

May 4 - Speakers



Keynote Speaker

Dr. Don Berwick

Former Administrator

Centers for Medicare & Medicaid Services

Founding CEO, Institute for Healthcare Improvement

Don Berwick, is the United States' leading advocate for high-quality healthcare. He is currently President Emeritus and Senior Fellow at the Institute for Healthcare Improvement — IHI. From July 2010, to December 2011, he served as Administrator of the Centers for Medicare and Medicaid Services. For 22 years prior to that, he was the founding CEO of the IHI, which is a nonprofit dedicated to improving healthcare around the world. A pediatrician by background, he has also served on the faculties of the Harvard Medical School and the Harvard School of Public Health. He is the recipient of many awards, including the Ernest A. Codman Award, the American Hospital Association's Award of Honor, the John M. Eisenberg Patient Safety Award, and the Heinz Award for Public Policy. In 2005, he was appointed "Honourary Knight Commander of the British Empire" by Her Majesty, Queen Elizabeth II, in recognition of his work with the British National Health Service. He is an elected member of the National Academy of Medicine and the American Philosophical Society. He has also been named a Fellow of the Royal College of Physicians in London and a Fellow of the Royal College of General Practice.

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Panelist

Vicki Doule

*Senior Vice President
BSI Corporate Benefits*

Vicki Doulé serves as Senior Vice President at BSI Corporate Benefits. She leads BSI's dedicated account management teams in achieving key client retention and growth initiatives, along with managing BSI's key strategic partnerships. She joined BSI in July 2018. Vicki has over 23 years of experience with Capital BlueCross where she served most recently as Vice President of Group Sales. As Vice President, Vicki led both the account management and new sales initiatives in the Lehigh Valley and Central Pennsylvania. She managed a team of 42 employees, covering the small, large, and major account markets. She was responsible for the retention and growth of a block of business of 500,000 members.

Vicki is very active in the Lehigh Valley community. She is passionate about the arts and currently serves as Chair of the ArtsQuest Board of Trustees, is a member of the ArtsQuest Capital Campaign Committee and is a leader of the Board's Diversity, Equity, and Inclusion Advisory Council. She is also a member of the Via of the Lehigh Valley Board of Directors, a member of the KidsPeace Board of Associates and a member of the Lehigh Valley Business Coalition on Healthcare's Wellness and Education Committee. Vicki is active with the United Way and is currently a member of the United Way's Tocqueville Society Cabinet and Women United.

Vicki is the recipient of the YWCA Bethlehem's 2021 Golden Laurel Award, an award that honors a Lehigh Valley woman annually whose outstanding service and contributions benefit the Bethlehem community. Vicki was also honored a 2019 Lehigh Valley Business Woman of Influence. In 2013, Vicki completed a successful Leukemia & Lymphoma Society (LLS) Woman of the Year campaign that raised \$30,000 for LLS. Vicki is a member of the Lehigh Valley Multiple Sclerosis Class of 2010 and a 1998 graduate of Leadership Lehigh Valley. She is a graduate of Bloomsburg University with a degree in marketing.

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Panelist

Dr. Reetika Kumar

*Medical Director & Vice President
Clinical Services for AHA & CSI*

Dr. Reetika Kumar has been in health care for 18 years. Dr. Reetika Kumar has served as medical director and vice president of Clinical Services at Independence Health Group since 2017. Her expertise and commitment to improving the health of our members is focused on proven practices, evidenced-based medicine, and cost-effective health care delivery. She has held a variety of roles including the delivery of direct patient care, medical education, and care management services. In her current role, Dr. Kumar is accountable for the administration and oversight of care management and utilization management programs at AmeriHealth Administrators as well as creating strategic partnerships with clients and vendors to help provide innovative solutions for their populations.

Prior to joining AmeriHealth Administrators, Dr. Kumar served as the Chief Clinical Officer and VP of Medical Management at Health Partner Plans. Additionally, she was charged with facilitating engagement and collaborative interaction with physician peers as well as hospital management to improve patient access along with the management of complex care delivery. Her accomplishments included measurable reductions in emergency room visits and inpatient utilization.

Dr. Kumar has also served in case management, utilization management, and faculty hospitalist roles at the Thomas Jefferson University Hospital. Thomas Jefferson University Hospital is where she was responsible for medical education, mentoring and oversight of students and residents as she guided them in the principles of evidence-based, cost efficient care management as the Physician Advisor for the health system. Dr. Kumar received her MD in Internal Medicine from the prestigious Maulana Azad Medical College in India and completed her residency in Internal Medicine at the Sinai Hospital of Baltimore/Johns Hopkins University, Baltimore, Maryland. She serves in the Boards of Power, Kaitlyn Murphy Foundation and Chimes International and as an advisor on the Grant advisory Committee for Fred Footsteps. Reetika is married to her wonderful husband of 10 years and a mom of two amazing kids. She stays active during the pandemic with the Peloton Female Physicians group.



Panelist

Dr. Jennifer Chambers

*Senior Vice President & Chief Medical Officer
Capital BlueCross*

Dr. Jennifer Chambers is Senior Vice President & Chief Medical Officer at Capital BlueCross. She joined the Capital BlueCross medical staff in 2007, providing leadership in the company's Quality Management and Care Management departments, as well as the Medical Policy team. In her current role, she is responsible for clinical strategy and leadership across the organization and for Capital BlueCross' Medical Affairs department. She is accountable for clinical programming, including the Utilization Management and Care Management programs, as well as Medical Policy and Coding, Accreditation, Population Health Management, and Population Analytics. Her clinical interests include population health, hospital medicine, patient safety and quality, and hospice and palliative medicine.

Dr. Chambers earned her medical degree and an MBA from Penn State University. She completed her internship and residency at the Penn State Health Milton S. Hershey Medical Center and served as chief resident and instructor in the Department of Medicine. She earned her B.S. in Medical Technology from Millersville University. She is board certified in Internal Medicine and in Hospice and Palliative Medicine.

Dr. Chambers is a fellow of the American College of Physicians and a member of the American Academy of Hospice and Palliative Medicine. She also holds a faculty position as Clinical Assistant Professor of Medicine at Penn State College of Medicine. Prior to joining Capital BlueCross, Dr. Chambers was director of the Palliative Medicine Program at Penn State Health Milton S. Hershey Medical Center and served as attending physician on the academic hospitalist service, providing resident education in internal medicine and palliative medicine. Dr. Chambers provides community leadership in the areas of intellectual disability and autism, serving as a board member for Keystone Human Services and Keystone Autism Services.

Dr. Chambers is a member of the Penn State Harrisburg Board of Advisors and the School of Business Administration Advisory Board. She also is a member of the Millersville University Foundation Board. Dr. Chambers was honored with the Pennsylvania State University Alumni Fellowship Award in 2016, and received the YWCA Woman of Excellence and the Central Pennsylvania Business Journal Woman of Influence awards. She is a 2011 graduate of Leadership Harrisburg area.

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Panelist

Dr. Mark Wendling

Executive Director

Lehigh Valley Health Network:

Dr. Wendling has been a practicing family physician and geriatrician in the Lehigh Valley for more than 23 years and continues to practice at LVPG Family Medicine, Emmaus. Over the past four years, he has served as Executive Director of Valley Preferred after eight years with the organization as Medical Director. His medical and executive leadership has been foundational in the many innovations realized by this proactive physician hospital organization. Overseeing 12 Associate Medical Directors and Physician Advocacy Liaisons, Dr. Wendling and his team work together to support and assist Valley Preferred's community of more than 1,300 members and participants. Under his directorship, Valley Preferred has become a driving force in clinical integration as well as in the development of numerous improvement plans related to quality and value in health care delivery. He has initiated and successfully led collaborations with payers that have caused Valley Preferred to exceed its goals in accountable care arrangements and in value-based reimbursement for providers. When he was Medical Director of Valley Preferred and as Executive Director today, he contributes significantly to the growth of the organization and has helped Valley Preferred's Achieving Clinical Excellence® (ACE) physician incentive program reach its current nationally recognized status. He has fostered the development of a wellness program across Valley Preferred membership and has led an effort that has brought significant development in quality improvement education and meaningful improvements in member/participant performance improvement capacity.

During his tenure with Lehigh Valley Health Network, Dr. Wendling has been a member of the teaching faculty of the Department of Family Medicine. He helped launch a quality program in the Lehigh Valley Physician Group (LVPG) and served as Chair of the LVPG Board of Governors for 10 years. He also served as Medical Director of the Lehigh Valley Health Network Accountable Care Organization (LVHN ACO) for over two years. In that capacity, he led the LVHN ACO to a successful first year of participation in the Centers for Medicare & Medicaid Services ACO program, making the LVHN ACO the only successful ACO in the state of Pennsylvania during the 2015 performance year. Dr. Wendling is a graduate of the Pennsylvania State University College of Medicine, and notably, was born at Lehigh Valley Hospital (now Lehigh Valley Health Network's Cedar Crest facility).

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Panelist

Dr. Rajika Reed

*Vice President, Community Health
St Luke's University Health Network*

Rajika E. Reed, Ph.D., MPH, M.Ed. is the Vice President of Community Health at St Luke's University Health Network (SLUHN), where she oversees Community Health programs/initiatives and Epidemiology including the Community Health Needs Assessments across the eleven St. Luke's campuses. She also plays a role in quality improvement initiatives, advancement of health equity, measurement and evaluation processes. In addition, she is an adjunct professor at Lehigh University in the Health, Medicine and Society program and an adjunct Clinical Assistant Professor at the Temple Lewis Katz School of Medicine in Bethlehem, Pennsylvania. Rajika is interested research about serving vulnerable populations to ensure health equity through access to care, education of health care professionals and policy change within institutions. Her interests also include collaborative learning, and the utilization of geospatial thinking and reasoning skills using geographic information systems (GIS) to enhance public health education. Rajika has worked in the field of public health for more than 20 years. She currently serves on the board at the Hispanic Center of the Lehigh Valley, New Bethany Ministries, is a member of the Lehigh Valley Chamber – Nonprofit and Business council, the Muhlenberg College Board of Associates, and chairs and United Way Data Research & Analysis Committee.

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Panelist

Jens Thorsen

Employee Benefits, Practice Leader

USI Insurance Services

Jens Thorsen is responsible for the USI employee benefit consulting practice within Central-Pennsylvania and West Virginia. Jens has 20 years of experience providing impactful solutions to mid-market employers in areas of employee benefits design, financing, and administration. Prior to joining USI, he served as president of a regional, Pennsylvania-based employee benefits consultancy. Jens is a graduate of the Penn State University, with a Bachelor of Science in economics. He also earned an MBA at New York University with concentrations in corporate finance and general management. Among industry accreditations achieved, Jens completed the curriculums certifying him as a Certified Employee Benefits Specialist (CEBS), Chartered Life Underwriter (CLU), and Chartered Financial Consultant (ChFC).



Panelist

Bill Patterson

Senior Director

Express Scripts

Bill joined Evernorth in 2007 as a product manager. He has since been promoted to senior product manager in 2009, earned a promotion to director in 2012 and moved into his current role in 2016. Bill is a seasoned Healthcare professional with the client and member in the forefront of his mind.

Bill was awarded the Express Way award for his passionate work leading strategic product development efforts. He received the following feedback: “His leadership has been phenomenal. He has brought together a dynamic and rich cross functional team, ensured he has the support and dedication of those involved, and is driving quickly toward achieving our goal within the very aggressive timelines established.”

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Panelist

Nick Page

Chief Clinical & Strategy Officer

WellDyne

Nick has been at WellDyne since 2012. Nick joined WellDyne initially serving as the VP of Clinical Services for two years before moving to the role of VP Specialty Pharmacy in 2014. Prior to his role at WellDyne, he has held executive level positions at MedImpact, PMSI (an Amerisource Bergen company), PBM Plus (an Omnicare company) and OhioHealth. Nick has extensive background in both pharmacy operations and clinical pharmacy management with a proven track record of strategic planning, business unit development, innovative program and product development. Nick has a Bachelor of Science in Pharmacy and his PharmD from The Ohio State University. He also completed a post-doctoral ambulatory care residency from The Ohio State University.



Panelist

Renzo Luzzatti

President

US-Rx Care

Renzo has over 25 years experience in the health care industry with a primary focus in managed care, pharmacy, and pharmacy benefits. His healthcare career has included management roles in almost every facet of the pharmacy world from drug development, manufacturing, and marketing to dispensing and care delivery as well as pharmacy benefit risk management.

He has an undergraduate degree in Biology and a Masters of Business Administration from the University of Pennsylvania's Wharton School. He has served in numerous management capacities at well-known companies including Ernest & Young, Abbot Laboratories, and WellPoint/Anthem. He co-founded US-Rx Care in 2007 to address identified service and efficiency gaps in the pharmacy benefit market-place. US-Rx Care has since become a valued, reliable business partner to benefits management firms, health plans, and self-funded employers large and small.

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Panelist **MaryAnn Carlisle**

*Chief Operations Officer & Chief Revenue Officer
ELMCRx Solutions*

Mary Ann is responsible for managing the operations and leading enterprise activity at ELMCRx Solutions. Her background in operations, relationship management and dPBM services is supplemented by more than fifteen years of experience in employee benefits at both the brokerage and TPA level. In addition to supporting the Consulting team, she works closely with ELMCRx's Clinical Director on the firm's Cost Containment programs and in-depth clinical management services. Beyond her roles at ELMCRx Solutions, Mary Ann is Chief Compliance Officer for ELMC Risk Solutions. In this capacity she oversees the company's cyber programs and is a member of the IT committee for all of ELMC's member companies.



Panelist **Kevin Davis**

*VP and Senior Benefits Consultant
Univest Insurance, LLC*

Kevin Davis, VP and Senior Benefits Consultant at Univest Insurance, LLC. Kevin has more than 20 years of experience in benefits consulting. He is known for his diligent service and dedication to being an industry resource for his corporate clients. He provides expertise in the areas of compliance, strategic planning, engagement and communication.

He serves on the Lehigh Valley Business Coalition on Healthcare Education and Wellness Committee and Life Sciences PA Human Capital Innovations Alliance.

An active member in his local community, Kevin is a supporter for PBS39, Prospectus Berco and ArtsQuest and is a board member of Habitat for Humanity of the Lehigh Valley and serves as a ministry leader at his church. Kevin is a devoted husband, a father to three daughters, and is an avid music collector with more than 10,000 albums.

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Panelist

Kendra Carey

*Health Educator and Strategic Wellness Consultant
BeneFIT Corporate Wellness*

Kendra Carey is a health educator and strategic wellness consultant for BeneFIT Corporate Wellness, a division of Populytics. Kendra's primary focus is the employee wellness program at Lehigh Valley Health Network (LVHN). She collaborates with LVHN's Human Resources Leadership to plan, implement, and evaluate their comprehensive health and wellness program—the My Total Health Program. Kendra is also a Certified Health Education Specialist (CHES) and provides health education through presentations to leadership and departments across the network. Kendra earned her Master's in Public Health and Health Communication through a joint program offered by Emerson College and Tufts University School of Medicine in Boston, Massachusetts.



Panelist

Brian Boose

*Regional Vice President
EyeMed Vision Care*

Brian has more than 35 years of experience in the commercial insurance industry and is in his fifth year with EyeMed. He has a great deal of expertise with managed vision care offerings as well as other ancillary product lines. He has worked on both the insurance carrier side as well as the consulting side throughout his career. He currently manages a team of sales and account management personnel in the Mid-Atlantic and Southeastern states.

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Panelist

Heather Lavoie

President and CEO

Geneia

Heather Staples Lavoie is the president and chief executive officer of Geneia. She is responsible for overall vision, leadership and day-to-day operations. During her 30+ year tenure in healthcare, Heather has led start-ups, health plans and provider organizations. She has directed initiatives for private and public organizations on strategy, transparency, diversification, product innovation, operations and analytics. Previous to Geneia, Heather co-founded and served as vice president of product development, delivery and engineering for Choicelinx Corporation, through its successful exit to CIGNA Health Care. Heather is a sought-after national speaker on healthcare issues and dedicates her expertise to a number of worthy causes, including the University of New Hampshire – Manchester and the Harrisburg University of Science and Technology. Heather earned a Master of Science in Business Administration from Southern New Hampshire University, and a Bachelor of Arts from Notre Dame College.



Panelist

Donna Hunter

Vice President, Strategic Business Development

United Concordia

Donna Hunter, vice president, Strategic Business Development at United Concordia Dental brings more than 25 years of experience in the insurance industry. Donna has a broad portfolio of responsibilities at United Concordia including corporate strategy, marketing and sales messaging, business insights and analytics, community investment and corporate communications. Prior to joining United Concordia in 1997, Donna worked at both Sprint and Pennsylvania Blue Shield in finance, where she developed cost management models. Donna holds a Master of Business Administration from Mount Saint Mary's University and a Bachelor of Science in Finance from Shippensburg University. She currently serves on the board of the National Association of Dental Plans (NADP) and is also the association's treasurer. Prior to that, she was chair of NADP's Membership Workgroup. Donna also is on the advisory board of the Harrisburg Salvation Army.

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Keynote Speaker Craig Kramer

Mental Health Ambassador

Chair, Global Campaign for Mental Health

*Neuroscience External Affairs Janssen R&D,
A Johnson & Johnson Company*

Craig Kramer is Mental Health Ambassador and Chair, Global Campaign for Mental Health, in Neuroscience External Affairs at Janssen R&D, a Johnson & Johnson company. In this capacity, Craig leads a Johnson & Johnson team that seeks to transform mental health care globally by raising awareness, reducing stigma, promoting research, improving access, and ensuring better patient outcomes. Key initiatives include a global leaders' coalition to champion proven, scalable reforms, including "next-in-class" workplace mental health practices. Prior to this role, Craig held a variety of positions in global corporate and government affairs at Johnson & Johnson and worked as a lawyer in the U.S. Congress, a Washington, D.C., law firm, and an international human rights organization. Craig is a graduate of Princeton University's Woodrow Wilson School of Public & International Affairs, the University of Michigan School of Law, and Harvard Business School's General Management Program. He serves on the American Brain Coalition, mhNOW/citiesRISE, the DMAX Foundation, the Global Coalition on Youth Mental Health, International Alliance of Mental Health Research Funders, International Schools Services, the National Action Alliance for Suicide Prevention, One Mind at Work, Project HEAL, Trinity Counseling Service, and United for Global Mental Health.

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Panelist

Pete Kareha

Employee Benefits Consultant & State EB Practice Leader, McGriff insurance

Pete Kareha is an Employee Benefits Consultant who is focused on optimizing the value of the health and benefits programs employers can offer to their employees. Pete's vision is to drive the organizations and communities he is part of to their maximum potential by combining creative solutions with analytically grounded ideas.

Pete leads McGriff's employee benefits practice in Pennsylvania and is responsible for business development among employers with 100+ employees. An insurance industry veteran since 2007, Pete worked for global benefits consulting firm Mercer as the strategic health and benefits consultant to its largest self-funded employers. He also ran Mercer's data analytics consulting business in the Northeast region and was part of its national analytics leadership team. Pete has experience working with clients of various sizes, from smaller businesses to those with over 100,000 employees. He has also worked with clients in many industries, including financial and insurance services, healthcare, manufacturing, pharmaceuticals, telecommunications, media and higher education. Pete has been named as a 40 under 40 award winner by the Lehigh Valley Business Journal. He founded an annual charity event in memory of his late father, which has raised over \$140,000 for nonprofits that champion a message of positivity. Active in his community, Pete serves on a number of boards and committees. When he's not working, he likes to spend time with his family and friends, exercise, travel, cook, and play golf.

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Panelist

Dr. John Bulger

Chief Medical Officer

Geisinger Health Plan

John Bulger is the Chief Medical Officer, Insurance Operations and Strategic Partnerships for Geisinger Health. He's responsible for working with Geisinger and community partners to improve the quality of medical care for the patients and members we serve.

Before joining Geisinger Health Plan in 2015, Bulger held numerous positions at Geisinger, most recently serving as chief quality officer. Dr. Bulger is a general internist and has practiced in inpatient and outpatient settings. Dr. Bulger earned his Bachelor of Science degree from Juniata College in Huntingdon, Pennsylvania and his Doctor of Osteopathic Medicine degree from Philadelphia College of Osteopathic Medicine in Philadelphia, Pennsylvania. He also holds a Master of Business Administration from the Pennsylvania State University in State College, Pennsylvania.



Panelist

Dr. Kimberly Kabernagel

Medical Director

Geisinger Marworth

Kimberly Kabernagel, DO, FASAM has been serving as the Medical Director at Geisinger Marworth Drug and Alcohol Treatment center since December 13, 2019. Dr. Kabernagel completed her undergraduate education at Drexel University in Philadelphia, PA. Her medical training began at Philadelphia College of Osteopathic Medicine in Philadelphia, PA. Her primary residency in Family Medicine was completed at Wellspan York Hospital in York, PA. Dr. Kabernagel then transitioned into the Geisinger Marworth Fellowship in Addiction Medicine. She holds a primary board certification in Family Medicine with a specialty board certification in Addiction Medicine. Following graduation from Fellowship, Dr. Kabernagel remained with the Geisinger Health System to start and develop the system's first hospital-based Addiction Medicine Consult and Liaison service based out of Geisinger Wyoming Valley Hospital in Wilkes Barre, PA. She successfully led this service from 2016 until she transitioned into her current role as Geisinger Marworth's Medical Director.

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Panelist

Dominick DiSalvo

Corporate Director of Clinical Services

KidsPeace

Dominick DiSalvo, LPC, is the Corporate Director of Clinical Services at Kidspeace. He is a Nationally Certified Trauma Therapist and LPC with significant training and experience with the development of Residential Programs that infuse trauma informed clinical programming with evidence based behavioral targets that build upon individuals' strengths to help increase the overall quality of life of adolescents and teenagers.

Prior to joining Kidspeace, DiSalvo worked at the Devereux Foundation, Foundations Behavioral Health, and Bethanna Residential Treatment Facility in various administrative and clinical roles. He was appointed to the Juvenile Justice Task Force, named Chairman of the Board of Directors of the Pennsylvania Council for Children and Youth Services, selected as a member of H.R. 4980 Implementation Workgroup for the State of Pennsylvania to identify treatment for Human Trafficking Victims, and received the 2017 KidsPeaces Leadership Award and 2018 Valley Against Sex Trafficking Freedom Fighter Award. He is also a published author, adjunct professor, and has presented at the local and national level. He received his B.A. in Psychology from Lock Haven University and completed his Masters and Post-Graduate work in Clinical/Counseling Psychology at LaSalle University.

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Panelist

Sandra Kuhn

*Behavioral Health Consulting Group Leader
Mercer*

Sandra Kuhn is a senior Total Health Management consultant the National Leader for Behavioral Health solutions at Mercer; a global consulting leader dedicated to advancing the health, wealth, and career of our client's employees. Sandra brings a long history of specialty consulting in the field of Behavioral Health, and assists many employers by leveraging both clinical and theoretical expertise as a licensed clinical social worker (LCSW). A deep collection of consulting experiences allows Sandra to assess the employer's Behavioral Health strategy as a whole, integrating and making connections between programs for cost-effective, cohesive delivery of care and favorable consumer experience that drive meaningful results for employer and employee alike. Sandra has more than 20 years with Mercer. She graduated from New York University with a Bachelor of Arts degree, majoring in math and economics, and a Master of Social Work degree from Grand Valley State University. She is certified to deliver training on the adult curriculum for Mental Health First Aid (National Council for Behavioral Health) and leads efforts to deliver Mercer's curriculum for Manager Mental Health Training.