



Monica E. Oss

Chief Executive Officer *OPEN MINDS*

Areas Of Expertise

- Strategic planning and industry trend analysis
- Market strategy, positioning, and branding
- Growth strategy development and implementation
- Economic analysis, cost/benefit and return-on-investment analysis, pricing and rate setting, and metrics-based management

Professional Highlights

- Founder and Chief Executive Officer, *OPEN MINDS*
- Executive editor of *OPEN MINDS Circle* and its industry market intelligence publications
- Executive experience in the health insurance and managed care fields
- Featured speaker, and author of numerous books and articles, on industry trends and strategy in health and human field

Monica E. Oss, MS, is the **founder of *OPEN MINDS*** and serves as its chief executive officer, executive editor of its publications and websites, and executive lead of its consulting engagements. For the past three decades, Ms. Oss has led the *OPEN MINDS* team and its research on health and human service market trends and its national consulting practice. She is well known for her numerous books and articles focused on the strategic and marketing implications of the evolving health and human service field – and its focus on the verticals of the field serving consumers with chronic conditions and complex support needs.

Ms. Oss has extensive experience in developing and implementing growth strategies for a wide array of organizations in the field. She has expertise in industry trend analysis, in reimbursement and rate setting, and creating actionable plans for market success. In her role, she has led numerous engagements with state Medicaid plans, county governments, private insurers and health plans, service provider organizations, technology vendors, neurotechnology and pharmaceutical organizations, and investment banking firms – with a focus on the implications of financing changes on delivery system design.

Prior to founding *OPEN MINDS*, Ms. Oss served as an executive with a national managed behavioral health organization, with responsibility for market development and actuarial analysis and capitation-based rate setting. She also held a position as vice president of the U.S. risk management and underwriting division of an international insurance company.

Ms. Oss has been the keynote speaker at the conferences of dozens of national associations and has been published in a wide range of professional journals and trade publications. She has provided Congressional and state legislative testimony on issues as diverse as the financial impact of parity and payer medication access policies.

Ms. Oss has led a range of industry research and consultation initiatives, serving as principal investigator on research projects that include examination of national managed care enrollment and service patterns; development of provider rate structures for government entities; creation of return-on-investment models for technology investments; design of performance-based compensation models within public and private health plans; and analysis of the economic impact of changes in benefit design, adoption of evidence-based practices, and new technologies.