



32ND ANNUAL CONFERENCE

SPEAKER BIOS

Fireside Chat: Food As Medicine

Nicholas Abrahams, MNM
President & CEO
Winter Park Health Foundations

Nicholas Abrahams is the President and CEO of the Winter Park Health Foundation, where he leads initiatives focused on enhancing community health and well-being. The Foundation serves Eatonville, Maitland, and Winter Park, aiming to create a lasting impact by fostering innovative partnerships and programs that address the evolving needs of these communities. Nicholas believes that fostering a healthy community is essential for improving quality of life and ensuring equitable access to resources.

He is a graduate of Florida State University and completed his Master's in Nonprofit Management from the University of Central Florida. His commitment to community service is evident through his involvement on various boards, including the AdventHealth Orlando Board of Directors, Habitat of Humanity of Greater Orlando & Osceola County, the Orlando Magic Youth Foundation Advisory Board, the UCF Downtown Dean's Advisory Council, the UCF Honors College Dean's Advisory Board, and the VyStar Credit Union Foundation Board of Directors.

Residing in Maitland with his wife, Courtney, and daughter, Elle, Nicholas is dedicated to nurturing a healthier, more vibrant future for the families in Central Florida.

John Rivers
Founder & CEO
4Roots Farm and 4R Restaurant Group

Following a 20-year career in healthcare, John Rivers retired as President of a billion-dollar company to pursue a dream of owning a restaurant. Opening in 2009, 4 Rivers Smokehouse quickly grew to a portfolio that includes 23 locations and a national retail and wholesale

presence. 4 Rivers went on to be named “The South’s Best BBQ” by Southern Living and ranked the “#1 BBQ Restaurant Chain” by MSN.

Born out of John’s garage, the “Barbeque Ministry” remains at the heart of the company’s mission to lift up those in need and help build better communities. The culmination of the 4R Foundation’s work, the Orlando based 4Roots Farm serves as an icon to inspire revolutionary change in the food system through education in sustainable farming practices, advancements in agriculture technology, and research in culinary health.

John has been named one of the Restaurant Industry’s Power 20 Leaders by Restaurant Business & News, Restauranter of the Year by Florida Restaurant and Lodging Association, and Orlando Magazine’s “50 Most Powerful, 15 to Watch.” John had the honor of cooking at the prestigious James Beard House and was twice named a finalist for the Ernst & Young Entrepreneur of the Year Award.

John serves on the Boards of Florida State University and the Rosen School of Hospitality at UCF and is a member of the Florida Governor’s Council of 100. A recipient of the FSU College of Business and the Rosen College Hall of Fame Awards, John lives in Winter Park with his wife and two children and is involved in numerous school and local charity organizations.

The “Pink” Tax: Inequities and Financial Burdens in Women’s Health

Nancy Bolton, MPA

Director, Risk & Benefits Management

The School District of Palm Beach County, Florida

Before joining the School District in 2021, Nancy served six years in the role of Assistant County Administrator for the Palm Beach County Board of County Commissioners, following twelve years of service as the Board of County Commissioners’ Director of Risk Management. In her current role, Ms. Bolton enjoys the opportunity to provide competitive benefits to over 20,000 School District employees and their dependents and ensure the District’s property and operations are adequately protected through a robust property and casualty risk management program.

Ms. Bolton serves as immediate past president of the South Florida Chapter of the Public Risk and Insurance Management Association (PRIMA) and is a member of the Risk and Insurance Management Society (RIMS). She also serves her community as Vice-Chair of the Board of Directors of the Palm Beach County Food Bank.

Ms. Bolton holds a Master of Public Administration degree, a Bachelor of Science degree in Business Administration and Bachelor of Arts degree in English Literature.

Rocio Diaz, MBA

**Director, Healthcare Market, Florida and Puerto Rico, and Health Equity Ambassador
Genentech**

Rocio Diaz is a visionary executive with over 18 years of leadership experience in the pharmaceutical industry, spanning Operations, Managed Care, Marketing, Account Management, and Sales. She joined Genentech in 2006, where she has consistently demonstrated her strategic acumen for driving innovative solutions to drive patient outcomes.

Currently, Rocio serves as Director for the Florida and Puerto Rico Healthcare Market, where she shapes local commercial strategies and leads cross-functional teams managing Genentech's product portfolio. She collaborates with health systems, academic institutions, and payers to enhance patient experience and ensure equitable access for all.

Rocio's prior roles include developing marketing launch strategies for oncology drugs, and leading innovative managed care, pricing, contracting and distribution strategies across the Oncology, Rheumatology, and Ophthalmology portfolios.

Passionate about addressing population health issues, Rocio is currently focused on advancing women's health initiatives. As a Health Impact Ambassador, she serves as a subject matter expert, working with stakeholders at the local, regional, and national levels to advance equitable healthcare solutions.

In addition to her professional responsibilities, Rocio is an active leader in the healthcare community, having served as a past Board Member of the Puerto Rico Pharmaceutical Industry Association (PIA) and currently as a Board Member for the American College of Healthcare Executives (ACHE) South Florida Chapter.

Leah Tribus, BSN, RN, IBCLC

**Senior Director, Clinical and Strategic Partnerships
The Lactation Network**

Leah Tribus is a registered nurse and International Board-Certified Lactation Consultant (IBCLC) with 22 years of experience in maternal healthcare. Currently, she serves as the Senior Director of Clinical and Strategic Partnerships at The Lactation Network, where she

plays a key role in building relationships with healthcare providers and securing partnerships with like-minded companies to reduce barriers to lactation care access.

Throughout her career, Leah has worked in diverse settings, including inpatient care, pediatric practice, and managing her own private practice. Her extensive background has enabled her to tackle a wide range of maternal and infant health issues with expertise and compassion.

Outside of her professional life, Leah is passionate about the visual arts, including photography, painting, and drawing. She also enjoys outdoor activities such as hiking, camping, and rock climbing with her three daughters in Chesapeake, Virginia, where she resides with her family.

The Future of Employer-Sponsored Health Insurance – Is There One?

Shawn Gremminger, MPP

President & CEO

National Alliance of Healthcare Purchaser Coalitions

Known for his wide-ranging policy expertise, and government relations experience, Shawn Gremminger brings to the National Alliance a successful record of working with coalitions, employers and other healthcare purchasers, policymakers, and industry stakeholders toward the mission of achieving high-quality, affordable, equitable healthcare.

Shawn was most recently senior vice president at Reservoir Communications Group where he led communications and public affairs strategy and execution on a range of relevant issues, including 340B and the drug supply chain, employer-sponsored insurance regulations, and Medicare payment. He has a strong history of healthcare advocacy and public affairs with employers, plans, hospitals, and consumer organizations. Shawn was previously director of health policy for the Purchaser Business Group on Health, a member of the National Alliance, where he ran efforts to improve quality and affordability for consumers and healthcare purchasers through federal policy. He has held senior leadership roles at Families USA, and America's Essential Hospitals. Shawn began his career as a lobbyist for the Children's Hospital Association. He achieved a Master of Public Policy from George Washington University in Washington and a Bachelor of Arts from the University of Mary Washington in Fredericksburg, VA.

Engaging in Health Policy and Advocacy to Drive Value in Health Care

Claire Brockbank, MS
Director of Policy and Strategy
32BJ Benefit Funds

Claire Brockbank is the director of policy and strategy for the 32BJ Health Fund, a Taft-Hartley fund serving almost 200,000 covered lives. She is responsible for the Fund's efforts to drive down hospital prices, including a multistakeholder campaign to draw attention to the central role that hospital prices play in healthcare costs and to drive action to lower those prices through public policy, operational innovation, and direct interaction with hospitals. Brockbank's expertise in healthcare pricing was also instrumental in steering the Health Fund's radical approach to its recent RFP process and developing a model contract that firmly establishes the rights an employer should have with its third-party administrator.

Prior to joining 32BJ Health Fund, Brockbank served as CEO of Peak Health Alliance, a healthcare purchasing cooperative in Colorado. As the lead architect of the development and launch of Peak, Brockbank was responsible for leveraging data and community organizing to lower premiums by approximately 35 percent in its first two years of operation. Peak also pioneered innovative benefit designs to channel access to more value-driven services. Brockbank earned a master's degree in health policy and management from Harvard University.

Russell DuBose
Vice President of Human Resources
Phifer, Inc.

Russell DuBose serves as the Vice President of Human Resources for Phifer Incorporated, Tuscaloosa, Alabama. After graduating from the University of Alabama, Russell worked for the Alabama Department of Labor for ten years. In 2000, Russell joined Phifer Incorporated as a Human Resources Recruiter. He currently enjoys broad HR responsibilities for compensation, benefits, employee relations, healthcare, talent management, and workers' compensation. He is a certified human resource professional, and healthcare advisor. Russell served 37 years in the U.S. Army in both active and reserve status and retired at the rank of Colonel. Russell currently serves on the board of directors for the Alabama Employer Healthcare Consortium, Health Transformation Alliance, and National Association of Worksite Healthcare Centers. Russell has been married to his wife Kelley for the past 31 years and they live in Tuscaloosa, Alabama.

Rosa Novo
Administrative Benefits Director
Miami-Dade County Public Schools

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. Rosa received her Bachelor of Science in Health Service Administration from Barry University.

Rosa has served on the Florida Alliance Board of Directors for many years and is currently the Board Chair.

(Panel Moderator)

Bret Jackson
President & CEO
Economic Alliance for Michigan

Bret Jackson is the President and CEO of the non-profit Economic Alliance for Michigan (EAM), an organization comprised businesses and unions working together with one clear objective, the continued growth of Michigan's economy by creating an atmosphere that inspires job growth and maintains Michigan's competitiveness for attracting new companies and talent. Bret began working at the EAM in 2007 as legislative director. In 2010, he was elected vice president and became the organization's third president in January 2011.

A policy expert, Bret has led efforts to enact federal and state level legislation that contributes to the lowering of costs of healthcare and health benefits, such as surprise medical billing, healthcare price transparency, hospital patient safety, and fair healthcare prices.

A Spartan for life, Bret is a proud graduate of Michigan State University. He has served on the National Quality Forum Patient Safety Standing Committee. Currently, he is the Chair for the Board of Governors of the National Alliance of Healthcare Purchaser Coalitions and President of the Board of Directors for the United States Curling Association.

Beyond Blind Trust: A Fiduciary Framework for Managing Employer Healthcare Programs

Bryan Orr
President & Co-Founder
Kalos Services

Bryan Orr is the co-founder and president of Kalos Services, a Florida-based general contracting company with several trades under one roof, including HVAC, electrical, refrigeration, and plumbing. He is also the founder of HVAC School, an industry training resource providing free videos, articles, podcasts, and calculators to a global audience. He is also the co-founder of the GRIT Foundation, a non-profit organization with the mission to bridge the skills gap and excite young people about career opportunities in the skilled trades. Bryan is a technician, trainer, and business owner who leverages decades of skilled trades experience to promote trades education and inspire lifelong learning.

Chelsea Ryckis
President & Co-Founder
Ethos Benefits

Chelsea Ryckis, award-winning entrepreneur, is the co-founder and president of Ethos Benefits, revolutionizing employer-sponsored health insurance. After a traumatic brain injury ended her NCAA DI softball career, she and her husband, Donovan, founded Ethos over a decade ago to combat fraud, waste, and abuse while increasing employer and employee savings.

Chelsea was named **Benefits Pro's 2024 Advisor of the Year** and **2024 Most Innovative Healthcare Consultant in the U.S.** Her podcast, *The Business of Benefits*, won **Top Benefits Industry Podcast (2025)**. She produced the documentary ***It's Not Personal, It's Just Healthcare*** and co-authored its best-selling book. Ethos Benefits earned the **2024 Luminary Award: Humanizing Benefits**.

A sought-after speaker, Chelsea founded Orlando's LEGS chapter and is a member of NABIP, Q4i Intelligence, and on the Advisory Board for Benefits Pro. A new U.S. citizen, she enjoys philanthropy, sports, and Florida life with Donovan and their service dog, Copious.

Donovan Ryckis
CEO & Co-Founder
Ethos Benefits

Donovan Ryckis is the award-winning founder and CEO of Ethos Benefits, a firm dedicated to advancing fiduciary-driven health insurance strategies for employers nationwide. A former Securities Advisor and Fiduciary, Donovan decided to shift from his Registered Investment Advisory after seeing the Fraud, Waste and Abuse in his first, accidental exposure to employer sponsored healthcare plans. A few weeks and 40% premium difference later, it was clear that the greatest business impact was going to be made by solving the medical inflation problem. Donovan and his wife and business partner Chelsea have pioneered a revolutionary approach that effectively measures and manages the costs in employer healthcare plans while increasing savings for both employers and their employees.

Future Health: AI's Role in Population Health and Cost Management

Jim Arnold, CPA, CME, CFE
Founder and CEO
finHealth

Jim and his **finHealth** team have a background of nearly 30 years in real-time error detection and procure-to-pay best practices within the Fortune 500 and have adapted those methodologies to fit the unique needs of the healthcare ecosystem. The first company Jim founded back in 1988 in Greensboro (APEX Analytix) has grown to a \$60 million+ global company serving nearly 40% of the Fortune 500.

finHealth now works with innovative, thought leading companies in manufacturing, healthcare, pharmaceuticals, retail, agricultural and more to help optimize the error-prone and poorly controlled world of healthcare. **finHealth's** unique differentiators are the real-time vetting of healthcare transactions (versus retrospective audits that recover just a fraction of payment errors), a comprehensive risk-scoring methodology, powerful population health / spend management tools and an incredibly intuitive & easy-to-use graphical interface.

Kendall Cortelyou, PhD

**Professor and Director of the School of Global Health Management and Informatics
University of Central Florida**

Dr. Kendall H. Cortelyou is the Director of the School of Global Health Management & Informatics and a Professor at the University of Central Florida's College of Community Innovation and Education. She brings nearly two decades of experience in health informatics, healthcare administration, and substance use disorder research.

Dr. Cortelyou earned her Ph.D. in Public Affairs with a specialization in Healthcare Administration from the University of Central Florida in 2007, where her dissertation examined the effect of work environment on the career commitment of registered nurses in Florida. She also holds a Master's in Health Sciences-Health Services Administration from UCF and a Bachelor's in Human Resource Development from the University of Florida.

As a prolific researcher, Dr. Cortelyou has published over 35 peer-reviewed articles in prestigious journals, including the Journal of Healthcare Management, American Journal of Managed Care, and Journal of Health Care for the Poor and Underserved. Her research focuses on health information technology, data privacy, telehealth accessibility, and substance use disorder treatment. She has served as principal investigator or co-investigator on multiple grants, including projects examining person-centered care in substance use disorder treatment programs and statewide opioid data initiatives.

Dr. Cortelyou has emerged as a leading voice in addressing the opioid crisis, directing data analytics and strategy for Project Opioid Initiative from 2019-2022 and authoring numerous community reports on overdose trends. She is frequently consulted by media outlets regarding substance use disorder issues and has delivered invited presentations to stakeholders across Florida.

Chuck Wood
Co-Founder
mode.life LLC

Chuck brings a unique blend of expertise, with financial accounting experience from industry and healthcare roles at Siemens Healthineers, Health Catalyst, and EXL. He has worked across diagnostics, therapeutics, population health, digital health, payer analytics and supported health benefits strategy in union negotiations. He is committed to advancing Precision Health and data-driven healthcare, enhancing effectiveness, accessibility, and affordability, ultimately improving HealthSpan for all at lower cost.

During his 20+ years at Siemens Healthineers, Chuck managed a team supporting a geographic market of healthcare providers, delivering advanced imaging and therapy solutions that improved clinical effectiveness, operational efficiency, and patient outcomes. He collaborated with Laboratory Diagnostics to develop integrated care delivery approaches. Notably, his last role was VP of Population Health. This experience shaped his approach on precision health, AI-powered decision support, and digital strategies.

Currently, he is engaged in a collaborative project focused on revolutionizing care delivery through precision health innovations and advancements in digital technology, enabled by a new digital strategy placing the individual at the nexus. The project aims to shift from process- and revenue-centric models to outcome-driven, True Cost of Care frameworks, using Value-Based Experience (VBX) to leverage objective data and real-world evidence. This approach provides insights and accountability for individuals, providers and healthcare stakeholders to optimize outcomes, reduce costs, and improve HealthSpan.