

Speaker Biographies - In Order of Appearance at the Annual Conference

Scott Conard, MD

Dr. Scott Conard is Board Certified in Family and Integrative Medicine. Dr. Conard was an Associate Clinical Professor at the University of Texas Southwestern Medical Center at Dallas for 21 years. Dr. Conard grew his medical practice to over 510 clinicians and then to a value-based integrated delivery network that reduced the cost of care dramatically through prevention and proactive engagement. When his practice was acquired by a hospital system, he became the Chief Medical Officer for a brokerage/consulting firm and an innovation lab for effective health risk reducing interventions.

Dr. Conard has been the principal investigator in over 60 clinical trials, written many articles, and published five books on health, wellbeing, leadership, and empowerment. Now he is the co-founder of Converging Health, LLC, a technology empowered consulting and services company working with at-risk entities like self-insured corporations, medical groups, accountable care organizations, and insurance captives to improve well-being, reduce costs, and improve the member's experience. It is Dr. Conard's ability to find opportunities and customize solutions that delivers success through improved health and lower costs for his clients. Dr. Conard has worked with many organizations including Dillard's, Varsity Brands, Vistra Corp, National Alliance of Healthcare Purchaser Coalitions, the Dallas-Fort Worth Business Group, and the Texas Business Group on Health, and numerous medical groups and systems.

James Dolan, PhD

Dr. James Dolan is a Partner/Principal in EY-Parthenon's Government and Public Sector practice with 15 years of consulting experience in life sciences, public health, and healthcare sectors. He has led engagement teams globally covering the U.S., EU, Asia, Africa, and South America. He has a BA with Distinction in Microbiology from the University of Illinois at Urbana-Champaign and a PhD in Microbiology-Immunology from Northwestern University Medical School.

Dr. Dolan works with federal and state agencies as well as non-governmental organizations on strategy, portfolio, and product initiatives to address local and global public health priorities including COVID-19, HIV, opioids interventions, oncology care, and barriers to healthcare access in developing nations.

Most recently he worked with a mid-Atlantic state supporting policy and strategy for the Secretary of Health and Governor's Office focused on COVID-19 vaccines and the broader public health response.

Dr. Dolan's field of expertise includes public health strategy and policy related to pandemic planning, response/mitigation, and recovery. He has a diverse range of disease experience across chronic and specialty diseases including immunology, inflammation, infectious disease, gastroenterology, cardiovascular, metabolics, neurology, oncology and rare diseases.

Cynthia A. Fisher, MBA

Cynthia A. Fisher is Founder and Chairman of PatientRightsAdvocate.org, a nonprofit organization seeking healthcare price transparency, giving power to American consumers and employers to lower their costs of care and coverage through a functional marketplace and choice. PatientRightsAdvocate.org is an affiliate member of the Florida Alliance and a sponsor for this event. Cynthia is best known for her pioneering work as Founder and CEO of ViaCord, Inc., a leading umbilical cord blood stem cell banking company which she started in 1993. In 2000, she co-founded and was president of the cellular medicines company, ViaCell, Inc. which went public in 2005.

Cynthia also serves on the public company boards of the Boston Beer Company, Inc. and Easterly Government Properties, Inc. She co-founded and is Chairman of Fitmoney.org which provides curriculum for K-12 financial literacy. She serves on the Florida Council of 100 and the board of the National Park Foundation, and she previously served on the board of directors of Water.org.

Cynthia holds an MBA from Harvard Business School and a BS and honorary Doctorate of Science from Ursinus College.

Christin (Chris) Deacon, JD

Christin (Chris) Deacon has a deep understanding of the fiduciary role health plan administrators have to drive value for their plan sponsors and members. She is an attorney by training and founder of VerSan Consulting, LLC. Chris believes that large employer-sponsored health plans have an opportunity to drive health care transformation that delivers value for the market through strategies such as creative procurement methodologies, demanding contracts, population health initiatives, and primary care investment.

Prior to founding VerSan Consulting, Chris ran one of the largest health plans in the country for the New Jersey Department of Treasury, which covered over 820,000 public sector lives, including state employees, teachers, and uniformed professionals. During her tenure, Chris was credited with helping the State save over \$3 billion through a number of initiatives, including enhanced oversight, payment integrity programs, procurement strategy, and strict accountability for vendors. Chris has also served as a Deputy Attorney General, and then Special Counsel to Governor Christie where she oversaw the Department of Banking and Insurance, Economic Development Authority and Treasury. Chris holds a JD from Rutgers Law School and BA in International Affairs from George Washington University.

Alex Jung

Alex Jung is a global transformational business leader with a proven track record of business value creation, mergers and acquisitions, corporate strategy, P&L ownership and operational delivery. She is a retired partner from the accounting firm, EY, and spent a decade working as a strategy consultant to some of the biggest healthcare organizations around the world. She has previously served as the SVP of Corporate Strategy for Walgreens and the healthcare consulting practice leader at both Aon and Mercer. She started her career 35 years ago as a forensic auditor with Arthur Andersen where she spent a decade investigating hospitals and health insurance plans.

Alex has developed and implemented global market growth strategy, international expansion, mergers and acquisitions, operations, innovation transformation, public policy interpretation and representation. She has developed high-performing teams and built strong client relationships, both in consulting and in the healthcare and life sciences industry.

Alex is committed to making a difference in her community and has experience serving in various board roles, including as Nomination Committee Chair and Vice Chair for several significant non-profit organizations including The Respiratory Health Association, The Chicago Community Trust, The Michael Reese Health Trust, the Midwest Business Group on Health, the ONS/Oncology Nurses Society, SAFE Healthcare, Nanodropper, PHPartners, Turning Rock Partners and several others.

Alex holds a BS in Business Management from Northeastern University and now works as an independent consultant.

Marilyn Bartlett, CPA, CGMA, CMA, CFM

Marilyn Bartlett consults with employer health plans and policy makers in support of lowering healthcare costs. She contributes to the work of Patient Rights Advocate in advancing healthcare price transparency. Marilyn developed the Hospital Cost Tool for the National Academy for State Health Policy, an interactive online tool, utilizing Medicare Cost Report data to calculate financial and operating metrics.

As administrator of the Montana State Employee Health Plan, she disrupted the status quo by implementing Medicare rate reference-based contracting with all Montana hospitals, enhancing primary care health centers, implementing a transparent, pass-through PBM, and improving data access and analytics. Plan reserves were projected to be -\$9 million, but her efforts led to \$112 million in reserves in two years, a \$121 million difference. For her efforts, Fortune Magazine selected Marilyn as #13 of The World's 50 Greatest Leaders.

Marilyn has served as a senior policy fellow for the National Academy for State Health Policy's (NASHP) Center for Health System Costs and held financial management positions in various industries including as controller for a Blue Cross Blue Shield carrier, chief financial officer for a regional third-party administrator, and special projects coordinator for the Montana Commissioner of Securities and Insurance.

Marilyn is a CPA (certified public accountant) with a BS degree in education from the University of Nevada.

Christine (Chris) Colvin Syverson

Serving as the Chief Executive Officer of Nevada Business Group on Health/Nevada Health Partners, Chris leads a group of public and private employers in direct contracting for health care services as well as employee and community health.

Chris has held senior leadership in diverse organizations from Health Care (Washoe Medical Center - now Renown), to Automotive (Porsche Enterprises, Incorporated), to High Tech (Intuit), to Municipal Government (City of Sparks, Nevada).

Chris serves as Board Chair of the National Alliance of Healthcare Purchasing Coalitions. With the National Alliance, Chris has worked diligently in several affinity groups, including assisting in the development of the first Advanced Primary Care Market Survey, and is currently leading the High-Cost Claimant Advisory Group. Chris also serves as the Vice Chair of the Nevada Community Board for CoMagine Health and serves as Chair of the Nevada Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease.

Chris has a degree in Managerial Sciences from the University of Nevada Reno and Certificates in Public Administration and International Employee Benefits. She is a Certified Compensation Professional was granted a Lifetime Achievement Award by the American Compensation Association.

Christine Hale, MD, MBA

Dr. Hale is the Senior Vice President of Complex Claims Management at Lockton Dunning. She joined Lockton Dunning Benefits as Vice President in 2017 and serves as the medical director and lead strategist for the clinical consulting team. Dr. Hale is known as an innovator, collaborator and change agent, and is particularly passionate about utilizing data and creative solutions to reduce waste and improve cost effectiveness in health care. At Lockton, her areas of expertise include review and management of high complexity medical cases, quality improvement evaluation, evidence-based medicine, cost effectiveness in health care, provider processes and economics, strategic planning and prioritization and clinical change management. Dr. Hale holds a Master of Business Administration in Health Sector Management from Duke

University and completed her Pediatrics Residency at the Duke University Medical Center. She also holds a Doctor of Medicine from the Johns Hopkins University School of Medicine and a Bachelor of Science in Biological Sciences from Southern Methodist University.

Jennifer Cloutier

Jennifer Cloutier is the Managing Director at Innovu. Her focus is to shift the advisor/consultant practice models to focus on holistic human capital risk management. She helps advisors identify specific interventions and preventative solutions to save employers money and help their employees improve health and financial security. As a managing director at Innovu, Jennifer help plan sponsors, employee benefits advisors, and brokers manage human capital risk, reduce healthcare costs, and make data driven decisions that improve population health and financial performance for employees.

Jennifer was previously a senior consultant with Businessolver where she assisted large companies with their benefits technology needs to maximize their investment in their benefits program, minimize their exposure to risk, and engage their employees.

She has over 16 years of experience in human resources, technology, benefits, and data. She offers an outstanding record of success and growth and specializes in partnership development, new client acquisition and client/partner retention.

Jennifer graduated Cum Laude with a bachelor's degree from Lesley University. She serves as a board member with WEB Atlanta & is a member of the Human Resources Leadership Forum (HRLF). She is also a member of SHRM & SBEN & is a "Big" with Big Brothers Big Sister of Metro Atlanta.

Jordan Taradash, MPH

Jordan is CEO & Co-founder of PeopleOne Health, an affiliate member of the Florida Alliance and a sponsor for this event. He holds a BS in finance from The Pennsylvania State University and a Master of Public Health in Epidemiology from the University of Pittsburgh. His primary role is to drive a positively disruptive vision that meets the needs and goals of all of PeopleOne's stakeholders.

Jordan previously served as Vice President of Operations for Embed Success and as Chief Operating Officer for Myofitness. His venture into entrepreneurship started with Innovative Wellness Solutions (IWS), a company he launched in 2012. Jordan continues to combine his passion for wellness with a purpose for changing population health outcomes and changing lives. His vision for a healthier society and drive to bring a solution to a complicated healthcare problem has led to PeopleOne Health's growth and success.

Lea Ann Biafora, MS

Lea Ann Biafora has over 30 years of combined experience as a certified oncology nurse and as an accomplished leader in delivering, developing, researching, and evaluating quality patient-centered cancer care programs in both provider and payer settings. Her applied professional and personal experiences have helped her understand the growing complexities and care gaps within the cancer care delivery system. She holds degrees in nursing from Miami Dade College and Emory University and a MS in Health Care Administration from Simmons University.

In 2012, Lea Ann founded Beacon Advocates, a nurse-led concierge care management model to address the widened systemic gaps in cancer care through patient advocacy, encouragement of shared-decision making, and caring for the whole person throughout the cancer journey. Building upon her strong relationships with providers & their teams and insurance companies, she and her team help clients navigate the healthcare delivery system and their cancer care eliminating barriers to care. This approach helps to create transparency in communication to promote shared and informed decision-making while strengthening the physician and patient relationship. Lea Ann also serves on the American Cancer Society Tampa Bay volunteer leadership board and as one of Florida's representatives for the National Oncology State Network.

Pete Scruggs

Pete Scruggs has provided employee benefit solutions to employers for 30 years as Principal of Golsan Scruggs Insurance & Risk Management and Founder of benefitSMART Cancer Solutions, a nationwide program providing financial hope and social support to families fighting cancer. With a mission to make cancer treatment cost free to 100% of patients insured through self-funded employers, benefitSMART has been recognized for innovation by clinical partners, insurance consultants and stop loss carriers.

Pete was a contributing author of "Breaking Through The Status Quo" and received the 2017 Innovation Award from the Association for Insurance Leadership for his contributions to the advancement of the industry. Pete holds a BA degree in theology from Multnomah University.

Daryl Gottlieb, JD

Daryl Gottlieb is Director of ASO & Employer Partnerships at GRAIL, a role in which he works with national employers and ASO partners to bring Multi-Cancer Early Detection to employers' eligible members. GRAIL is an affiliate member of the Florida Alliance. Previously, Daryl spent 5 years as a Key Account Executive with Florida Blue, servicing their largest national employer book-of-business. Prior to that, Daryl spent 10 years practicing law, first for a private law firm in Orlando, Florida, and then in an in-house capacity for a Fortune 500 company headquartered in Jacksonville, Florida. Daryl holds a BS in Business Administration (Finance) and a JD from the University of Florida.

Kenneth Aldridge, Jr., RN-BSN, MS-H.S.A.

Kenneth Aldridge is the Director of Health Services, Rosen Medical Center & RosenCare® for Rosen Hotels and Resorts. Kenneth has been serving the Rosen organization for 25 years and currently oversees the healthcare of over 5000 covered lives made up of the employees and their dependents of the Rosen organization, one of our employer members and a sponsor of this conference.

Additionally, along with the rest of the RosenCare team, Kenneth has partnered with the School District of Osceola County to improve the quality and value of the healthcare provided to the municipality's faculty and staff. In this role, the RosenCare team has saved the district millions of dollars over the last four years while dramatically minimizing barriers to care. In this role, Kenneth invests his time in strategic planning, contract negotiations, budgeting, community relations, quality assurance, program development & implementation, government relations, recruitment, claims reviews, and utilization review. Kenneth and his team continue to strive towards providing the highest quality care at the most affordable price with maximum convenience to the patient not only for Rosen members, but also the members of the public and private entities RosenCare serves.

Additionally, Kenneth has enjoyed serving his alma mater, the University of Central Florida, for the past 11 years as an adjunct professor for the Health Services Administration graduate program. While he is proud of his Bachelor's degree in Nursing and Master's degree in Health Services Administration from UCF, his mission in this role is to train up the next generation of healthcare leaders with excellence as a way of giving back to the Central Florida community he has called home since early childhood.

Kenneth serves on the board of directors for the National Association of Worksite Health Centers and is a member of the American College of Healthcare Executives, the Professional Association of Healthcare Management, and Medical Group Management Association. In 2011, Kenneth was honored as an Outstanding Health Administrator by the Orlando Business Journal, and in 2012, Kenneth was honored to receive the College of Health and Public Affairs Outstanding Alumni Award from the University of Central Florida.

Sally-Ann Poulson

Sally-Ann Poulson is the President & CEO of MedWatch, an affiliate member and sponsor of the Annual Conference. Sally-Ann is passionate about addressing the "Pain Points" of the healthcare industry by delivering solutions that provide member advocacy, reduce costs, and improve medical management outcomes. She is President & CEO of MedWatch, a Florida Alliance affiliate member.

After receiving her undergraduate degree with honors from Sweet Briar College, and her graduate business education from Darden School/University of Virginia, Sally-Ann joined the Peace Corps, traveled to Africa, and developed a healthcare system for a village that never had health services.

She was recognized by the World Health Organization for developing the "model" for primary health systems in the third world.

Sally-Ann's career includes the American Red Cross; INOVA, Washington D.C.'s largest healthcare system; and Health Cost Consultants. As EVP of American Health Holding, she grew it into one of the largest medical management firms in the industry, before joining MedWatch in 2011.

Amy Tennis, MBA

Amy Tennis is the Senior Vice President of Medical Management at MedWatch. Amy is a highly qualified Registered Nurse with 32 years of nursing experience. She began as a burn trauma unit nurse in a level 1 trauma center and has extensive experience in case management, as well as management in the acute care, acute rehabilitation, skilled nursing facility, home health, Hospice, insurance, and worker's compensation fields.

Joining MedWatch in 2012, and now as Senior Vice President of Medical Management, Ms. Tennis oversees and manages all clinical programs including Utilization Review, Case Management, Specialty Case Management and Disease Management. MedWatch a Florida Alliance affiliate member.

Amy obtained her Master of Business Administration with a specialization in Health Services Management and Finance in 2003.