

2018 Mega Healthcare Conference Speaker Biographies

Opening Keynote: Joe Mull

Joe Mull, M.Ed, was head of Learning & Development for Physician Services at the University of Pittsburgh Medical Center (UPMC), where he managed training for one of the largest physician groups in the U.S.: over 9,000 employees across 500+ locations. These days he travels the country teaching healthcare leaders the skills and tools they need to navigate the people management challenges they face every day. His book *Cure for the Common Leader* has been called "one of the most practical healthcare leadership books you will ever read." He is the publisher of the Help for Healthcare Leaders email newsletter and host of the YouTube series *Your Practice Ain't Perfect*. Joe holds a Master's degree from Ohio University and is a Professional member of the National Speakers Association.

Session 1: Byron Franz, FBI

Byron is a Special Agent with the Federal Bureau of Investigation (FBI) and has worked national security investigations for nearly 20 years. He is currently assigned to FBI Milwaukee's Cyber Squad, where his job is to develop security partnerships between the FBI and private industry, academia, and state/local government agencies to better protect the United States against cyber and economic espionage threats. Byron has an undergraduate degree (Russian and International Relations) and law degree from the University of Wisconsin-Madison.

Session 2: Jane McLeod, Capstone Leadership

Jane McLeod is the co-founder of Capstone Leadership solutions and has worked in the healthcare industry for over 30 years as a Registered Nurse. Most of her years in the field were in a leadership position, both at rural sole provider community hospitals as well as a large tertiary facility in Michigan. She leads with passion for "walking the talk" and often uses humor in storytelling to effectively lead from a front line leader's perspective all the way to the C-Suite. She holds a Master's Degree in Nursing with a certification in Healthcare Administration from Regis University in Denver, Colorado.

Sue Tetzlaff is the co-founder of Capstone Leadership solutions and has served in healthcare administrative leadership positions for more than 20 years at a sole provider community hospital. These positions include Vice President of Quality, Chief Nursing Officer, Interim CEO, and Chief Operating Officer. Sue is Board Certified in Healthcare Administration and Fellow in the American College of Healthcare Executives. Sue leads with optimism, excellence and quality in the forefront of everything she does. She obtained her Master's Degree in Hospital/Healthcare Administration from the University of Minnesota.

Session 3: Debbie Childress, Beaver Dam Community Hospitals and Angela Estey, Kaufman, Hall & Associates, LLC

Debbie Childress joined Beaver Dam Community Hospitals, Inc. four years ago as the Controller. Debbie has responsibility for all finance areas including budgeting, audit, financial reporting and analysis, accounts payable and payroll. Debbie started her career in public accounting twenty five years ago. She has 20 years healthcare experience including 8 years as Director of Finance at Berlin Hospital in Berlin, Wisconsin and eight years as Director of Corporate Finance at Sherman Hospital in Elgin, Illinois. Debbie is a CPA and has a B.S. in Accounting from Northern Illinois University and an MBA from Lake Forest Graduate School of Management.

Angela Estey is a Practice Lead in the Healthcare vertical at Kaufman Hall, responsible for overseeing the Software Consultant Team as they implement the Budgeting and Rolling Forecasting modules of the Axiom Healthcare Suite. She works with hospitals and health systems of varying sizes and complexity nationwide to ensure a successful implementation experience. Since joining the firm in 2013, Angela has held multiple roles including Product Owner of Rolling Forecasting, working with the Development and Product teams responsible for designing the product. Prior to Kaufman Hall, she was Senior Director of Accounting at NorthShore University Health System in Evanston, Illinois, where she managed the monthly close process, the annual audit, and financial reporting. Additionally, she worked for Aon/Hewitt Associates, where she held numerous finance

positions. Angela has an M.B.A. with a focus in Accounting from DePaul University and a B.S. in Business Administration from Marquette University.

Session 4: Patrick Maurer, Apex Revenue Technologies and Abby Abongwa, UW Health

Patrick Maurer is President of Apex Revenue Technologies, the leader in patient financial engagement solutions that Fit the Payment to the Patient® to help healthcare providers improve revenue cycle results and strengthen patient relationships. Pat oversees product strategy, development, and customer success for Apex - leading the company's product team to develop and successfully leverage game-changing billing and payment solutions for its clients.

In response to industry challenges, Pat's vision for a more personalized financial communication approach led the company to develop Apex Connect™ - an award-winning, cloud-based communications engine that leverages patient-centric data to segment patients with similar needs and behaviors, uses targeted messaging to drive desired actions, and measures results.

Pat holds a B.A. in Management, Organizational Leadership from St. John's University (Minnesota).

Abby Abongwa joined UW Health in January 2017 and serves as Vice President, Revenue Cycle where she is responsible for leading the overall strategy, operations, and optimization of the revenue cycle across UW Health.

Abby is accountable for guiding decisions around the necessary resources, systems, tools, processes, and investments to fully realize revenue associated with patient services delivered and coordinates these services with all our UW Health system partners.

Prior to joining UW Health, Abby served for over twenty years in various leadership roles at Wheaton Franciscan Healthcare in Southeast Wisconsin

Abby completed her undergraduate studies at the University of Iowa in May 1994 and received her Master's Degree in Hospital and Health Administration from the same University in May 1996.

Session 5: Kay Marsyla, Gundersen Health System and Jim Sink, RSM

Kay Marsyla is the Director of Reimbursement for Gundersen Health System. Prior to joining GHS, Kay was a Medicare auditor for 14 years and has worked on the provider side for 16 years after obtaining her Bachelor's degree in Accounting from Western Illinois University. Kay obtained her fellow with Healthcare Finance Management Association (HFMA) in 2007. She has been active in the HFMA as newsletter editor and President of the West Michigan Chapter as well as the co-editor of the newsletter here in Wisconsin for 2 years.

Jim Sink is one of our national leaders for Healthcare Advisory Services. His professional career has focused exclusively in health care for more than 26 years, specializing in performance improvement, revenue integrity, reimbursement strategy and regulatory compliance. Jim has served as a partner/principal for 12 of his 18 years with RSM. Before RSM, he gained valuable experience serving the Big Four, a national health care system and the Medicare program. He received his Masters of Business Administration from St. Ambrose University.

Session 6: Tyler Kattre, Aspirus Arise

Tyler Kattre received his degree in business administration from the University of Wisconsin Whitewater and his master's degree from the University of Wisconsin Madison. Tyler worked for WPS Health Solutions from 2005-2012 in their finance department focusing on administrative costs and governmental contracting. From 2012-2014, he joined a startup company, Hopster, a digital promotions company, and led its finance and operations functions from pre-launch to the company's sale in late 2014. After the sale, he again returned to WPS' finance team, focusing on their treasury operations and business forecasting needs. Tyler joined the newly formed Aspirus Arise in 2016 as its Vice President of Finance. Tyler and his wife Amy have three children, Kyla (6), Kase (4), and Kenley (2).

Session 7: Jerry Teplitz

Dr. Jerry V. Teplitz' background is as unique as the techniques and approaches he teaches. He is a graduate of Hunter College and Northwestern University School of Law. He practiced as an attorney for the Illinois Environmental Protection Agency.

At that point, Dr. Teplitz' career took a dramatic change of direction. He studied and received a Masters and Doctorate Degree in Holistic Health Sciences. He was also on the faculty of the U.S. Chamber of Commerce Institute for Organization Management for nine years.

Dr. Teplitz has been President of his consulting firm and as a professional speaker, he has spoken at over 1800 meetings and to over one million people. He conducts seminars in the areas of leadership, management, stress management, employee productivity and sales development.

Jerry is the author of *Switched-On Selling* and *Switched-On Networking*, both Bestsellers on Amazon. Other books he has authored include *Managing Your Stress In Difficult Times*, *Switched-On Living* and *Brain Gym for Business*.

Session 8: Dennis O'Donnell, PinPoint Care

Dennis brings deep knowledge and experience in bundled payment and population health strategies. Early in his career, Dennis' clinical experience as a physical therapist ignited his passion for patient-centered, evidence-based care and influenced his career path as he advanced to executive leadership roles in large, multi-hospital health systems. Most recently, he served as VP of Orthopedics and Neurosciences at Presence Health leading their bundled payment program. In January 2015, Dennis founded popHealth Strategies, an executive consulting firm dedicated to value-based care strategies. In March 2017, Dennis became CEO of PinpointCare, a Chicago-based services and technology company offering care management strategy and design services, bundled payment analytics, and a SaaS care coordination platform that connects and unifies patients and providers across the care continuum.

Session 9: Shane Melenbacker, Klasinski Clinic

Shane served for six years in the Marine Corps, three providing security for the communications of the President of the United States and three as an Assistant Team Leader in a Reconnaissance Unit. With degrees in Business Administration and Health Sciences as well as an MBA in Operations Management and Strategic Planning, Shane has spent almost 15 years in healthcare management, both in large systems as well as private clinics. Currently Shane is the Administrator of Klasinski Clinic Orthopaedics, a division of Orthopaedic Centers of Wisconsin.

Session 10: Cathy Boerner, Boerner Consulting LLC

Cathy Boerner is the President of Boerner Consulting, LLC. Cathy has been supporting Compliance Officers, Privacy Officers and Security Officers since 1997. She specializes in compliance program effectiveness reviews and HIPAA privacy gap analysis, HIPAA security risk assessments and implementation support to mitigate risks.

Cathy served on the HCCA's Board of Directors from 2010-2013. She is a past-President of HIPAA Collaborative of Wisconsin (HIPAA-COW) and has served on the Board since 2003.

Cathy is a frequent national speaker and she contributes bi-monthly articles to the Journal of Health Care Compliance since 1999 and now authors the "Exhale" column in Compliance Today since June 2015.

Session 11: Justin Webb, Godfrey & Kahn

Justin P Webb is an attorney in Godfrey & Kahn's Data Privacy and Cybersecurity and Corporate Practice Groups. His work includes advising clients on preventing and responding to data breaches, privacy laws, emerging technologies, and general corporate matters. Justin previously worked at a large law firm in Milwaukee, handling both data privacy and security matters and litigating cases in both state and federal court. Prior to practicing law, Justin served as a judicial clerk to the Honorable J.P. Stadtmueller of the U.S. District Court for the Eastern District of Wisconsin. Prior to his clerkship, Justin served as the Information Security Officer at Marquette University where he was responsible for all aspects of the university's

cybersecurity. Justin handled intrusion detection and prevention, incident response, forensics, and penetration testing, and held GIAC certifications in all of those areas.

Session 12: Brendan Kreter, Kaufman, Hall & Associates, LLC

Brendan Kreter is a Solutions Engineer with the Software division of Kaufman Hall. His responsibilities focus on providing client onboarding, implementation, and training for the Kaufman Hall Axiom Contract Management solution. Brendan works with hospitals, health systems, and other healthcare organizations of varying sizes nationwide. He has assisted some of the country's most well respected and prominent healthcare organizations in examining their operational metrics and providing strategic analysis for performance improvement.

Brendan has more than 10 years of experience dedicated to the development and deployment of healthcare financial software, and an intimate knowledge of Contract Management and Modeling in the healthcare industry. He previously served as Manager of Decision Support and Revenue Cycle Services at KREG Information Systems, before the company joined Kaufman Hall in 2016.

Brendan holds a B.A. in Communications and Business/Commerce from Villanova University.

Session 13: Adam Strom, Eide Bailly, LLP and Dan Schletty, Riverwood Healthcare Center

Adam Strom has more than 15 years of health care industry experience, including work with developmentally disabled adults, community mental health case management and crisis intervention, public health quality improvement, and now strategic operational consulting with Eide Bailly. For the last two years Adam has enjoyed working with locations around the United States and helping them navigate the ups and downs of population health management and value based reimbursement models. Adam holds a Masters of Business Administration from Hamline University.

Dan Schletty has more than ten years' experience in the healthcare field, including five years of experience working within primary care where he developed an integrated health coaching model to support population health. Dan is passionate about quality improvement and aligning strategies to achieve the triple aim. He currently serves as Health Coach and ACO Program Manager at Riverwood Healthcare Center in Aitkin, MN. Dan holds a Masters in Healthcare Administration from Capella University.

Session 14: Jen Cohrs, GI Associates of Wausau

Jen Cohrs, CPC, CPMA, CGIC is the business office manager at GI Associates in Wausau, WI. She serves as a clinical board member for AAHAM-WI and is a current member of the AAPC and NAMAS. Jen possesses a wealth of knowledge across multiple specialties and has years of experience in coding, billing, auditing, revenue cycle and more. As the former director of educational strategies for the WI Medical Society she provided coding and reimbursement education and resources to physicians, clinics and coders across the state. Jen is a trusted resource for many clinics, physicians, and coders across the region.

Session 15: Anthony Baize, Wisconsin Department of Health Services (DHS)

Anthony Baize serves as the Inspector General for the Wisconsin Department of Health Services (DHS), focusing on the prevention, detection and investigation of fraud, waste and abuse in programs administered by the Department. Baize took over as DHS Inspector General in April 2016, after working as the Assistant Director of Audits and Investigations for the Kentucky Cabinet for Health and Family Services Office of Inspector General and as the Business Information Manager for the Kentucky Department of Behavioral Health. Anthony leads the Office of the Inspector General (OIG), which oversees program integrity activities related to the Wisconsin Medicaid program. These activities include audits of approximately 3,000 Medicaid providers each year, as well as management of the provider enrollment system for Wisconsin's 70,000 Medicaid providers. OIG collaborates with the Wisconsin Department of Justice's Medicaid Fraud Control Unit as well as other law enforcement agencies on criminal investigations of Medicaid fraud.

Anthony and the OIG are responsible for ensuring the program integrity of recipient participation in Wisconsin FoodShare (also known as SNAP or Food Stamps) and vendor participation in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). The OIG oversees and administers the statewide Fraud Prevention and Investigation Program which provides \$1 million per year to local agencies for recipient fraud investigations.

Anthony holds a Master's Degree in Public Administration from Indiana State University.

Middle Keynote: Jerry Teplitz

See bio above under Session 7.

General Session Panel Discussion: Eric Borgerding, Wisconsin Hospital Association; Michael Heifetz, The Department of Health Services (DHS); Scott Kowalski, WPS Health Insurance and Tim Size, Rural Wisconsin Health Cooperative

Eric Borgerding has been President and CEO of the Wisconsin Hospital Association (WHA) since 2002. He previously held positions as Vice President of government relations, Senior Vice President and Executive Vice President. Prior to joining WHA, Borgerding served as Director of Legislative Relations for the Wisconsin Manufacturers and Commerce.

Michael Heifetz was appointed as State Medicaid Director of The Department of Health Services (DHS) in October 2016, leading multiple programs that serve 1.2 million members with an annual budget of \$8 billion. Michael has 24 years of private and public sector experience, including eleven years in the health care arena.

Scott Kowalski was elected to the WPS Health Plan Board of Directors in September 2013 and the WPS Charitable Foundation Board of Trustees in March 2017. An employee since 2013, Scott previously worked as WPS Commercial Sales Vice President and currently has responsibility for all sales and marketing activities performed by WPS Health Insurance, WPS Health Plan (Arise), and EPIC Specialty Benefits.

Tim Size has been the Executive Director of the Rural Wisconsin Health Cooperative since helping to found it in 1979 after working in administration at the University of Wisconsin Hospital & Clinics.

Closing Keynote: David Glickman

David Glickman works with organizations that want to add a combination of valuable content and comic relief to their events in order to make them really fun and memorable.

David has been a professional speaker and entertainer for over twenty years and has presented over 2000 programs. Before transitioning from "show business" to "business shows," he worked with everyone from The Beach Boys to Steve Martin. He also appeared on "Evening At The Improv" and several other national television shows.

In the late 1990's, David moved into professional speaking. He is an expert in "finding the funny" in the many groups to whom he's spoken.

In 2016, David was inducted into the Speaker Hall of Fame. This lifetime award is for speaking excellence and professionalism.