of Biomedical Sciences. Dr. Company was in charge of his own experimental study design for my dissertation project. This included: obtaining grant funding, animal husbandry, data collection, data analysis, overseeing and managing undergraduate workers who were assigned to work with me on my project, writing all manuscripts from my data, and collaborating with co-authors. In addition, he contributed to other study

designs and data collection in our laboratory, collaborated with students and post-docs on their projects, collaborated with investigators from other laboratories and other universities on research and manuscript writing, and worked with my advisor, Dr. Frank Booth, on conference presentations, grant-writing, and lab management.

Dr. Company did Master's research in Exercise Physiology at University of Missouri, Columbia, MO in the Department of Nutrition and Exercise Physiology. He worked with an ongoing departmental project investigating the effects of diet- and exercise-induced weight loss followed by weight regain in subjects with the metabolic syndrome. This included metabolic tests and analysis, nutrition counseling, and exercise counseling. I also designed my thesis study, which involved body composition measurements on 93 student and adult athletes, recruited subjects, collected data, managed undergraduate students assigned to assist me in my thesis project, and published a manuscript from my thesis data. His data also won the 2008 ACSM Central States Master's Research Award.

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Ms. Shirley Stelbrink – Owner & Sr. Consultant, Learning Alliances Company, LLC

Using a microphone and playing the piano prepared Shirley for her training career. She sings, plays the piano and plays a mean "lead guitar" in "Play-Station 3 Rock Band". Shirley built her career in the insurance and information technology fields in human resources and serving as liaison between the staff and customers. Shirley credits her creativity and energy to being born in the car!

With a passion for employee and organization development and a life philosophy of success, Shirley became the owner of Stelbrink-Crews & Company in October 2003 just after completing her BS Degree in Business Administration in May. Effective January 2010, she purchased Learning Alliances Company and is growing the organization in support of client needs and focus. Her interactive style, adult learning techniques, use of metaphors and stories offer an engaging style for participants.

She continues her own professional development by maintaining her Authorized Partnership and Distributor with Everything DiSC, Bigger Game certified trainer in October 2014, 5 Behaviors of a Cohesive Team certified trainer in January 2017. She just recently obtained her Gamefication Certification.

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