

Our Featured Speakers – April 2019



Robin Foust, CEO, myCatalyst

Robin Foust is an award-winning health scientist, analyst, and architect in the field of health and human performance. Robin is the recipient of several leadership awards and recognition for health and financial outcomes achieved by her clients -- including as principal designer of programs receiving; 2 C. Everett Koop awards for her pioneering work in maternity and condition management, a Leadership Award in the field of Wellness, and awards in the field of Health and Human Performance for getting optimal outcomes.

Known for creative problem solving, the company she leads (myCatalyst) turns data analytics into meaningful and actionable reporting. Foust's solutions help achieve best population health and productivity outcomes for employers served, one population at a time – one individual at a time.

Robin is published, a thought leader in healthcare and a highly rated speaker on various healthcare topics. Robin's publications include but not limited to: **Engagement Strategies in Health & Disease Management: Best Practice in Boosting Participation: Special Report on Best Practices for Evaluating Healthcare Outcomes** published by Dorland Health, and more – with copies of articles and books, and more -- available upon request.

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Charlie Carlson, Principal with Carlson Dettmann Consulting, A Cottingham & Butler Company

Charles Carlson has over 45 years of professional experience advising employers on human resource. He holds a master's degree in public policy and administration from UW-Madison and a bachelor's degree in political science and economics from the University of Illinois-Urbana. He has been an adjunct professor and lecturer for compensation courses at the UW-Madison School of Business and UW-Milwaukee Department of Economics.

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Susan Lang, *Founder & Chief Executive Officer, HooPayz*

Entrepreneur & health strategist passionately focused on reducing the cost of healthcare through innovation and market disruptions. Unique and broad experience in health benefit financing, strategy and access innovations with providers, payers and government for both the medical and drug benefit.



Susan is currently the Founder and CEO of HooPayz, LLC. HooPayz is a financial wellness company that provides web-based, pricing transparency tools and personal advisory services that engages and empowers employees and consumers to make informed, cost saving health care choices. As an entrepreneur, Susan has significantly grown the company with members in 26 states and Canada.



Prior to founding HooPayz, Susan held senior executive positions at Express Scripts, Inc., a Fortune 50 company, BJC Healthcare, a top 10 academic health system, and UMASS Medical School for biz dev and global expansion. She is a member, serving her second term, of the Federal Reserve Bank Healthcare Council, 8th District.



EXPRESS SCRIPTS®

At Express Scripts, Susan was a member of the c-suite and led a \$45B global portfolio focused on driving earnings for shareholders and reducing the cost of medicines by billions of dollars each year. Keenly focused on innovative drug rebate & formulary strategies, her team globally sourced \$14B of drugs each year, developed the first to market group purchasing organization as a joint venture with Kroger (a Fortune 100 company), and restructuring all provider networks (retail pharmacies, long term care, physicians, infusion). Working closely with pharma and biotech companies, Susan established unique pharma programs in the areas of compliance, patient assistant programs, REMS, and benefit HUBs for limited distribution drugs.



HealthCare

During her tenure at BJC, she worked closely with the 12 hospital Boards and the CFO to engineer a 28-month financial turnaround of the System using a 3-point focus: tightly managed cash flow, re-negotiated managed care agreements (reimbursement strategies) and divesting assets, such as a managed Medicaid plan.



University of
Massachusetts
UMASS Medical School

Her broad healthcare background and strategic focus assisted UMASS medical school launch a startup PBM, expand Mass Spec lab services to Mexico and China and license biotech discoveries to commercial enterprises.

In addition, Susan continues to consult on complex health care issues with the Ministry of Health, Beijing, Havana Medical School, Cuba and various other global entities. She holds an MBA from Stetson University and a BS in Marketing from the University of Florida.

In 2011, Susan was named one of the top Business Women of the Year by the St. Louis Business Journal.

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Garret Brown, J.D., GBA, Assistant General Counsel, Employers Health, Ohio



Garrett provides counsel and support to the Employers Health team by performing vendor management activities and managing consulting projects, compliance and contract-related matters. Garrett manages the annual audit of the coalition's PBM programs, monitors PBM pass through payments and supports the annual market check process. Garrett has been with the organization 7 years. Prior to joining Employers Health, Garrett obtained a Bachelor of Arts in Pharmaceutical Business Economics and a minor in finance from Ohio Northern University. Garrett completed his Juris Doctor at The University of Akron School of Law. While at The University of Akron School of Law, Garrett was active in the health law certificate program and served as an assistant editor of the Akron Law Review.

Matthew Harman, PharmD, M.P.H., Pharmacy Director, Employers Health, Ohio



As director of pharmacy, Matt works to monitor, evaluate and improve the pharmacy plan performance of the Employers Health \$1 billion PBM group purchasing programs with CVS and OptumRx. He works proactively with the organization's more than 250 member employers to provide clinical information and strategies to help reduce health care spend and positively influence the health of more than 3 million individuals.

Matt founded the Employers Health managed care pharmacy residency program and currently serves as the director. Additionally, he manages and executes the organization's flu immunization program which administers flu vaccines to thousands of individuals annually at their workplace.

He currently serves on the board of directors for the Health Policy Institute of Ohio, the pharmacy committee for Beacon Charitable Pharmacy and is a member of the Society for Women's Health Research – Migraine Network Healthcare Opinion Leaders and Decision Makers.

Matt earned his Doctor of Pharmacy from the University of Kentucky where he co-founded an Academy of Managed Care Pharmacy student chapter and served as the inaugural president. While obtaining his PharmD, he enrolled in the College of Public Health to obtain a Master of Public Health with a concentration in Health Service Management. Matt completed his residency training at The Ohio State University Health Plan, which expanded his knowledge and skills in managed care pharmacy.



Tom Wittick, *Senior Vice President, Growth, ELAP Services*

As SVP of Growth, Tom drives ELAP's national sales team and overall growth strategy. Tom has a broad range of sales expertise in the health and disability insurance market, with more than 30 years of experience in companies that include SleepMed Inc., Aetna/ActiveHealth and CIGNA Intracorp. While at SleepMed, a Florida-based sleep diagnostic and health improvement company, Tom collaborated on the creation of one of the U.S.'s first mandated, public-sector, sleep health safety programs. Tom leverages his successes in account team development, consultant marketing, population health communications,

Accountable Care/Patient Centered Medical Home (PCMH) strategies and value-based insurance design in his leadership of ELAP sales.