



**Greater Philadelphia  
Business Coalition  
On Health**

*"Building Bridges to Better Healthcare"*

# 2020 Annual Conference

## Driving Toward Value: The Employer Roadmap

September 22nd - 24th, 2020

### Program Guide

What's Inside:

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# The Greater Philadelphia Business Coalition on Health 2020 Virtual Annual Conference

## Driving Toward Value: The Employer Roadmap

September 22nd - 24th  
2:00pm - 4:30pm Daily

### Meeting Agenda

#### **DAY 1: Tuesday, September 22nd**

- 2:00 pm - 2:15 pm Welcome and Introductory Remarks
- Neil Goldfarb, President and CEO, GPBCH
- 2:15 pm - 3:30 pm What Does a Turbulent Health Policy Environment Mean for Employers?
- James Gelfand, Senior Vice President, Health Policy, The ERISA Industry Committee (ERIC)
- 3:30 pm - 4:30 pm Emerging Evidence on High Deductible Health Plans: What's an Employer to Do?
- Paul Fronstin, Ph.D., Director, Health Research and Education Program, Employee Benefit Research Institute (EBRI)

#### **DAY 2: Wednesday, September 23rd**

- 2:00 pm - 2:05 pm Welcome and Reconvening
- Jill Hutt, Vice President of Member Services, GPBCH
- 2:05 pm - 3:20 pm Building Cultures of Wellbeing: Moving from Products & Programs to Strategic Planning & Cultural Transformation
- Ray Fabius, M.D., Co-Founder/President, HealthNEXT; Consulting Medical Director, GPBCH
  - Cathryn Gunther, Vice President, Global Population Health at Merck & Co Inc
  - Karen Personett, Manager of Wellness & Health Promotion at DTE Energy
- 3:20 pm - 4:30 pm Driving Waste from Your Medical and Pharmacy Benefits Spend
- Lauren Vela, MBA, Senior Director, Pacific Business Group on Health

#### **DAY 3: Thursday, September 24th**

- 2:00 pm - 2:05 pm Welcome and Reconvening
- Neil Goldfarb, President and CEO, GPBCH
- 2:05 pm - 3:25 pm Putting Hospital Quality and Safety Data to Work for Your Workforce
- Jill Berger, Director, Employer and Payor Engagement, The Leapfrog Group (Moderator)
  - Jason Parrott, Senior Manager, Global Healthcare and Well-being Strategy, Boeing
  - Samuel Peik, MD, Corporate Medical Director, Comcast NBCUniversal
  - Aaron Schrader, Human Resources Manager, State of Delaware
- 3:25 pm - 4:20 pm Stormy Weather Ahead: Impact of Climate Change on Employers
- Mark Goldberg, CEO, The Climate Institute
- 4:20 pm - 4:30 pm Reflections on Conference Presentations and Closing Remarks
- Neil Goldfarb, President and CEO, GPBCH



# Speaker Bios



**Jill Berger** has more than 25 years of experience in managing employer benefits and developing innovative solutions for employers and health plans to transform health care. Jill was formerly Vice President of Health & Welfare for Marriott International, one of the nation's largest hospitality vendors. She was responsible for the strategy, design and management of Marriott's health and well-being programs—honing in on the need for quality improvement and greater engagement with employees about their health. In addition to her 20-years with Marriott, Jill also worked for the GM Benefits Teams, as well as the innovation team at IBM Watson Health.



**Raymond J. Fabius, MD, CPE, FACPE** is Co-founder and President of HealthNEXT – the emerging leader in building Cultures of Health. He spent the better part of two years researching benchmark employer, organizational and governmental efforts to shape its products and services. Previously Dr. Fabius served as Chief Medical Officer of Truven Health Analytics, formerly the Healthcare business of Thomson Reuters. In that role he was responsible for thought leadership, business strategy, client relations, and clinical direction. Dr. Fabius also served as Strategic Adviser for Walgreens Health & Wellness, assisting them in their approach to population health. Prior to that, Dr. Fabius was President and CMO of CHD Meridian / i-TRAX Healthcare, the leading provider of workplace health solutions.

Dr. Fabius was global medical leader at General Electric responsible for the health and safety of over 330,000 employees. He also served as medical director of utilization, disease and quality management as well as eHealth and Health informatics for Aetna and US Healthcare. Dr. Fabius spent the first decade of his career building a primary care practice that grew to be the largest provider of pediatric services in the county. Dr. Fabius is a faculty member of the American College of Occupational and Environmental Medicine, the College of Population Health at Thomas Jefferson University and the American College of Physician Executives where he is recognized as a Distinguished Fellow. He is the author and editor of three books on population health – the latest one is a graduate school textbook entitled Population Health: Creating Cultures of Wellness.



**Paul Fronstin** is Director of the Health Research and Education Program at the Employee Benefit Research Institute (EBRI), a private, nonprofit, nonpartisan organization committed to original public policy research and education on economic security and employee benefits. He also oversees the EBRI Center for Research on Health Benefits Innovation. He has been with EBRI since 1993. Dr. Fronstin's research interests include trends in employment-based health benefits, employee benefits and public policy, consumer-driven health benefits, HSAs, private health insurance exchanges, workplace wellness programs, retiree health benefits, and public opinion about health benefits and health care. He currently serves on the board of trustees for Emeriti Retirement Health Solutions. He also serves on the National

Advisory Board for the University of Michigan Center for Value-Based Insurance Design. He is the associate editor of Benefits Quarterly and is also a TIAA-CREF Institute Fellow. From 2015-2018, he served on the Maryland Patient Safety Center board of directors. Dr. Fronstin served on the Maryland Health Care Commission from 2012-2016. In 2010, he served on the Institute of Medicine (IOM) Committee on Determination of Essential Health Benefits. Dr. Fronstin earned his Bachelor of Science degree from SUNY Binghamton and his Ph.D. in economics from the University of Miami.

# Speaker Bios



**James Gelfand** is Senior Vice President, Health Policy for The ERISA Industry Committee (ERIC). He works with ERIC members to develop and advance public policies to support their ability to design and administer health plans, including legislative and regulatory advocacy at the federal, state, and local levels. James has broad experience across the health care policy spectrum, including insurance, coverage, quality, reimbursement, innovation, benefits, government programs, and many other related issues. He has served as a member of numerous quality and coverage groups, on the steering committee of various coalitions, and as a featured speaker at many conferences, panels, and summits. James has significant media experience, having been featured in numerous television programs, major

publications and widely listened-to radio shows. James comes to ERIC after leading a number of successful legislative initiatives as Director of Federal Affairs at the March of Dimes Foundation. Prior to this, he served as Associate Project Director for Luntz Global Partners, where he helped spearhead the firm's political practice during the 2014 election. He also worked for four years on Capitol Hill, serving as counsel to Senator Olympia Snowe (R-ME) on the U.S. Senate Small Business Committee, and to Senator Tom Coburn (R-OK) on the U.S. Senate Homeland Security Committee, covering health care and other Senate Finance Committee issues. James served four years as a lobbyist for the U.S. Chamber of Commerce, where he directed the trade association's health policy team throughout the health reform process. Prior to that, he was a lobbyist for ERIC, where he assisted in building a number of successful initiatives that are ongoing today. James earned his J.D. at George Washington University Law School, and his undergraduate degrees in Political Science and Legal Studies at Northwestern University.



**Mark Goldberg** is the Chief Executive Officer of the Climate Institute. He co-founded the Institute, which was the first American non-profit organization focused exclusively on climate change, and previously served as its Chairman. His current work includes projects on the impacts of climate change on health and health care, the development of a portfolio strategy for decarbonization, and options for strengthening the climate resilience of coastal cities. Prior to his appointment at the Climate Institute, he was the Executive Vice President of the National Coalition on Health Care, the nation's largest alliance of private-sector and non-profit organizations working together to improve the health care system. He is a former faculty member at the Yale School of Management. As the Lester Crown Visiting Professor of

Management and a Distinguished Faculty Fellow, he taught courses on strategic management, health care policy, business strategy in the health care sector, non-profit entrepreneurship, and communications strategy. Earlier in his career, he was the Director of Public Affairs for McKinsey & Company, the international management consulting firm, and the Publisher of its business strategy journal, the McKinsey Quarterly. At the Brookings Institution, he was the Editor and Publisher of the Brookings Review and the Development Officer of the Institution. He served on the White House staff as Counselor to the Special Assistant to the President for Consumer Affairs and as a member of the Regulatory Reform Working Group. He has published extensively in academic journals and major newspapers, including the New England Journal of Medicine; Health Affairs; the Yale Journal on Regulation; the Washington Post; the Wall Street Journal; and the Los Angeles Times.



**Neil Goldfarb** is President and CEO of the Greater Philadelphia Business Coalition on Health (GPBCH, [www.gpbch.org](http://www.gpbch.org)), which brings together employers in Southeastern Pennsylvania, Delaware, and Southern New Jersey who are committed to improving the health of their employees and the safety, quality and value delivered by the healthcare system. GPBCH represents over 1.5 million covered lives nationally. Before founding GPBCH in 2012, Mr. Goldfarb spent over 30 years in healthcare research, quality improvement, and management positions. As Associate Dean for Research in the Jefferson College of Population Health, he was responsible for leading the school's research agenda, while concurrently serving as Director of Ambulatory Care Performance Improvement for Thomas

Jefferson University's faculty practice plan. His previous positions include Executive Director of a quality improvement consulting firm, and Vice President of Health Services for the Philadelphia region's first Medicaid managed care plan. Mr. Goldfarb has authored over 60 articles in the peer-reviewed literature. Mr. Goldfarb is active in the governance of the National Alliance of Healthcare Purchaser Coalitions. He maintains adjunct faculty status at Jefferson College of Pharmacy, where he teaches courses on Healthcare Delivery Systems and Pharmacoeconomics and Health Outcomes.



# Speaker Bios



**Cathryn Gunther**, AVP, Global Population Health, Merck & Co., Inc., is a health care strategist, innovator and collaborator, working across public and private sectors. Ms. Gunther launched Merck's Global Population Health function, establishing the corporate framework for innovative population health approaches that create sustained social and business value. She leads the company's workforce wellbeing strategy to advance Merck's culture of health. Under her leadership, Merck has won 10 national and international awards in workplace wellbeing. Other areas of focus include population health advancements in infectious diseases and antimicrobial stewardship, prevention through immunization, cancer care, health literacy and women's health. Cathryn serves on the Business Group on Health's

Wellbeing and Workforce Strategy Institute, the Grand View Health Foundation Board and is a member of the Global Chief Medical Officers' Network. She is an active participant of the Robert Wood Johnson Foundation and Global Reporting Initiative Task Force and Advisory Council for 'The Culture of Health for Business'. This year she was awarded the Salus Award for Individual Voices in Workplace Mental Health from One Mind at Work. Cathryn is married, a mother of 3 and a practicing equestrian.



**Jill Hutt** serves as Vice President of Member Services with the Greater Philadelphia Business Coalition on Health. In this role, she works to increase awareness about the Coalition mission, build membership, and lead projects focused on healthcare transparency, population health and well-being and value-based purchasing. Ms. Hutt has over 25 years of experience as a healthcare industry professional in developing and marketing health benefits programs and advocating for quality and safety improvement, working with multi-disciplinary payer, employer, provider, regulatory, and consumer stakeholders. She has expertise in business development, marketing and sales strategy, team leadership, project management, health policy, and regulatory compliance. Ms. Hutt was awarded a 2017

Bruce Bradley Fellowship with The Leapfrog Group. She was previously employed by Independence Blue Cross, USI Insurance Services, and CorCell, Inc. Ms. Hutt holds a Master of Science degree in Health Policy from the Thomas Jefferson University Jefferson College of Population Health and a Bachelor of Science degree in Business Administration from Bucknell University.



**Jason Parrott** is Senior Manager of Global Healthcare & Well Being Strategy of The Boeing Company. With roughly 150,000 employees across the United States and in more than 65 countries, Boeing is the world's largest aerospace company and top U.S. exporter. Jason joined Boeing in October 2012. Before that, Jason joined AT&T in 1994, and held progressive roles over 18 years in Human Resources. He is Chairman of the Board for Midwest Business Group on Health, and a board member of Employer Health Innovation Roundtable, Integrated Benefits Institute, and Pharmacy Benefit Management Institute. Jason earned an M.B.A. and M.S. in Management and Organizational Behavior from Benedictine University, and Bachelor of Science degree from Illinois State University.



**Samuel Peik**, MD, MPH, MBA is currently Corporate Medical Director, Senior Director Health Services at Comcast NBCUniversal. Dr. Peik is board certified in Public Health & General Preventive Medicine, Occupational & Environmental Medicine, and Clinical Informatics. He completed his MBA at the University of Virginia Darden School of Business, MPH at Johns Hopkins University Bloomberg School of Public Health, MD and BS at the University of Iowa, and residencies at the Walter Reed Army Institute of Research and the Uniformed Services University of the Health Sciences. He has previously worked as Global Health Advisor for GlaxoSmithKline (GSK), and served in the US Army as Command Surgeon, Clinical Capability Manager, Department Chief, and Stability Sector Lead (Health and Education).

Dr. Peik was previously appointed to the faculty at Meharry Medical College and Johns Hopkins University School of Public Health, and the Residency Review Committee for the Accreditation Council on Graduate Medical Education. He is a Fellow of the American College of Occupational and Environmental Medicine and the American College of Preventive Medicine.

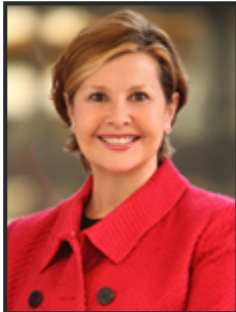
# Speaker Bios



**Karen Personett**, with almost twenty-five years of experience in leading transformational movements, is driven by the belief that well-being is the foundational enabler to everything we do and strive to achieve at both an individual and organization level. Dynamic, innovative, and inclusive thought leader with a proven ability to create a shared vision, develop and execute comprehensive strategies, unify efforts in diverse matrixed organizations, with a documented track record of driving meaningful organizational change. Karen's loyalty and shared commitment are fundamental to her ability to influence and drive cultural transformations. Karen is married, mother of 4 children, herd mom of many rescues, and a practicing martial artist.



**Aaron Schrader** has over 15 years of experience working in Delaware state government in areas related to health, wellness and benefits administration. He currently serves as the Human Resources Manager for the State of Delaware's Department of Human Resources, Statewide Benefits Office. In this role, Aaron is responsible for operational aspects of the State Group Health Programs for communications, strategic planning, training & education and health/disease management (DelaWELL) programs. Aaron holds a bachelor's degree in exercise science and a master's degree in health promotion from the University of Delaware.



**Lauren Vela** is a Senior Director for the Pacific Business Group on Health (PBGH). Lauren works directly with the large purchaser members of PBGH to facilitate collaboration and to support their purchaser-driven initiatives impacting healthcare delivery in the US. In addition to translating PBGH's ground-breaking work in transparency and accountability into workable solutions for PBGH member organizations, Lauren identifies opportunities to apply market leverage for improvement, currently focusing on the business model supporting pharmacy benefit management and low value care. Prior to this role, Lauren was the Executive Director of the Silicon Valley Employers Forum (SVEF), a coalition of high tech employers that benchmark benefit designs and collaborate for improvement. During her

SVEF tenure, Lauren systematized the group's benchmarking practices and served as a facilitator and strategist for their joint projects with regard to both US-based and international employee benefit programs. To this day, SVEF and PBGH maintain a strategic alliance and Ms. Vela works closely with purchaser members of both groups. Prior to the SVEF role, Ms. Vela enjoyed a twelve-year tenure with PBGH serving in three distinct areas; multi-stakeholder health information exchange, provider group organization improvement, and employer value-based purchasing. Prior to her work with SVEF and PBGH, Ms. Vela was employed by organizations in the workers comp, TPA, and mental health fields where she held positions in product development, operations, marketing, and provider relations. Ms. Vela earned an MBA from the University of Houston and has completed all necessary coursework for her Dr.PH. with a focus on managed health care and health economics from the University of Texas.





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A woman in athletic wear, including a purple long-sleeve top, black leggings, and white headphones, is running in a grassy field. She is holding a small blue object in her right hand. A brown and white dog is running alongside her. The background shows trees and a clear sky.

# Boundless

Aetna is proud to support the GPBCH in its ongoing mission to increase the value of health care and to improve workforce and community health in the Greater Philadelphia area.



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SALUTES

## **The Greater Philadelphia Business Coalition on Health**

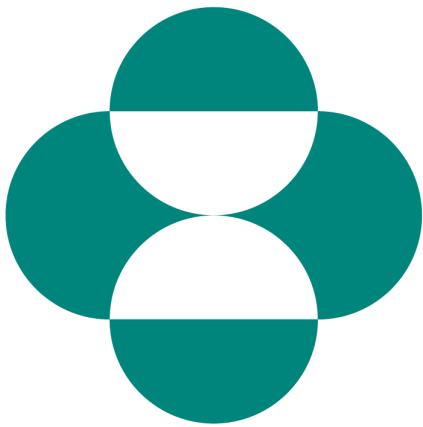
Independence Blue Cross is proud to support the 2020 Virtual Annual Conference, and recognizes the Greater Philadelphia Business Coalition on Health for their commitment to making a difference in the community.

Now more than ever, Independence remains steadfast in its support of community organizations dedicated to improving the lives and health of the people in our region.

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#### Diabetes Reversal

60%

Patients that achieve sub-diabetic A1c and eliminate all diabetes-specific medications after one year

#### Medical Spend

\$5,500 ▼

Annual cost savings, per patient per year, based on claims analysis of a commercial customer

#### Rx Cost Reduction

71% ▼

Average diabetes Rx cost reduction for commercial patients after one year

“After a lifetime of dieting and surgery, Virta is the only thing that worked.”

- ✓ **Eliminated insulin** plus 9 additional medications
- ✓ **A1c reduced** from 8.8% to 5.9% (below diabetic threshold)
- ✓ **Lost 75 lbs** and eliminated GERD



Kim

Virta patient for 3 years

#### WE'VE PARTNERED WITH



A photograph of a smiling Black man with a beard, wearing a white t-shirt, with a young Black girl with her hair in a bun sitting on his shoulders. She is also smiling and wearing a white t-shirt. The background is a solid yellow color.

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For years, Livongo's approach to virtual care has empowered people with chronic conditions to live better, healthier lives. Now, we've built on that experience to offer solutions that support diabetes, prediabetes, hypertension, and behavioral health — all through a single platform.



Members love us.<sup>1</sup>



+64

Average Member NPS Score

90%

Members wish to continue after year<sup>1</sup>

People are healthier.<sup>2</sup>



DIABETES

0.8pt

HbA1c Reduction

HYPERTENSION

10<sub>mmHG</sub>

Systolic Blood Pressure Reduction

WEIGHT MANAGEMENT

5.5%

Year 1 Average Weight Loss

DEPRESSION

55%

Members with Measured Clinical Improvement

Clients are happier.



\$180

PPPM for Diabetes Whole Person Solution<sup>3</sup>

96%

Average client retention rate<sup>1</sup>

<sup>1</sup> Data from 2019 S1.

<sup>2</sup> Data from 2019 S1 for diabetes, hypertension, and depression. Weight management from data on file (DS-3S47).

<sup>3</sup> Projected Whole Person savings based upon claims-based savings from underlying programs and prevalence of comorbidities.

To learn more visit [www.livongo.com](http://www.livongo.com)  
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# Reimagine possible





One Drop's program gives employees the self-care tools and expert advice they need to manage their chronic conditions and be proactive about their health.

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- 
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 Certified health specialists have access to users' data and can offer proactive support via live text chat in the One Drop app.
- 
**TRANSFORMATION PLAN**  
 Interactive learning modules, proven behavior change techniques, and customized goals are combined to create a personalized educational experience.
- 
**ON-DEMAND SUPPLIES AND CONNECTED DEVICES**  
 Wirelessly sync glucose, weight, and blood pressure data with the One Drop app.

↓ **1.32%**  
Lower A1C  
in just 12 weeks<sup>1</sup>

↑ **35min**  
Increased average  
physical activity per week<sup>2</sup>

↓ **15g**  
Fewer carbs  
per meal<sup>2</sup>

**\$847**  
Yearly cost savings  
per employee<sup>3,4,5</sup>

### References

- <sup>1</sup> Kumar S, Moseson H, Uppal J, Juusola JL. A diabetes mobile app with in-app coaching from a Certified Diabetes Educator reduces A1C for individuals with type 2 diabetes. *Diabetes Educ.* 2018; 44(3):226-236.
- <sup>2</sup> Osborn CY. The One Drop diabetes iOS and WatchOS app with in-app coaching from Certified Diabetes Educators improves blood glucose, carbohydrate intake, and physical activity. *Stanford MedX*, 2017; Palo Alto, CA.
- <sup>3</sup> Osborn CY, Hirsch A, Heyman M, Raymond J, Huddleston B, Dachis J. One Drop improves A1C among people with type 2 diabetes. *Ann Behav Med.* 2018 April; 52 (Supplement 1): S1-S838.
- <sup>4</sup> U.S. Bureau of Labor Statistics. Consumer Price Index for All Urban Consumers: Medical Care [CPIMEDSL]. 2017. Accessed October 9, 2018.
- <sup>5</sup> Wagner EH, Sandhu N, Newton KM, McCulloch DK, Ramsey SD, Grothaus LC. Effect of improved glycemic control on health care costs and utilization. *JAMA.* 2001; 285(2):182-189.



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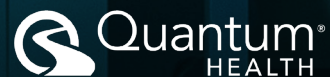
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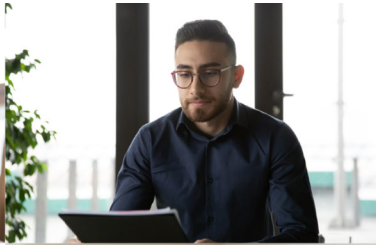
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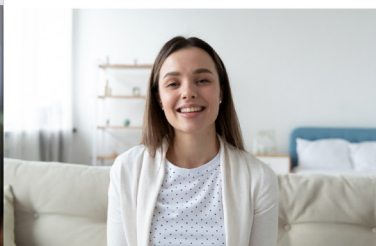
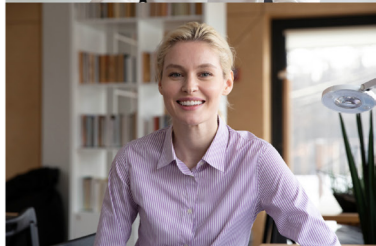


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THAT  
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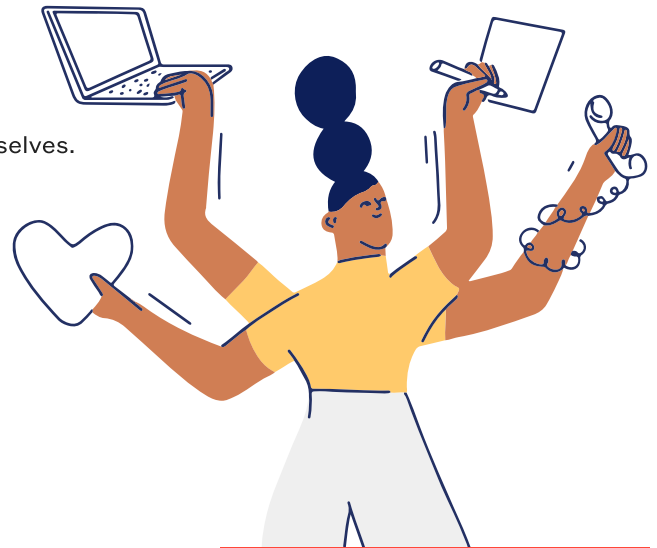
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- 
**Dedicated Care Professionals**  
 Our team of carefully matched Care Coordinators includes Masters-level social workers, nurses, psychologists, and other health professionals.
- 
**Care Dashboard**  
 Our modern platform keeps appointments, contacts, tasks, conversations, and documents in one place.
- 
**Advanced Technology**  
 We use advanced algorithms to match our care professionals with families, and automate workflows to get tasks done fast.

## 1 in 5


21.3% of U.S. adults are caring for aging, chronically ill, or disabled family members<sup>1</sup>

## \$38 billion

Caregiving costs companies \$38 billion each year due to lost productivity, absenteeism, and retention<sup>2</sup>


## 24 hours

It's stressful! On average, family caregivers spend 24 hours per week providing care<sup>1</sup>




**Luci** Coordinator  
10:30 AM

I wanted to update you on an in-home aide for Sue. Kelly not only lives in the neighborhood, but she enjoys music as much as your mother does!



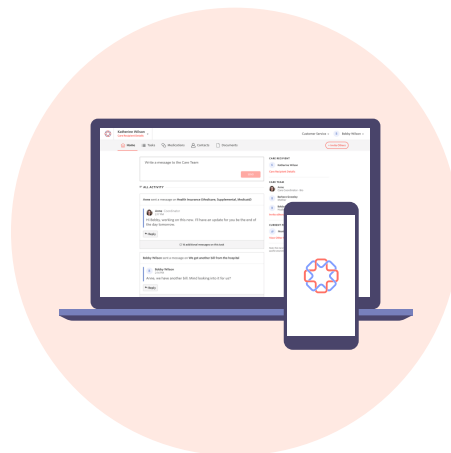
**Erica**  
3:48 PM

Wow, she sounds perfect!



**Luci** Coordinator  
4:12 PM

Great, I'll arrange a call for you two to connect early next week. Let me know how it goes and I can figure out a time for Kelly to meet your mother!



## For hard-working families, relief is near

### 100%

renewal rate with our employer partners

### 87

world-class Net Promoter Score® (NPS)

### 95%

are better engaged and less stressed at work because of Wellthy<sup>3</sup>

### 38%

say Wellthy prevented a leave or resignation<sup>3</sup>

<sup>1</sup> AARP Family Caregiving. "Caregiving Impact Report". (2020)  
<sup>2</sup> NEBGH. "The Caregiving Landscape: Challenges and Opportunities for Employers". (2017)  
<sup>3</sup> Wellthy. "Net Promoter Score® (NPS) Response Data via AskNicely". (2019)





**Greater Philadelphia  
Business Coalition  
On Health**

*"Building Bridges to Better Healthcare"*

## Our Mission

The Greater Philadelphia Business Coalition on Health (GPBCH) seeks to increase the value of health benefit spending for its employer members, by improving workforce and community health, increasing healthcare quality and safety, and reducing health care costs. The Coalition represents employer interests in working with health plans, health care providers, benefits consultants, suppliers and other system stakeholders to address population health priorities and to ensure that when health care is needed it is accessible, affordable, high-quality, and safe.

## Our Team

**Neil Goldfarb** - President & CEO (Ngoldfarb@gpbch.org)

**Jill Hutt** - Vice President of Member Services (Jhutt@gpbch.org)

**Eric Croft** - Director of Operations (Ecroft@gpbch.org)

**Marty Romney** - Project Director

**Ray Fabius** - Consulting Medical Director

## GPBCH Board of Directors

**Joseph Abbondandolo** - Vice President, Benefits, Thomas Jefferson University

**Pam Braun** - Vice President, Clinical Improvement, Health Care Improvement Foundation

**Michelle DeNault** - Senior Benefits Administrator, Wawa

**Marsha Green-Jones** - Deputy Human Resources Director, City of Philadelphia

**Pat Haines** - Executive Vice President & Chief Benefits Officer, The Board of Pensions of the Presbyterian Church (U.S.A.)

**Gerry Hoffner** - Principal, Mercer

**Jim Miller** - Vice President of Sales and Service, Mid-Atlantic Market National Accounts, Aetna

**Samuel Peik** - Corporate Medical Director | Senior Director Health Services, Comcast

**Jim Rhodes** - Deputy County Administrator, Camden County

**Gina Ross Murdoch** - President & CEO, Multiple Sclerosis Association of America

**Peggy Schubert** - Area Vice President, Gallagher

**Andrea Silver** - Wellness Business Partner, Philadelphia Gas Works

**James Startare** - Vice President, Benefits, Aramark

**Marnie Vaughan** - Vice President, Human Resources, Inframark

**123 South Broad Street, Suite 1235  
Philadelphia, PA 19109  
[www.GPBCH.org](http://www.GPBCH.org)**