

WAHU 2016 Annual Conference Speakers



“FEDERAL HEALTH CARE REFORM: THE PAST AND THE FUTURE”

Speaker David A. Grunke *CHC, RHU, ChHC, Speaker, Coach & Instructor, Madison, WI*

1.0 CE Credit

Will the Affordable Care Act continue and what changes can you expect? How can you control healthcare costs over the next few years in light of all the issues facing the ACA? What regulations will be impacted depending upon who is elected President? Agents need a plan that will move them in the direction they need to go in the individual and group markets. This session will help you know what to tell employers and service providers and how to best position yourself with a changing. Are you ready for the next revolution in health care post-election? Learn what you need to do as an agent or broker by embracing this 12-step plan to generate more revenue.

David Grunke has more than three decades of health plan administration experience in management for sales, claims, customer service, enrollment, provider contracting, marketing and sales. David has helped Fortune 100 companies to the small two person office and large blocks of individual insurance purchases improve their health insurance bottom line.

David’s undergraduate degree is in Business Administration and Finance from Marquette University, he also holds a Certificate in Sales Management from the University of Wisconsin – Madison, and is a graduate of the Certified Health Care Consultant (CHC) program at Purdue University and is a Registered Health Underwriter (RHU) and a Chartered Healthcare Consultant (ChHC) completing the courses of study from The American University in Pennsylvania.



“THE PHARMACY BENEFIT: AN INDUSTRY UPDATE”

Speaker Ted Boylan, *Pharm D, Vice President of Clinical Programs, Serve You Custom Prescription Management, Milwaukee, WI*

1.0 CE Credit

The use of prescription medications and the value provided by prescription drug therapy has never been a more important topic for healthcare stakeholders. Utilization management, particularly in the specialty space, is evolving as drug expenditures account for a significant and growing fraction of the total healthcare spend. During this session, Serve You Custom Rx Management will provide an industry update on the pharmacy benefit focusing on current prescription drug trends, factors driving trend and cost management tools.

Ted Boylan is responsible for the oversight of the clinical department at Serve You, including development and administration of utilization management programs, formularies, and other data-driven solutions used to mitigate plan costs and maximize patient outcomes. Ted is also charged with oversight of PBM and pharmacy compliance, provider contracting, and is a member of the Serve You Executive Leadership Team.

Prior to his ten years of managed care pharmacy experience, Ted worked for years in community pharmacy practice, including Target and Walgreens pharmacies. Ted earned his B.S. in chemistry from the University of Wisconsin-Stevens Point and his Doctor of Pharmacy from the University of Wisconsin-Madison. Ted is a licensed pharmacist in Wisconsin and Illinois.

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“DIFFERENTIATE OR WATCH YOUR MARGINS DIE”

Speaker Terry Slattery, CEO & President, Slattery Sales Group Minneapolis, MN

What would a 90% closing rate mean to you? While selling a “commodity”? *Without* lowering your price or your margins? That's the topic of this selling session, based on lessons from 30 years, 2,100 companies, and over 50,000 salespeople. Discover how to bypass commoditization by ethically “rewriting” the prospect’s buying process – on your terms.

Get answers to 3 questions *every* prospect has: Why *you*? Why *you now*? Why *your price*?

Terry Slattery has helped over 2,100 clients grow revenues and margins over the past 30 years. He has developed value differentiation strategies for clients in more than 100 industries, re-engineered their sales processes, and trained and coached executives and sales organizations. From home-based enterprises to Fortune 100 companies he has helped increase their top-line revenue and decrease their selling costs.

The creator of Wimp Junction™—a program that teaches how to recognize and eliminate nonproductive sales behavior during complex sales—has helped tens of thousands of salespeople improve their sales productivity.

Terry was a leading new business salesperson at IBM, where he first began using value differentiation. As a sales executive at other tech firms, he managed global relationships for the largest accounts, selling engineering systems, data communications, decision-support systems and transaction processing.



“EVOLVING MARKETS FOR EMPLOYERS”

Speaker Gerald (Jerry) W. Frye CLU, ChFC, RHU, REBC, CASL President, The Benefit Services Group, Pewaukee, WI

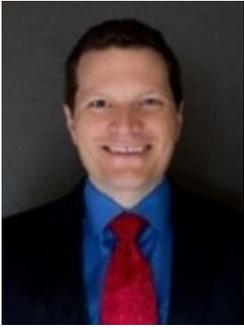
1.0 CE Credit

Over the past several years, Wisconsin’s leading provider systems have joined forces in unprecedented ways to collaborate as networks. Additionally, we see acquisition and consolidation of provider systems, as well as health plans and national insurance carriers. The successful integration of our State provider systems is enjoyed by the ETF, as seen in their ability to consistently beat national trend. This presentation will discuss the impact a change to self-funding change for ETF could have on our integrated healthcare delivery systems and their current path of innovation.

Gerald Frye is president and owner of The Benefit Services Group, Inc. (BSG®), an employee benefits consulting firm he co-founded in 1987, and BSG Analytics™ LLC (BSGA), a health care analytics firm he founded in 2012. BSG’s industry-leading ACO – Health Care Analytics system is a key component in developing and managing ACOs and similar models for health care systems and provider groups.

He has served for over 30 years in various roles in the insurance and employee benefits industry and is a frequently requested speaker for the University Conference Services (UCS) series, ISCEBS seminars, physician symposiums, employment law seminars and Society of Financial Service Professionals. He currently serves as a member of the Wisconsin Office of the Commissioner of Insurance Health & Life Advisory Council and the Wisconsin Manufacturers and Commerce Health Committee.

WAHU 2016 Annual Conference Speakers



“STATE OF WISCONSIN MEDICAID BRIEFING AND UPDATES”

Speaker Kevin Moore, Wisconsin Medicaid Director, Madison, WI

1.0 CE Credit

Kevin Moore will discuss what big changes are ahead in their 2017 proposed budget as a result of Act 55 that passed during the last biennial budget. It directed the Department of Health Services (DHS) to make a variety of changes to the Family Care program and implement a new model to shift to integrated health agencies (IHAs). These agencies will be required to have insurance and agree to continuous open enrollments. Learn what regions will be established large enough to allow for adequate risk management and how the state will transition care to an outcomes based model that better coordinates all of an individual's care needs. Learn how DHS hopes to curtail the growth of a program that is not sustainable for Wisconsin taxpayers. DHS believes their new coordinated care model will reduce the likelihood of long term nursing home stays.

Kevin Moore was appointed by Governor Scott Walker to serve as Deputy/Secretary of the Department of Health Services (DHS) in 2013 after having served as the Policy Director in the Executive Branch. The Agency is responsible for Wisconsin Medicaid programs which provide health care and long term care services to more than one million enrollees, operates four mental health facilities, regulates state hospitals and coordinates public health response for the state of Wisconsin. In his various roles he has been appointed to serve on several boards and committees such as the Waste, Fraud and Abuse Elimination Taskforce, State Council on Alcohol and Drug Abuse (SCAODA), and the Wisconsin Child Abuse and Neglect Board. Mr. Moore holds dual Bachelor of Science degrees in History and Political Science from the University of Wisconsin–Madison.



“LOOKING INTO THE CRYSTAL BALL FOR 2017. WHAT'S AHEAD WITH THE AFFORDABLE CARE ACT”

1.0 CE Credit

Speaker Jesse A. Patton, HIA, MHP, FAHM, LUTCF, HIPAAA, EHBA, PHIAS, DBA, Associations Marketing Group, Des Moines, Iowa

Jesse Patton is well known nationally for his expertise on the ACA and his counsel is sought by a number of national leaders on healthcare. During this session you will gain insight from a national perspective how the new regulations in 2016 will impact you in 2017. Jesse will provide comprehensive details on the current regulations with the Affordable Care Act so you will walk away knowing what's going on in Congress.

Learn the status of “Risks Protection” provided by ACA long with the latest delays on reporting requirements for employers, the status of employer shared responsibilities, and carrier and marketplace updates. He will share how he has adapted to the market place changes and continues to thrive way beyond just survival.

Jesse Patton is founder and President of Associations Marketing Group, Inc., in Des Moines, Iowa. Jesse entered the insurance industry in 1981 following a four-year career as a paramedic. Jesse is currently serving his seventh term on the Iowa Small Group Reform Committee as Secretary, and assisted a congressional study on the effects of Healthcare Reform in the states.

He is the past Federal Legislation Chair for NAHU and past Chairman of their National Political Action Committee (HUPAC). Jesse was past Federal Legislation Chair for Iowa Healthcare Council. He is now serving as Chairman of the Iowa Retail Federation and President of the Iowa Retail Foundation. He is a consulting member of the Galen Institute and the Heritage Foundation.