

Strategic Planning For Healthcare

Tuesday Jan 17, 2012

Join an expert panel from Southern California discussing current issues surrounding healthcare

Healthcare is an essential component of the economy and the political landscape, and a major growth area for employment. US health care reform has set in motion the largest change in employer-provided health benefits in the post-World War II era.

Businesses increasingly have to develop healthcare strategies to support their workforce, individuals have to make decision regarding personal healthcare insurance and the healthcare industries need to develop strategies to develop products and ensure that patients have access to their products and services. The Supreme Court has already agreed to hear challenges to the Affordable Care Act, including the individual mandate.

The aim of the panel is to discuss some of these issues from the different perspectives of medical manufacturers, health insurance, providers and businesses. [Click Here to register.](#)



Neelima Firth
Alfred Mann Foundation



Orest Bodnar
HealthNet



Jody Dietel
WageWorks



Kirk Conole
DCI Solutions



Jennifer Wortham
Institute for
Performance Excellence



Brian Sullivan
Martin J. Wolff



Brad Hively
Heritage Provider
Network

Neelima Firth	Neelima Firth is the Director of Strategic Planning at the Alfred Mann Foundation. She is a season executive with experience in the pharmaceutical and medical device industry. She is on the board of the Association for Strategic Planning and active at Social Bio
Orest Bodnar	Orest Bodnar is the Vice President of Corporate Strategy and Planning for Health Net. He is responsible for enterprise-wide activities around strategy development, budgeting, forecasting, and mergers and acquisitions. Prior to joining Health Net in 2006, Orest held similar positions at WellPoint. Orest is on the Los Angeles board of ASP
Jody Dietel	Jody Dietel is the Chief Compliance Officer at Wage Works. Jody has been intensively involved in the health reform debate and spends much of her time reviewing regulatory guidance and providing comments to the agencies regarding regulatory clarity. To her role as Chief Compliance Officer, Jody brings years of flexible benefits industry expertise and experience.
Kirk Conole	Kirk is one of the partners of DCI Solutions, a Los Angeles based company specializing in overhead cost reduction and cost recovery for middle market for-profits and not-for-profits, including hospitals. Kirk's primary to introduce strategies to clients that reduce the client's workload while recovering costs at the same time.
Jennifer Wortham	Dr. Jennifer Wortham is the co-founder and Executive Director of the Institute for Performance Excellence, a division of the Hospital Association of Southern California focusing on the implementation of performance improvement programs for health plans and health care delivery systems.
Brian Sullivan	Brian is a seasoned professional in the employee benefits and healthcare industry. Prior to becoming a partner with Martin J Wolff & Co, he was an executive with three of the largest insurers in the nation; Director at Humana, VP for Blue Cross of CA/Wellpoint, and VP at Horizons.
Brad Hively	Brad Hively is the Senior Vice President, Medical Group Operations, at Regal, Lakeside and Affiliates, members of the Heritage Provider Network. Brad has oversight of HPN's employed physicians and medical clinics in the San Fernando Valley, as well as P&L responsibility for all of HPN's operations in the region.

6:00 – 9:00 PM

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