



SHERRILL MORGAN

5TH ANNUAL

HEALTHCARE INNOVATION CONFERENCE

ATTENDEE BOOKLET

SEPTEMBER 11-12, 2018 | COVINGTON, KY

NORTHERN KENTUCKY CONVENTION CENTER

SUMMARY OF ATTENDEE BOOKLET



Annual Innovation Conference

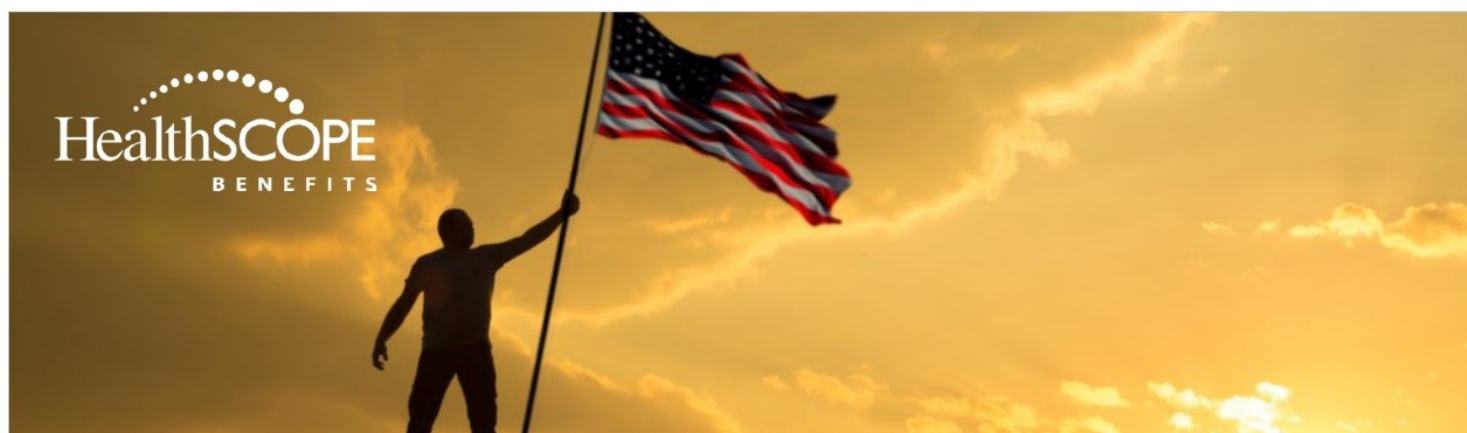
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KEY INFORMATION



Annual Innovation Conference

- Coffee and water are available on the back wall in Ballroom D & E. Pens and paper will be available at each individual table and speaker presentations are available within this conference booklet.
- If you have any food allergies, please inform a SHERRILL MORGAN team member at the registration table.
- Each vendor booth will have raffle tickets. For each booth you visit, you will receive one raffle ticket. Turn in all of your raffle tickets at the registration table or the table in the back of the conference room, before the final session of each day for a chance to win. Drawings will take place at the conclusion of the conference each day. You do have to be present to win, and each attendee is only eligible to win one prize
- We will have a complimentary shuttle to the Cincinnati Observatory on Tuesday, September 11th, and information about the shuttle schedule is on page 15. We will also have complimentary valet parking for all guests.
- Surveys will be provided throughout the day. We will have a survey collector in Ballroom D & E picking up these surveys before lunch and at the end of the day. These surveys allow us to provide better service to you and to focus on topics that you want to hear more about.
- There are also referral cards that will be placed at each seat during the conference if you know of someone who would be interested in hearing from us. We will collect these at your seat following the conference.



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EXHIBITOR RAFFLE



Annual Innovation Conference

- Each vendor booth will have raffle tickets to distribute to each attendee that visits their booth. There will be two different color raffle tickets indicating Day 1 and Day 2 of the conference.
- For each booth you visit, you will receive one raffle ticket. Turn in all of your raffle tickets at the registration table before the final session of each day for a chance to win.
- Drawings will take place at the conclusion of the conference each day. You do have to be present to win, and each attendee is only eligible to win one prize.
- The prize for each day will be a \$100 bill.

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CLINIC TOUR & OTHER INFORMATION

CLINIC TOUR



Annual Innovation Conference

Tuesday, September 11th, at 12pm

What:

SHERRILL MORGAN is inviting all conference attendees to tour an on-site employee clinic during Day 1 of the conference. All participants will meet for a short tour at 12pm on Tuesday, September 11th at the registration table.

When:

Tuesday, September 11th, at 12pm

Where:

CTK Health and Wellness Center

If you would like to attend the clinic tour, please sign up at the registration table.



*The **most serious** healthcare
problem faced by most
Americans is affordability.*

- HealthAffairs.org

HealthAffairs.org is a leading journal of health policy, thought and research

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*Bernie Livers | Vice President Business Development
Blivers@carehere.com | 615.495.5299*



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INCREASE
PRODUCTIVITY



IMPROVE
EMPLOYEE MORALE

LUNCH MENUS



Annual Innovation Conference

Tuesday, September 11th

Lunch sponsored by

Care Here![®]

Salad:

- Caesar Salad with Parmesan Cheese, Garlic Croutons, and Caesar Dressing

Entrees:

- Vegetarian Lasagna
- Chicken Parmesan with Marinara Sauce

Sides:

- Seasonal Grilled Vegetables
- Garlic Bread with Italian Rolls and Butter
- Chef's Selection of Assorted Desserts

Served with Freshly Brewed Coffee, Tea, Decaf and Ice Tea

Wednesday, September 12th

Salad:

- Pasta Salad: Farafalle pasta, marinated crisp vegetables, garlic, red onions, mushrooms, fresh herbs, and olive oil
- Potato Salad: Red potatoes tossed with green onions, sour cream, and fresh dill

Deli Meat & Cheese Display

- Sliced turkey, sugar cured ham, salami, roast beef, swiss, and cheddar cheeses
- Relish tray with lettuce, sliced tomatoes, dill pickle spears, mayonnaise, mustard, and horseradish sauce
- Assorted bread and rolls

Whole Fresh Fruit Basket

- Seasonal fruit basket

Assorted Cookies and Brownies

- An assortment of large gourmet cookies and chocolate, chewy brownies

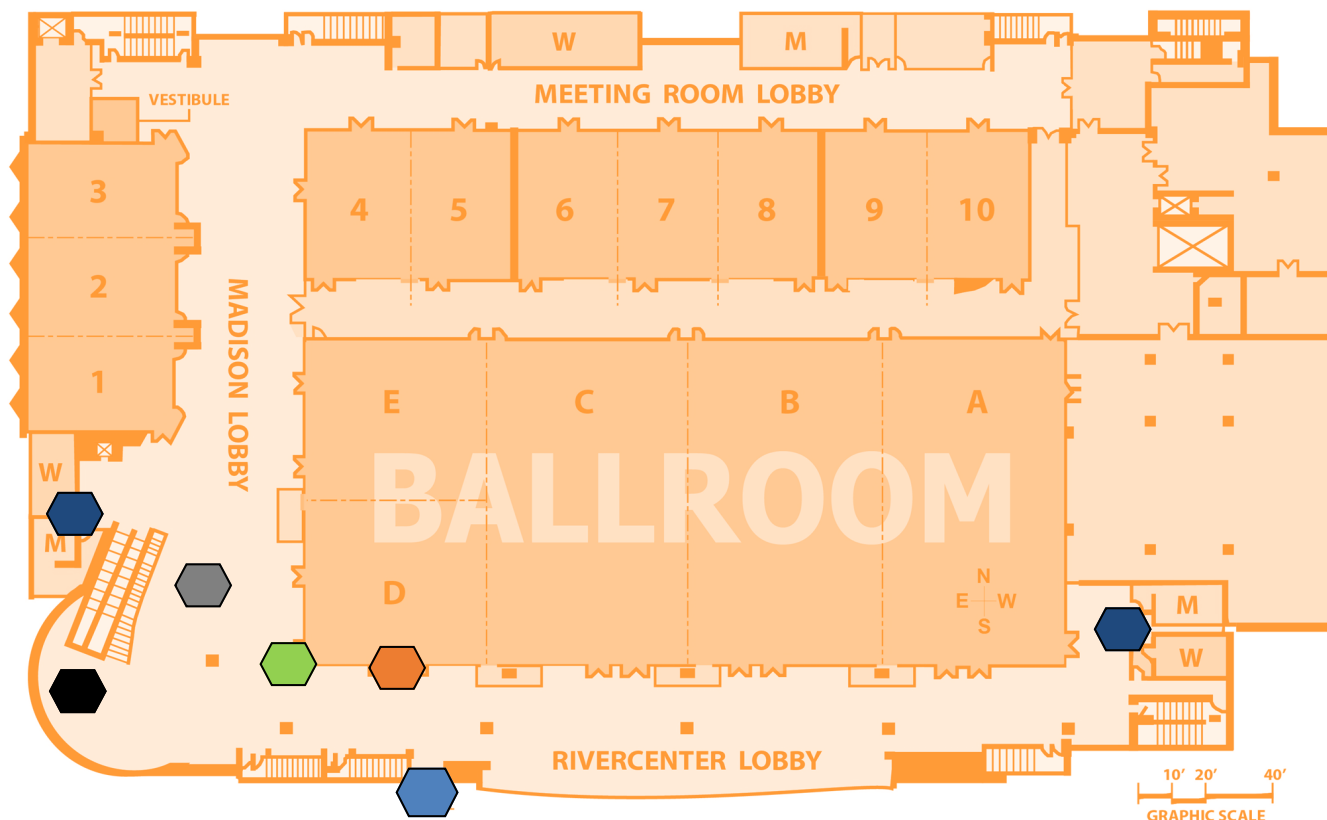
Served with Freshly Brewed Coffee, Tea, Decaf and Ice Tea

CONFERENCE MAP



Annual Innovation Conference

LEVEL 2 OF CONVENTION CENTER



Address of Northern Kentucky Convention Center : 1 West RiverCenter Blvd, Covington, KY 41011

 **ESCALATORS**

 **EXHIBITOR BOOTHS**

 **BALLROOM D & E**

 **REGISTRATION TABLE**

 **RESTROOMS**

 **MARRIOTT RIVERWALK**

PARKING



Annual Innovation Conference



★ Northern Kentucky Convention Center

1. Kenton County Parking Garage - 220 Madison Ave. Covington, KY 41011

Rate: \$1 for 30 mins; \$6 for 12 hours; \$10 for Daily Rate - **\$5 if in before 8:30am and out by 5:30pm**

2. Rivercenter Garage - 50 East Rivercenter Blvd. Covington, KY 41011

Rate: \$2 per hour; \$10 for Daily Rate

3. Open Air Lot - 7 East Rivercenter Blvd. Covington, KY 41011

Rate: \$3 per 2 hours; \$6 per 4 hours; \$8 for Daily Rate

4. Marriott Garage - 10 West Rivercenter Blvd. Covington, KY 41011

Rate: \$2 per hour; \$10 for Daily Rate

Sherrill Morgan offices have limited complimentary parking available at 525 West 5th Street in Covington KY. It is a twelve minute - 0.6 mile walk to the Convention Center.

MAP OF THE AREA



Annual Innovation Conference



1. Northern Kentucky
Convention Center

2. Marriott RiverCenter

3. SHERRILL MORGAN Offices

4. The Banks Riverfront &
Great American Ball Park

5. Newport on the Levee

6. Fountain Square



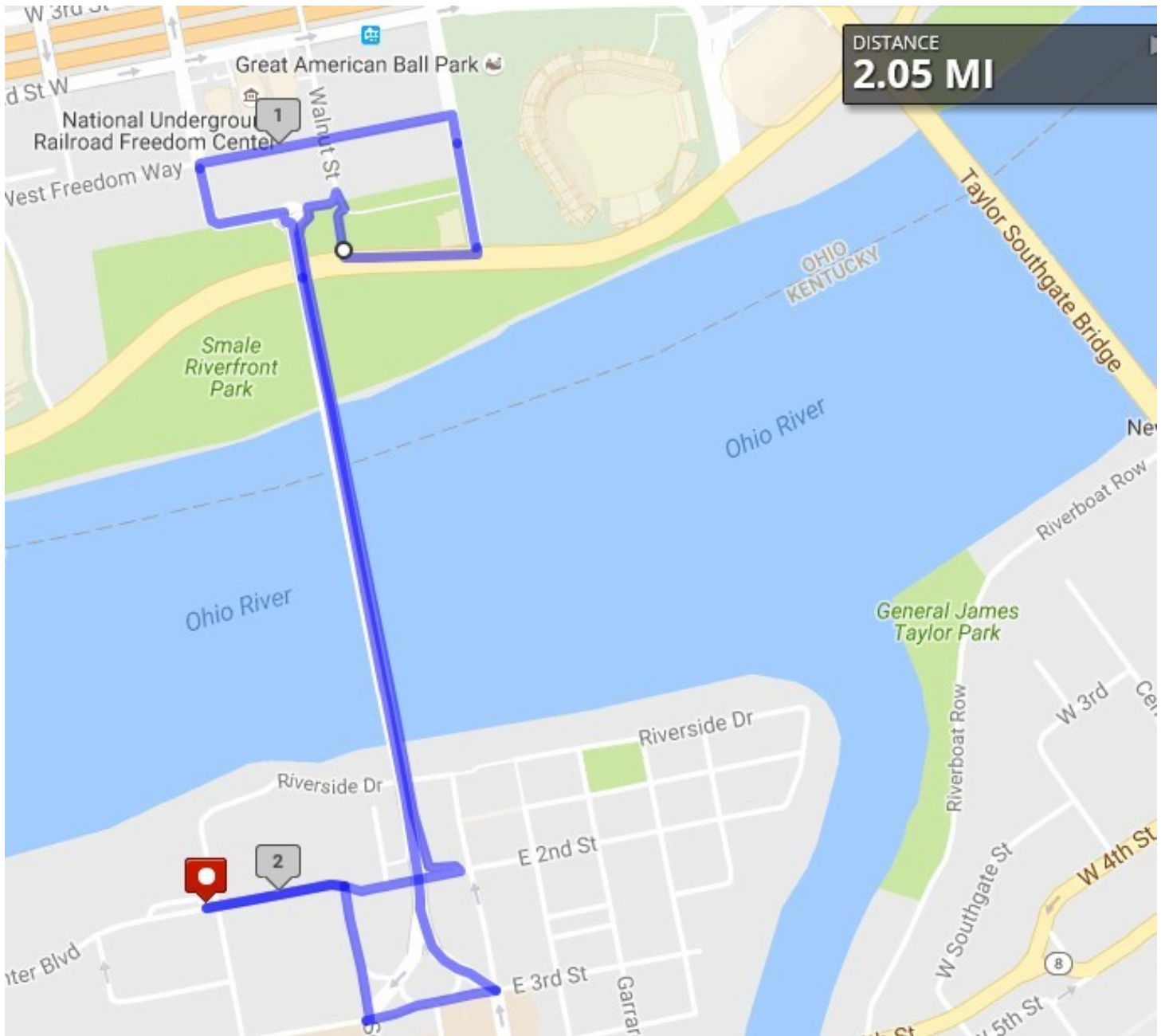
CONFERENCE EVENTS

RIVER POWERWALK



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A SHERRILL MORGAN representative will meet interested participants in the Marriott RiverCenter lobby located at 10 West Rivercenter Boulevard in Covington, KY



The River Powerwalk will be taking place on Tuesday, Sept 11th and Wednesday, Sept 12th from 7:00 - 8:00 a.m.

CINCINNATI OBSERVATORY



Annual Innovation Conference



Copyright 2018 The Cincinnati Observatory. All Rights Reserved

HOSTED BY: **MedBen**

WHEN: Tuesday, September 11th, from 7-9:30pm

WHERE: 3489 Observatory Place, Cincinnati, OH 45208

DETAILS: Join SHERRILL MORGAN for appetizers and drinks at the Cincinnati Observatory, the nation's oldest public observatory. The evening will have tours every 30 minutes to view the observatory and the oldest public telescope. Weather permitting, there will be lawn telescopes available to view Saturn, Mars, Venus, Jupiter, and the crescent moon throughout the evening. If you would like to attend this event, please visit the registration table.

OBSERVATORY SHUTTLE



Annual Innovation Conference

Shuttle sponsored by:



The Observatory Shuttle will begin transporting attendees to the Observatory at 6:40pm. If you wish to use the shuttle, please sign up at the registration table. Throughout the rest of the evening, the shuttle will be taking periodic trips between the Observatory and Marriott RiverCenter.

OBSERVATORY SHUTTLE DEPARTURE TIME	OBSERVATORY SHUTTLE ARRIVAL TIME	PICK UP LOCATION
Begins Loading: 6:30pm Departs: 6:40 pm	Arrives at Observatory at 7:00pm	Marriott RiverCenter

We will also have complimentary valet parking for all attendees at the Cincinnati Observatory.

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POST CONFERENCE RECEPTION



Annual Innovation Conference



HOSTED BY: **AMERICAN FIDELITY** 
a different opinion

WHEN: Wednesday, September 12th immediately following the conference

WHERE: Marriott RiverCenter - 10 West RiverCenter Boulevard, Covington, KY

DETAILS: Cocktail Reception hosted by American Fidelity Insurance Company.
Light appetizers and drinks will be provided.

BREWERY TOUR



Annual Innovation Conference



SPONSORED BY:



WHEN: Wednesday, September 12th from 5-7pm

WHERE: The shuttle will be leaving the Marriott RiverCenter at 5pm and will be visiting three breweries: Rhinegeist, Taft's Ale House, and Moerlein Tap Room.

DETAILS: SHERRILL MORGAN will be hosting a brewery tour which includes transportation, pretzels, bottled water, pizza, and 12 beer tastings at three different breweries. Tickets for this tour are limited and are on a first come, first serve basis. If you would like to attend this event, please stop by the registration table to see if we can accommodate you.

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DAY ONE AGENDA & PRESENTER INFORMATION



5TH ANNUAL HEALTHCARE INNOVATION CONFERENCE

SHERRILL MORGAN

NORTHERN KENTUCKY CONVENTION CENTER



DAY 1 AGENDA

TUESDAY, SEPTEMBER 11TH

7:00am - 8:00am

River Powerwalk

8:30am - 9:00am

Conference Registration

9:00am - 9:05am

September 11th Memorial Tribute

9:05am - 9:15am

Opening Remarks

Mark Morgan | SHERRILL MORGAN

9:15am - 10:00am

What is the Future of the Affordable Care Act?

Lisa Stamm | SHERRILL MORGAN

10:00am - 10:20am

Gaps in Care: Improving the Outcomes by Filling the Gaps

Blair Pickerill | SHERRILL MORGAN

10:20am - 10:40am

Telehealth

Shannon Mason | SHERRILL MORGAN

10:40am - 11:20am

Cost Containment Strategies

Dr. Norman Kato | Avandé, Inc.

11:20am - 12:00pm

ACI Pricing: The Death of AWP and MAC Pricing

Allan Zaenger | Pharmaceutical Horizons

12:00pm - 1:00pm

Lunch / Vendor Visits sponsored by CareHere; Clinic Tour of CTK Health Center

1:00pm - 1:45pm

Direct Contracting and OwnRx Review

Mike Rossi | Employer Advisory Services; Mark Morgan | SHERRILL MORGAN

1:45pm - 2:30pm

Crisis Management

Jay Fossett | Strategic Advisers

2:30pm - 2:40pm

10 Minute Break

2:40pm - 3:20pm

Mental Illness and the Addicted Brain

Dr. Chris Tuell | Lindner Center of HOPE

3:20pm - 3:50pm

Stop Loss Strategies

Lisa Stamm | SHERRILL MORGAN

3:50pm - 4:20pm

Self Funding in Today's Changing Industry

Kurt Harden | MedBen

4:20pm - 4:30pm

Closing Remarks

Mark Morgan | SHERRILL MORGAN

7:00pm - 9:30pm

Cocktail Reception at the Cincinnati Observatory sponsored by MedBen

Complimentary event for all registered attendees. Light appetizers and drinks will be provided.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Mark Morgan, *President* - SHERRILL MORGAN



In his 25 years at SHERRILL MORGAN, Mark has accumulated a wealth of experience in establishing and managing employee benefit plans. As the founder of SHERRILL MORGAN's group health division, he paved the way in developing a systematic approach to healthcare benefits for governmental clients and has personally managed over 150 of them. He is a licensed Agent and Consultant and per SHERRILL MORGAN policy, is up to date on the latest healthcare rules and regulations.

Understanding that an innovative approach is necessary to stay ahead in the healthcare industry, Mark has helped SHERRILL MORGAN develop its partial self funding division which allows employers (especially government agencies) to have a measure of control over their healthcare costs. Mark is a leading proponent for transparency in healthcare costs and is regularly invited to speak at human resource conventions on health benefits and health care reform. Mark is also an active community supporter having served on the Boards of numerous organizations including Kids Helping Kids, the Steinfeld Toy Foundation, and Kentucky Health Purchasing. Mark has also served as the Chairman of Senior Services.

Lisa Stamm Esq., *VP, Consulting Services* - SHERRILL MORGAN



Lisa is a graduate of Northern Kentucky University and the University of Cincinnati College of Law. As a licensed attorney, she is able to consult with clients regarding applicable state and federal laws regarding health plans. She is also knowledgeable about compliance with applicable laws, including federal health care reform, COBRA, ERISA, and HIPAA. Lisa works closely with the self funded team at SHERRILL MORGAN. Her work has led to the division's growth and success.

Lisa is also an expert and featured speaker on regulatory issues, particularly as they relate to health care reform. She has been a member of the Kentucky Bar Association since 1992.

Blair Pickerill, *Senior Benefits Advisor* - SHERRILL MORGAN



Blair Pickerill has been in the insurance/employee benefits field for 30 years. He started out at a third party administrator at Consultants and Administrators, where he held many positions from claims to underwriting. He was asked to join a joint venture, Managing Underwriters, where he was mentored in marketing and sales by the President and Vice President of Sales. He moved to Louisville, KY and was promoted to Director of Operations. He not only oversaw the day to day functions but he also managed the customer experience.

Blair then joined MedBen as a sales representative and was then appointed as a Regional Vice President. He engaged agencies and employers alike in the advantages of self-funding their employee benefits programs. With that experience he consulted with Toyota Tsusho as they explored the possibility of opening up an employee benefits firm. He now is a Senior Benefits Advisor at Sherrill Morgan. Due to his experience he thinks strategically and conceptually and brings savings opportunities to the table.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Shannon Mason, RHU/REBC, MBA, VP, Employer Services - SHERRILL MORGAN



Shannon Mason is a licensed Agent and a primary consultant with SHERRILL MORGAN. Shannon has over 14 years of experience in the health and pharmacy benefits industry. She holds designations as a Registered Health Underwriter and Registered Employee Benefit Consultant and has earned a Master in Business Administration from Indiana Wesleyan University. She has negotiated and established regional PPO networks throughout the Midwest and has also negotiated contracts with pharmacy benefit managers, on site and near site health and wellness centers, and third party administrators. Because she has experience in working with health care surveys while at J.D. Power and Associates, Shannon also assists with SHERRILL MORGAN's employer benefit surveys.

Dr. Norman Kato - Avandé Inc.



Norman S. Kato, MD is a renowned heart surgeon and an expert in clinical practice, medico-legal, health service delivery and national healthcare policy issues related to cardiac care and cardiothoracic surgery. His knowledge about issues related to patient care, outcome management, quality and financial performance is sought by many U.S. organizations, including the FDA, biotechnology companies, and health care providers.

Allan Zaenger, President and Owner - Pharmaceutical Horizons



Allan Zaenger is president and owner of Pharmaceutical Horizons, Inc. a company that provides consulting and custom programs in drug cost and use management. Among the clients served are managed care organizations, insurance companies, third party administrators, and regional pharmacy benefit management companies.

Through Pharmaceutical Horizons, Inc., Allan directed the opening and operation of the Charitable Pharmacy of Central Ohio, Inc. which provides affordable and appropriate pharmacy services and coordinates access to health care for people who are living at or below the federal poverty level. Since opening in late February 2010, the Charitable Pharmacy has qualified/served more than 4,800 patients, dispensing more than 280,000 prescriptions having a market value over \$22,500,000.00.

Allan formed Pharmaceutical Horizons in 1989 after returning to Ohio after four years as Vice-President of Professional Affairs for the Iowa Pharmacists Association. While in Iowa, he designed, implemented and managed a program of patient specific drug use review for public and private organizations including Iowa Medicaid, managed care organizations and employer groups.

Allan earned his Bachelor of Science Degree in Pharmacy from the University of Toledo and obtained a Master of Science Degree in Pharmaceutical Administration from The Ohio State University in 1984. His professional affiliations include American Pharmaceutical Association, Academy of Managed Care Pharmacy, Ohio Pharmacists Association, Academy of Pharmacy of Central Ohio and Worthington Area Chamber of Commerce.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Mike Rossi, *President* - Employer Advisory Services



Michael Rossi is the President of Employer Advisory Services, LLC in Memphis, TN. A graduate of Memphis State University, Mike has spent more than 27 years in the insurance and employee benefits industry in Memphis including 18 years as a Vice President at one of the largest physician hospital organizations in the Mid-South. An HIA designee, Mike's primary responsibilities have included physician, hospital and carrier contracting, broker integration and sales of group medical, life and disability coverages.

Mike works closely with his team to provide strategic and innovative ideas for health plan providers such as hospitals, third party administrators and employer sponsored health plans.

Jay Fossett, *Partner* - Strategic Advisers



John Jay Fossett is an attorney, served as the City Manager for the City of Covington, and is a former newspaper reporter and magazine editor.

Fossett is a 1981 graduate of the University of Kentucky, 1987 graduate of Salmon P. Chase College of Law at Northern Kentucky University, and 2010 graduate of the Haile/U.S. Bank College of Business at NKU, where he obtained a master's degree in Executive Leadership and Organizational Change (ELOC). ELOC is innovative program applies the most current theories and practices on leadership and organizational change and develops knowledge and skills for analyzing organizations and creating and executing strategies for organizational improvement.

In 1992, Fossett founded Fossett & Ogle and six months later became a founding partner in Fossett, Howe, Wessels & Ogle, PSC, a six-lawyer law firm in Northern Kentucky. In 1998, his firm merged with the Cincinnati law firm of Cors & Bassett, where he became a partner. His legal practice was focused primarily in the area of civil litigation, with an emphasis on municipal law and commercial and zoning litigation. He is admitted to practice in the state and federal courts of both Kentucky and Ohio.

In 2001, Fossett left Cors & Bassett to become the first full-time city solicitor in Covington, Kentucky, his hometown. Four years later, he was appointed City Manager and served in that position until 2009, when he left the city to start Strategic Advisers. He served on the Fort Thomas City Council from 2012-2014. Fossett obtained his B.A. degree (journalism and political science) from the University of Kentucky, where he served as summer editor and managing editor of The Kentucky Kernel, the independent daily newspaper. Fossett worked as a newspaper reporter and editor for seven years with The Cincinnati Enquirer, The Louisville Courier-Journal and The Kentucky Post. He also was editor of Star magazine in Lexington, Ky. while attending UK.

Fossett is a 1977 graduate of Holmes High School in Covington. He and his wife, Barbara Arnzen, live in Fort Thomas, Kentucky. Daughter, Meredith, a 2012 graduate of Miami University in Oxford, Ohio, is the Government Affairs Manager for Axxcess Financial. Another daughter, Aly, who graduated from the E.W. Scripps School of Journalism at the Ohio University in 2015, is the Wedding and Social Event Sales Coordinator at The New Riff Distillery in Newport, Ky. A son, Jack, is a 2017 graduate of the University of Louisville, where he obtained a bachelor's degree in business and finance.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Dr. Chris Tuell - Lindner Center of HOPE



Dr. Tuell is a clinician of over 34 years. He holds a doctorate degree in counseling from the University of Cincinnati; is a licensed clinical counselor; and a licensed independent chemical dependency counselor. He is presently the Clinical Director of Addiction Services at the Lindner Center of HOPE in Mason, Ohio, as well as an Assistant Professor at the University of Cincinnati in the Department of Psychiatry and Behavioral Neuroscience. Dr. Tuell's professional interests include co-occurring disorders and addictions. He has specialized training in process addictions, including problem gambling, sexual addiction, spending, gaming and the Internet. He is certified by EMDRIA to conduct EMDR, and is certified by the American Society of Clinical Hypnosis in clinical hypnotherapy. Dr. Tuell has presented at several national, regional, and state conferences and forums.

Kurt Harden, *President and Chief Operating Officer* - MedBen



Kurt Harden is President and Chief Executive Officer for MedBen, a Newark, Ohio-based group third party administrator and data analytics company with clients throughout the United States. Harden started with MedBen in 1991 and held numerous positions with the company before being named President in 2012 and CEO in 2018. He has overseen the development of innovative cost saving solutions for clients in the areas of pharmacy benefit coverage, clinical claim review, wellness, and plan language solutions. In 2015 MedBen launched MedBen Analytics, LLC., a Medicare bundled payment analytics company that turns clients' claim data into actionable insights.

Harden speaks to national audiences on leveraging data to transform behavior. He has been active in his community serving in a variety of volunteer and elected positions with local business, governmental, and educational organizations. He lives in Newark with his wife Kate and has five children.



DAY TWO AGENDA & PRESENTER INFORMATION



5TH ANNUAL HEALTHCARE INNOVATION CONFERENCE

SHERRILL MORGAN

NORTHERN KENTUCKY CONVENTION CENTER

DAY 2 AGENDA

WEDNESDAY, SEPTEMBER 12TH

7:00am - 8:00am

River Powerwalk

8:30am - 9:00am

Conference Registration / Vendor Visits

9:10am - 9:20am

Opening Remarks

Mark Morgan | SHERRILL MORGAN

9:20am - 10:00am

Save Money Through Plan Design: Innovative (and real) Strategies You Can Employ

Garrick Hunt | The Phia Group

10:00am - 10:20am

HR Center of Excellence: Unlock the True Potential of HR

Brett Beilfuss | Paycor

10:20am - 11:00am

Hospital Panel

Bill Banks | St. Elizabeth; Tim Cappel | Christ Hospital; Todd Currey | Baptist Hospital

11:00am - 11:20am

Contract Review: Understanding Hidden Costs in Your Healthcare

Belva Hale | SHERRILL MORGAN

11:20am - 12:00pm

The Future of Healthcare

Ernie Clevenger | CareHere

12:00pm - 1:00pm

Lunch / Vendor Visits sponsored by CareHere

1:00pm - 2:15pm

Wellness Power Hour

Power Hour Overview : Valerie Morgan-Saunders | SHERRILL MORGAN

Pharmacogenetic Testing : Larry Saunders | Genetics4Health

Evaluating Your BMI : Todd Foushee | On Target Health

Health for the Holidays : Sue Genau | Health Enhancement Systems

2:15pm - 2:45pm

Closing Remarks

Mark Morgan | SHERRILL MORGAN

3:00pm - 4:30pm

Cocktail Reception at the Marriott RiverCenter sponsored by American Fidelity

Complimentary event for all registered attendees. Light appetizers and drinks will be provided.

5:00pm - 7:00pm

Cincinnati Brewery Tour sponsored by Ochs Inc.

Complimentary event for all registered attendees. Tour includes 12 beer tastings at three different breweries around the Cincinnati area.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Mark Morgan, *President* - SHERRILL MORGAN



In his 25 years at SHERRILL MORGAN, Mark has accumulated a wealth of experience in establishing and managing employee benefit plans. As the founder of SHERRILL MORGAN's group health division, he paved the way in developing a systematic approach to healthcare benefits for governmental clients and has personally managed over 150 of them. He is a licensed Agent and Consultant and per SHERRILL MORGAN policy, is up to date on the latest healthcare rules and regulations.

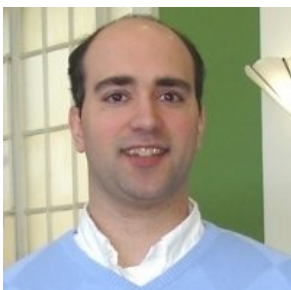
Understanding that an innovative approach is necessary to stay ahead in the healthcare industry, Mark has helped SHERRILL MORGAN develop its partial self funding division which allows employers (especially government agencies) to have a measure of control over their healthcare costs. Mark is a leading proponent for transparency in healthcare costs and is regularly invited to speak at human resource conventions on health benefits and health care reform. Mark is also an active community supporter having served on the Boards of numerous organizations including Kids Helping Kids, the Steinfeld Toy Foundation, and Kentucky Health Purchasing. Mark has also served as the Chairman of Senior Services.

Garrick Hunt., *VP, Consulting Services* - The Phia Group



Garrick Hunt serves in a leadership role with The Phia Group, as the Sales Manager. Garrick works directly with The Phia Group's Executive Leadership Team to execute business development goals, ensuring growth across all sectors of the self-funded industry. Garrick is experienced in high level meetings across the country, with a focus on The Society of Professional Benefit Administrators, The Self Insurance Institute of America, The Healthcare Administrators Association, The Free Market Medical Association, and many others. Garrick enjoys a special focus in watching industry trends related to subrogation, plan document needs, reference based pricing, and fiduciary appeals issues. Garrick works out of The Phia Group's Braintree, Massachusetts office. In his spare time, Garrick enjoys spending time with his wife Nicole and his son Rowan, painting and playing jazz.

Brett Beilfuss, *Senior Benefits Advisor* - Paycor



Brett Beilfuss has over 15 years' experience developing channel partner relationships and driving value added solutions for B2B clients. At Paycor, Brett works hand in hand with Broker, Bank, and CPA partners to help them add value to their business clients most valuable resource – their employees. His philosophy is that leadership at organizations can make a difference when they add technology plus expertise to solve business challenges.

Originally from the Washington D.C. area, Brett and family now call Cincinnati home.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Bill Banks, VP, Managed Care - St. Elizabeth Healthcare



William Banks serves as the VP, Managed Care/ Revenue Cycle for St. Elizabeth Healthcare in Northern KY - a 1,200 bed, 400 physician multi-site healthcare system sponsored by the Diocese of Covington. In this role, he is responsible for price setting, payer relations and the negotiation of all contracts for facility, professional and ancillary services. Prior to joining St. Elizabeth in January, 2009, Banks had a number of roles at Humana and Anthem BCBS; most recently serving as the VP, Network Operations for Humana of Ohio.

Banks holds a Masters degree in Health Administration from Xavier University and a Masters in Applied Economics from the University of Cincinnati. He currently serves as an adjunct professor of Health Economics at the University of Cincinnati, and has served as a Medical Service Corps officer in the US Army.

Tim Cappel, Executive Director of Population Health - The Christ Hospital



Tim Cappel serves as the Executive Director of Population Health for The Christ Hospital Health Network headquartered in Cincinnati, OH. In his role, Cappel is responsible for advancing population health and value-based initiatives including: Bundled product arrangements/Center of Excellence offerings, development of the TCH clinically integrated network, direct contracting strategies with regional employers, and the growth and redesign of the wellness/corporate health solutions portfolio of services. These strategies have propelled The Christ Hospital into the national spotlight as a leader in Center of Excellence/Bundled care arrangements, with over 80 participating clients. In addition, Cappel is working to develop payor strategies that position the enterprise for the evolution to pay for value and driving the strategic direction towards narrow networks as a potential exchange strategy.

Prior to joining The Christ Hospital in 2013, Cappel spend over 30 years in the Health insurance Industry in a variety of leadership roles, including 8 years as President of Humana/Ohio.

Todd Currey, Client Services Manager - Baptist Health



The Baptist Memorial Healthcare Organization consists of 22 hospitals, 3000 licensed beds, 112,000 discharges in fiscal year 2016, 515,000 emergency room visits, and nearly 70,000 surgical procedures, and employs over 18,000 colleagues. Baptist Health Services group is the managed care organization for BMHCC. The PPO network consists of 56 hospitals, 209 ancillary facilities, 3,510 physicians, and 1,573 licensed providers serving Mid-South employers.

Todd has worked for Baptist Health Services Group for 17 years in the role of Client Services Manager.

INNOVATOR BIOGRAPHIES



Annual Innovation Conference

Belva Hale, VP, Business Development - SHERRILL MORGAN



Belva Hale has worked in various roles and departments during her 23 year career with local governments. Most recently as Director of Administration for the City of Bristol, Tennessee, she was responsible for the divisions of human resources, risk management, purchasing and information technology where she implemented a change in retiree health benefits, was instrumental in implementing a hybrid retirement plan, completed the purchase of a city wide ERP system and established a new comprehensive wellness program. Overseeing self-funded health insurance plans, health reimbursement arrangements, retiree health reimbursement arrangements and flexible spending accounts were also a key part of her responsibilities.

Belva holds a B. B. A. from East Tennessee State University in business with a concentration in human resources management and completed the senior executive program at the University of Virginia's Darden School of Business. With her varied experience, Belva is requested to speak at conferences for both human resources and risk management associates.

Ernie Clevenger, President - CareHere



Mr. Clevenger is President of CareHere, LLC, a Brentwood-based company CareHere provides onsite medical, wellness and pharmacy management for public and private employers.

CareHere onsite medical, wellness and pharmacy centers offers appointment scheduler, electronic medical records, patient lab reporting, and more, enable over 1 million appointments annually. Physicians are recruited from the local area. CareHere operates over 200 clinics in 26 states.

Mr. Clevenger has held other positions including:

- Chairman, Self-Insurance Institute of America, Inc. (SIIA)
- Chairman, Workgroup for Electronic Data Interface (WEDI), the organization named in HIPAA to advise United States DHHS Secretary on selecting electronic healthcare transaction standards.
- Co-Founder of EBM Solutions, a provider of evidence-based medical guidelines
- President, Nashville Rotary Club.
- Board member, Faith Family Medical Clinic (dedicated to serving the uninsured working population of Middle Tennessee)

Board positions include:

Lodge Manufacturing Corporation (cast iron cookware firm based on South Pittsburg, TN)
 Nations University (on-line university serving over 3,800 students worldwide).
 Continent of Great Cities (missionary effort to South America)

Mr. Clevenger's education includes and a BA in Mathematics from David Lipscomb University, MBA from Vanderbilt University, FLMI from the Fellow Life Management Institute and a recently earned Black Belt in Taekwondo.

INNOVATOR BIOGRAPHIES



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Valerie Morgan-Saunders, C.O.O. - SHERRILL MORGAN



Valerie is a certified nutrition and wellness consultant at SHERRILL MORGAN, as well as a certified fitness professional and a licensed life and health agent. With more than 20 years in the field of health and fitness management, Valerie has vast experience with implementing workplace wellness programs. She, in conjunction with other fitness professionals, developed a cutting edge workplace wellness program called Lean Wellness. Valerie is an active Lean team coach and assists in fitness assessments as well as goal tracking.

Larry Saunders CFP® , *President and Owner - Genetics4Health*



Larry Saunders is President and founder of Genetics4Health, a drug claims management company uniquely utilizing precision medicine to reduce drug spend for self-funded benefit plans. With over 30 years as a benefits consultant, Larry brings expertise to the utilization management equation from the payer's perspective. Nearly half of his career was spent with Mercer Consulting, where Larry advised Fortune 500 companies in the airline, automobile, chemical and energy sectors, as well as, hospitals and government entities. They all had one thing in common, rising drug costs and the frustration of hearing the same old solutions. In response, he developed the Precision Medicine Impact Analysis, a tool that enables health benefit plans to quantify the return on investment of adopting precision medicine based on their actual claims history. Genetics4Health was founded on the premise that better information will produce better outcomes. Precision medicine takes the guesswork out of prescription drug choices and dosing, reducing costs and saving lives.

Todd Foushee, *President and C.E.O - On Target Health*



Todd has over 30 years of experience in health care and health insurance, serving in many professional and management roles overseeing the actuarial, claims adjudication, data analytics, onsite clinics, and underwriting functions. Todd's experiences include administration of Wellness and Population Health programs, Commercial, Medicare, and Workers' Compensation plans at Anthem BCBS, CoreSource and Golden Rule Insurance Company. He has also served as Vice President of Business Development for QualMedical.

Currently, Todd is President and CEO of On Target Health, which is a physiology based weight management program that educates members on their metabolism, how to lose the right type of weight and how to sustain by adopting the behavioral goals proven to improve a participant's risk profile.

Todd holds a Bachelor of Science Degree from the University of Louisville, a MBA Certification from Somerset CPAs, and recently completed the Babson College/Goldman Sachs Program for Entrepreneurs.

Sue Genau, *Business Development - Health Enhancement Systems*



Sue leads an energetic team for Health Enhancement Systems and is focused on helping HES expand. HES is always on the lookout for ways to provide better service to their clients and prospects. Sue has previously worked as an office manager and business development manager.

In her spare time, Sue enjoys music, and staying active which includes running, boogie boarding, or completing a high-ropes course. She also enjoys spending time with her three children.

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