

## Annual Conference Speaker Biographies

### **Mike Adams**

With 42 years in the human capital management space, Mike Adams has been a national thought leader in the transformation of total rewards and health care across all stakeholders – employers, employees, payers, and providers. He has built cutting edge benefits ecosystems that are designed to combat the real enemy of health care – disease. He is a disruptor, an innovator, and believes that complacency is the biggest enemy of transformation.

Currently, Mike is the Head of Benefits for 7-Eleven, Inc. The world's largest retail convenience chain with 75,000 employees. He is the former Vice President, Benefits & HR Systems at Dean Foods Company where he served until January 2021. Prior to Dean Foods, his career spanned over the Fortune 500 corporate plan sponsor, consulting, and third-party administrator spaces. He has served in healthcare consulting leadership roles at PwC as well as HR leadership positions across various industries and business cycles, including Technology, Healthcare, Oil Field Services, Banking and Business Services with such companies as Travelport, Baylor Healthcare System, Sabre Holdings, Halliburton (Dresser Industries), Bank One (now Chase), and Integrated Services Corporation. Additionally, he served as Chief Operating Officer for Hill & Associates, Inc. (a service provider providing medical claims administration and retirement plan recordkeeping, actuarial and administrative services).

Mike holds a BBA degree in Finance from the University of Texas at Arlington. He is President and a Board Member of the Dallas/Fort Worth Business Group on Health and a Board Member of Texas Business Group on Health. In 2018 he was awarded the Texas Star Award for Innovation by the Texas Business Group on Health and in 2019 the Health Value Award by the Validation Institute.

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### **Yvette Best, EdD, CCP, SPHR, SHRM-SCP**

Yvette Best is a seasoned professional with a combined 30+ years of global human resources and academic experience, having worked for the transportation, aviation, pharmaceutical, hospitality, county government, and consumer goods industry. Throughout her corporate tenure, Yvette was responsible for domestic/international relocation, executive incentive administration, and developing and managing company-wide global pay practices and procedures. She also has experience in matrixed, fast-paced, union and non-union environments, and a demonstrated record of achievement influencing decision-making with senior management.

Dr. Best received her BA in Spanish from the University of Michigan, MBA from Rutgers Business School, and a Doctorate in Organizational Leadership/HR Development from Nova Southeastern University. Born and raised in Princeton, NJ, she relocated to Central Florida following the blizzard of 1996, vowing to never shovel snow again.

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## **Kristy Bowman, RN**

Kristy Bowman is the Chief of Clinical Services and Operations at WeCare tlc. Kristy has over 20 years of experience working in the healthcare field, providing direct patient care as a Registered Nurse, and overseeing the administration of services. She is dedicated to supporting and providing excellent care to those she works with. She has spent the past 15 years in clinical services operations, with an emphasis on improving health center results, implementing care coordination, and driving out high-quality outcomes while focusing on patient experience and comfort.

Kristy is a graduate of North Arkansas College and continues to further her studies at Jacksonville University. When she is not working, she enjoys traveling with her husband and spending time with their kids.

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## **Christin (Chris) Deacon, J.D.**

Chris Deacon is the founder of VerSan Consulting. She has a deep understanding of the fiduciary role health plan administrators hold and should be leveraging in order to drive value for their plan sponsors and members. An attorney by training, Chris formed VerSan Consulting, LLC to educate and engage employers to be more prudent purchasers of health care. From creative procurement methodologies and demanding contracts to population health initiatives and primary care investment, she believes that large employer-sponsored health plans not only have an opportunity – but an obligation – to drive health care transformation that delivers value for the market.

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, Deacon 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 the vendors with which the State engaged. Deacon 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 The George Washington University.

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**Jeffrey (Jeff) Hogan**

Jeff Hogan is the President of Upside Health Advisors a national consultancy providing advisory services to payers, providers, health systems, employers, and health-tech point solutions. Jeff also serves as an advisor to private equity, family offices, and to health startups looking to position themselves into the healthcare marketplace. Jeff is focused on healthcare payment reform, health policy, care transformation, the Consolidated Appropriations Act of 2021, value-based health care, healthcare quality, and precision medicine. Prior to his role at Upside, Jeff served as the Northeast Regional Manager for Rogers Benefit Group, a national benefits marketing and consulting firm. He retired from Rogers Benefit Group in 2021 after 30 years with the company. Jeff regularly appears on national forums focused on moving to value-based health care and is actively working to promote health care related transparency measures in the market.

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**David R. Kraus, PhD**

David Kraus is the President and Chief Scientific Officer of Outcome Referrals, Inc. He is the preeminent scholar in identifying the unique strengths and skills of behavioral health providers. His research has quintupled (when compared to previous best practices) the number of patients that return to full health and productivity without relapse. The process called TOP Match assesses each patient's unique needs with a comprehensive (yet short) patient-reported assessment. TOP Match then personalizes a short list of behavioral health providers that are both available and proven to help similar patients return to full health.

David has been awarded two US Patents and his publications have appeared in peer-reviewed medical journals including the Journal of the American Medical Association. Funding for his work has come from leading private and public institutions including the National Institutes of Health, The Duke Endowment, the Annie E. Casey Foundation, and the Patient Centered Outcomes Research Institute.

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**Lester J. Morales**

Lester is the Founder and Chief Executive Officer of Next Impact. He is a career long innovator and disruptor in the human capital and employee benefits arena. Understanding that employers and their advisers needed something new, Lester founded Next Impact to support the education and expansion of innovative cost containment health benefit strategies later coined Transparent Health Benefits (THB).

Prior to entrepreneurship, Lester served as Chief Growth Officer for Willis' Human Capital Practice, one of the largest insurance brokerages in the world. In this role, Lester led over 200 consultants in 40 + offices as part of a \$350,000,000 practice.

Lester is a highly sought after speaker and has spoken at National SHRM and RIMS conferences, industry events such as EBN, BenefitsPro, and the +You Powered Symposium, and is a frequent article contributor to Industry publications. He also hosts an award-winning podcast, Impact Healthcare, where he interviews innovators about the strategies that are impacting the health benefits industry.

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### **David B. Nash, MD, MBA**

David B. Nash is the Founding Dean Emeritus, and he remains on the full-time faculty as the Dr. Raymond C. and Doris N. Grandon Professor of Health Policy, at the Jefferson College of Population Health (JCPH). His 11-year tenure as Dean completes more than 33 years on the University faculty. JCPH is dedicated to developing healthcare leaders for the future.

A board-certified internist, David is internationally recognized for his work in public accountability for outcomes, physician leadership development, and quality-of-care improvement. More recently, he achieved wide acclaim for his COVID-19 thought leadership and served as the Chief Health Advisor for the Philadelphia Convention and Visitor's Bureau (PHL-CVB) during the pandemic.

Repeatedly named to Modern Healthcare's list of Most Powerful Persons in Healthcare, his national activities cover a wide scope. He is a principal faculty member for quality-of-care programming for the American Association for Physician Leadership (AAPL). He received the AAPL Inaugural Lifetime Achievement Award in June of 2023 having taught 6,000 members in person.

David is a recognized governance expert in both the public and private sectors. He has chaired the Technical Advisory Group (TAG) of the Pennsylvania Health Care Cost Containment Council (HC4) for more than 25 years and he is widely recognized as a pioneer in the public reporting of outcomes. He has been a hospital trustee for 20 years. He served on the Board of Trustees of Catholic Healthcare Partners (now Mercy Partners), in Cincinnati, OH (1998–2008), where he was the inaugural chair of the board committee on Quality and Safety. He concluded his tenure (2009–2017) on the board of Main Line Health, a four-hospital system in suburban Philadelphia, PA, where he also chaired the board committee on Quality and Safety. He now serves on the board of the Geisinger Commonwealth School of Medicine (GCSOM). In 2019, he joined the AMGA Foundation Board in Arlington, VA. Finally, he joined the board of CAHME – the Commission on Accreditation of Healthcare Management Education in 2021.

In the for-profit sector, he very recently completed nearly a decade as a member of the Board of Directors for Humana, Inc., one of the nation's largest publicly traded healthcare companies. In 2014 he joined the board of InfoMC, a leading information technology company in suburban Philadelphia. He is on the health care advisory board for Arsenal Capital Partners in NYC and just joined the board of MaxHealth, a portfolio company of Arsenal. In late 2018 he joined the board of ANI Pharmaceuticals, a publicly traded generic drug manufacturer, headquartered in Princeton, NJ. Finally, he is a board member of FOX Rehab, a portfolio company of Blue Wolf Capital.

David has received many awards in recognition of his achievements over the past three decades. He received the top recognition award from the Academy of Managed Care Pharmacy (1995), the

Philadelphia Business Journal Healthcare Heroes Award (1997) and was named an honorary distinguished fellow of the American College of Physician Executives (now AAPL) in 1998. In 2006 he received the Elliot Stone Award for leadership in public accountability for health data from NAHDO. Wharton honored Dr. Nash in 2009 with the Wharton Healthcare Alumni Achievement Award and in 2012 with the Joseph Wharton Social Impact Award. Also in 2012, he received the Philadelphia Business Journal award for innovation in medical education. In 2021, he was honored as a top national communicator for his work with the Philadelphia Convention and Visitors Bureau and he received the Champion Award from the regional Health Information Exchange (HIE).

David's work is well known through his many publications, public and virtual appearances, and online column on MedPage Today. He has authored more than 100 peer-reviewed articles and edited 25 books, including The Healthcare Quality Book, Demand Better, and most recently his best-selling book, How COVID Crashed the System: A Guide to Fixing American Healthcare. He was the inaugural Deputy Editor of Annals of Internal Medicine (1984-1989). Currently, he is Editor-in-Chief of the American Journal of Medical Quality and Population Health Management.

David received his BA in economics (Phi Beta Kappa) from Vassar College; his MD from the University of Rochester School of Medicine and Dentistry and his MBA in Health Administration (with honors) from the Wharton School at the University of Pennsylvania. While at Penn, he was a former Robert Wood Johnson Foundation Clinical Scholar and Medical Director of a nine-physician faculty group practice in general internal medicine. He has received honorary doctorates and awards from Salus University in Philadelphia, GCSOM, the University of Rochester and Rowan University / Cooper Medical School. Dr. Nash has delivered a score of endowed and named lectures across the country and has given more than 15 commencement addresses.

He lives in Ardmore, PA, with his wife of 43 years, Esther J. Nash, MD. They have three adult children and three grandchildren. He enjoys tennis, jogging, biking, and yoga. Together, the Drs. Nash have endowed an eponymous annual prize, across all learners throughout Jefferson, in healthcare quality and safety (which debuted in October 2021). This prize is the first of its kind in the nation.

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## **Rosa Novo**

Rosa is the Administrative Benefits Director of Miami-Dade County Public Schools, where for 37 years she has been creating strategic health solutions, negotiating, contracting and creation, plus implementation of the District's Wellness Program "Well Way" for the 3rd largest School Board in the nation.

Rosa is responsible for the administration of the district's self-insured healthcare plan which is the second largest expenditure in the district. The annual cost of offering healthcare coverage to 46,000 covered lives (32,000 employees plus dependents and 9,241 retirees plus dependents) is \$441 million.

Rosa is active on many state and national boards and councils including as an Advisory Board Member of the Florida School Retiree Benefits Consortium, the District's Wellness Committee, the Health Promotion & Disease Prevention Committee & Consortium for a Healthier Miami-Dade, Cigna's Health Disparity Advisory Council, and a member of the National Purchaser Leadership Council for the National Alliance and the Community Coalition Health Advisory Council.

Rosa received her Bachelor of Science in Health Service Administration from Barry University and has served on the Florida Alliance Board of Directors for many years and is currently the Board Chair.

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**Jordan Taradash, MPH**

Jordan is the CEO of PeopleOne Health. 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 Health's stakeholders. His mission is to restore rationality and humanity to healthcare.