



**NIHCM**  
FOUNDATION

***ACA Check-up: What's the Prognosis for the Exchanges?***

**SPEAKER BIOGRAPHIES**

(In order of appearance on the program)

**KATHRYN SANTORO, MA** is Director of Policy and Development at the National Institute for Health Care Management (NIHCM) Foundation, a nonprofit and nonpartisan organization whose mission is to promote improvements in health care access, management and quality. Ms. Santoro currently leads NIHCM's *Driving Value* webinar series and directs the organization's maternal and child health programs. Under these projects, she conducts research and analysis on health policy issues in support of improving practices used by health care decision makers and industry leaders.

Ms. Santoro joined NIHCM Foundation in September 2004 after receiving her Master's degree in Public Policy from the George Washington University with a focus on women's health policy. Ms. Santoro previously served as a Project Consultant for Women in Government where she was responsible for compiling a state-by-state report card on access to cervical cancer screening. While pursuing her Master's degree, Ms. Santoro was a Communications Assistant for a health policy consulting firm and a Graduate Intern for a Washington, D.C. based women's and children's policy research organization. Ms. Santoro attended Villanova University in Villanova, PA and graduated with a BA cum laude in Political Science.

**ERICA COE** is a partner in the McKinsey & Company Atlanta office and a leader in their Healthcare Systems & Services Practice in North America. She also co-leads McKinsey's Center for US Health Systems Reform.

Ms. Coe has spent more than a decade working with the management teams of leading public and private-sector healthcare organizations. She is an expert in Individual Market Exchange/Reform readiness, from strategy to execution. She serves clients in the payor, provider, public, and social sectors. She has been most active with payors, where her experience spans both commercial health plans and governments, focusing extensively on driving strategic and organizational change.

Ms. Coe has been integral in building McKinsey's knowledge of health reform and modeling the market impacts of reform, and is currently leading our efforts to understand the implications of health reform legislation on specific stakeholders, the U.S. health system, and the broader economy.

Prior to joining McKinsey, Ms. Coe worked for a boutique strategy consultancy serving pharmaceutical, medical device, and diagnostic firms. She also worked at Massachusetts General Hospital, collaborating on clinical trial research and assisting in management of a non-profit. Erica currently serves on the Board of the National Alliance for Mental Illness (NAMI).

**LOREN ADLER** is Associate Director of the Center for Health Policy at the Brookings Institution, where he leads research on Medicare, the Affordable Care Act, and prescription drug policy. He also helps manage the Schaeffer Initiative for Innovation in Health Policy, a partnership between Brookings and the USC Schaeffer Center.

Previously, he served as Research Director for the Committee for a Responsible Federal Budget and spent nearly four years as a senior policy analyst for the Bipartisan Policy Center and Domenici-Rivlin Debt Reduction Task Force. He co-authored the Domenici-Rivlin report, Restoring America's Future, and A Bipartisan Rx for Patient-Centered Care and System-Wide Cost Containment, co-chaired by Dr. Alice Rivlin and Senators Tom Daschle, Pete Domenici, and Bill Frist. Before moving to Washington D.C., he worked for NERA Economic Consulting, where he performed economic analysis for antitrust, IP infringement, and securities fraud cases, and for Goldman Sachs with the Commodities Research group.

Mr. Adler received his bachelor's degree in Mathematical Economics from Wesleyan University.

**CALVIN ANDERSON** serves as senior vice president of corporate affairs and chief of staff for BlueCross BlueShield of Tennessee and is the executive director of the BlueCross BlueShield of Tennessee Health Foundation and Community Trust.

In these roles, Mr. Anderson oversees the public affairs of the company which includes Corporate Communications, State and Federal Government Relations, the Health Foundation and Community Relations.

Prior to joining BlueCross, Mr. Anderson was a senior staff member to U.S. Senator Jim Sasser of Tennessee from 1985 to 1994. Early in his career, he held sales and management positions in the insurance industry with Prudential Insurance Company and Universal Life Insurance Company.

Mr. Anderson has served on the board of directors in a number of business and civic organizations, including the Greater Memphis Chamber of Commerce and as chair of the 2012 Memphis in May International Festival. Additionally, he has been a board member of the Memphis Bio-Works Foundation and Leadership Memphis. Currently, Mr. Anderson serves on the board of Shelby Farms Park Conservancy and on the board of WKNO-TV (a PBS affiliate).

On a state level, Mr. Anderson was a member of the State Election Commission from 1995 to 2007. He served on the State Small Group Health Insurance Advisory Committee for the Department of Insurance in 1998 and the State TennCare Advisory Committee in 2002. In 2006 and 2007, he served on the board of directors of Tennessee Tomorrow, and in 2014/2015 the Class of Leadership Tennessee.

On a national level, he has represented BlueCross as a congressional relations coordinator with the Blue Cross Blue Shield Association, and on America's Health Insurance Plans, Policy and Regulatory Committee and Federal Government Relations Group. He also served on the Health Industry Council for District Eight of the Federal Reserve.

**PRAKASH PATEL, MD** is GuideWell Mutual Holding Corporation's chief operating officer and president of GuideWell Health, the health services organization in the GuideWell family of companies.

In his role as COO, Mr. Patel has primary accountability for providing leadership for and leveraging synergies among Delivery System, Medical Operations, Analytics and the Service Organization, the functional areas among the most critical in creating an exceptional customer and provide experience. In his role as president of GuideWell Health, he drives collaboration throughout the enterprise to further position GuideWell Health as the future of health care delivery in Florida and elsewhere. Prior to his current role, Mr. Patel served as CEO of Access MediQuip, the nation's first and largest provider of outsourced surgical and implantable medical device management solutions. Prior to joining Access MediQuip, he worked at Magellan Health Services, where he served on the executive leadership team as chief corporate development officer.

Earlier in his career he held leadership roles with investment and advisory firms spanning health care, biotechnology, IT and pharmaceuticals.

**JON URBANEK** is Florida Blue's Senior Vice President of Health Insurance Markets. In this role, he is responsible for profit and loss for the Florida Blue Health Insurance Markets. Mr. Urbanek is also accountable for implementing the strategic programs that enhance our presence in local communities.

Since joining Florida Blue in 1989, Mr. Urbanek has held a number of key positions. Most recently, he served as senior vice president of commercial markets. Previously, he served as vice president of products and expansion markets, vice president and chief underwriting officer and also held positions leading sales process improvements and automation.

Prior to joining Florida Blue, Mr. Urbanek was an independent agent and also worked with large self-funded customers while employed by a third-party health plan administrator. He is currently a director on the board of Florida Health Care Plan, Inc., OptaComp, Inc. and Life and Specialty Ventures. He is also on the board of directors of the Florida Chamber of Commerce, serves as the current board chair of the Boys and Girls Club of St. Augustine and is a member of the Board of Governors of the Boys and Girls Club of Northeast Florida. Mr. Urbanek is an active supporter of the United Way of North Florida and a member of the Tocqueville Society.

Mr. Urbanek holds a Bachelor of Science in Psychology from Florida State University. He has achieved the designation of Certified Employee Benefit Specialist (CEBS) from the Wharton School at the University of Pennsylvania and the International Foundation of Employee Benefits and is a fellow of the International Society of Certified Employee Benefit Specialists. He also achieved fellowship status and is a mentor with AHIP Executive Leadership Program.

**ED LARA** joined Horizon Blue Cross Blue Shield of New Jersey at the end of 2011 as Director, Marketing Strategy. He helped to build out new consumer and B2B marketing capabilities for Horizon, including consumer segmentation and analytics, an improved market intelligence capability and significant improvements to marketing campaigns for the Individual and Small Group segments. In his current role of Vice president, Marketing and Product Development, Mr. Lara is responsible for all marketing, consumer experience and product development functions. Prior to joining Horizon, he worked at Procter & Gamble and GlaxoSmithKline Consumer Healthcare, where he had P&L and marketing responsibilities on major US and global brands. Mr. Lara received his undergraduate degrees in Film and Marketing at De La Salle University in the Philippines, and his MBA from Columbia University in New York City.

**MICHAEL J. CONSIDINE** was appointed Vice President, Consumer, Small Group & Mid-Size Markets in 2015 with over 30 years of experience with Horizon BCBSNJ.

Recently promoted from the position of Sales Director for Midsized, Public and Small Group Accounts, Mr. Considine started his career in Horizon's Membership and Claims department before transitioning into progressively more responsible sales and sales management positions. During his tenure at Horizon Mr. Considine also served as Vice President of Sales and Marketing for the Horizon Dental Division. He also was the Director of Commercial Sales.

Mr. Considine has spearheaded several company sales strategies including the development, marketing and sales of Horizon Select, the company's proprietary private exchange. He also was responsible for Horizon's Broker distribution strategy initiative as part of Health Care reform.

Horizon BCBSNJ holds #1 market share positions in both the Individual and Small Group markets over which Mr. Considine has executive responsibility.

Mr. Considine received his bachelor's degree from Seton Hall University in 1984. He resides in Wall Township, New Jersey with his wife Diane and his three sons, Michael, Patrick and Jack.

**KEVIN COUNIHAN** serves as the Chief Executive Officer of the Marketplace and the Deputy Administrator at the Center for Medicare and Medicaid Services (CMS). In his role as Marketplace CEO, Mr. Counihan is responsible and accountable for leading the federal Marketplace, managing relationships with state Marketplaces, and directing the Center for Consumer Information and Insurance Oversight (CCIIO), which regulates health insurance at the federal level.

Mr. Counihan comes to the Department after most recently serving as the CEO of AccessCT, the state of Connecticut's health insurance exchange, since July 2012. As the AccessCT CEO, he led the successful implementation of the state's marketplace where enrollment exceeded expectations.

Mr. Counihan has over 30 years' experience in the health care and insurance exchange industries. Prior to his Connecticut appointment, he held the position of President of CHOICE Administrators in California, a private health insurance exchange that serves 10,000 employer groups and their members. Prior to CHOICE Administrators, Mr. Counihan served as the Chief Marketing Officer (CMO) for the Commonwealth of MA Health Insurance Connector Authority (also known as the MA Health Connector). As CMO at the Health Connector, he led a marketing campaign which set the bar for inventive outreach in local communities, including partnerships with strong local brands like the Red Sox. Prior to that position, Mr. Counihan was Senior Vice President of Sales and Marketing for Tufts Health Plan of Massachusetts from 1993 to 2005. He also served as regional Vice President for Cigna Corp., and has worked as an adjunct professor of health policy at Northeastern University since 2009.

Mr. Counihan holds an undergraduate degree from the University of Michigan and an MBA in finance and marketing from Northwestern University's Kellogg School of Management.