Eric K. Marcus

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PROFESSIONAL EXPERIENCE

12/19 – Present Blue Cross Blue Shield of Arizona Health Choice (BCBSAZ/HC)
Phoenix, Arizona
Director, Social Determinants of Health & Grant Administrator

- Senior executive reporting to the Chief Executive Officer responsible for social determinants of health programs at BCBSAZ/HC, a regional health plan organization and the Northern Arizona Regional Behavioral Health Authority including housing, employment, food security, health equity, criminal justice, education, and physical environment.
- Serve as subject matter expert and create and drive social determinants of health initiatives including serving as a voting member on the BCBSAZ Social Determinants grants award program.
- Represent Health Choice Arizona as a voting member of the Home Matters to Arizona Fund board and grant application review committee committed to raising $100 million in grant and loan funds for affordable housing
- Participate on several Diabetes Action Plan programs including co-chairing the Food as Medicine workgroup.
- Lead health equity strategy initiatives and serve as liaison to BCBSAZ.
- Serve on the Arizona Health Improvement Plan (AzHIP) SDoH, Rural/Underserved, Health Equities, and Mental Wellbeing committees.
- Serve as the liaison/point person between BCBSAZ and Contexture for the CommunityCares closed loop referral system
- Led National Action Agenda Neighborhood/Physical Environment initiative of the Stanford University Center for Population Health Sciences and the Stewards of Change Institute

6/16 – 12/19 The NARBHA Institute
Flagstaff, Arizona
Chief Administrative Officer

- Responsible for programs, strategy, real estate portfolio, grants development and administration, developing partnerships, new horizons including sustainable impact and disruptive technology.
- Executive Director for the Sustainable Economic Development Initiative subsidiary promoting sustainable economic prosperity in northern Arizona through ecological health, social equity, and a resilient economy.
- Executive Director for the Well North Communities LLC subsidiary providing permanent supported housing for tenants diagnosed with serious mental illness. Increased rental income and lowered operating expenses.

- Developed and managed the Cardon Legacy Fund grant program to provide nearly $800,000 in funding for new, innovative pilot programs that focus on resiliency, mental health, and wellbeing.
- Raised over $150,000 for the Dollars for Dreams business micro loan program through grants resulting in loans to more than 27 small businesses and entrepreneurs who did not have access to traditional financing and the creation of new jobs in the community.
- Created the Flagstaff Unified School District Teacher Innovation mini-grant program and raised $43,000 to fund the program.
- Raised and provided over $100,000 in awards to northern Arizona teachers who incorporate sustainability into their curricula.
- Designed and launched a children's behavioral health pilot project to use mindfulness to address behavioral issues, identify behavioral health issues, and provide children with coping tools, techniques, and strategies combining hands-on counseling, parental involvement, and technology.
- Launched a pilot project that created a community food recovery network to increase the use of healthy food for food-insecure persons creating linkages between farmers, grocery stores, restaurants and local food assistance programs to significantly increase the number of healthy meals served.
- Developed a small business marketing seminar series attended by more than 75 local business owners and entrepreneurs focusing on marketing strategy, print and web marketing, and social media marketing.
- Developed and led the adoption of changes to Yavapai County food regulations resulting in greater access to local, healthy food to consumers, restaurants, and schools.

4/13 – 6/16 Sustainable Economic Development Initiative (SEDI)
Flagstaff, Arizona
Executive Director

- Lead this non-profit, public/private economic development organization promoting sustainable economic prosperity in Northern Arizona through ecological health, social equity, and a resilient economy.
- Completed the affiliation of the Sustainable Economic Development Initiative (SEDI) with The NARBHA Institute effectively making SEDI a subsidiary of the Institute. Organized the SEDI Advisory Council and advisory councils for the Dollars for Dreams business micro-loan program and educational outreach activities.
- Developed new income opportunities and raised more than a quarter million dollars in grants.
- Re-established relationships in the region and statewide focusing the organization on fostering and supporting job growth through entrepreneurship and small businesses, working with businesses and government to develop sustainable growth policies and enhancing the successful Teacher Awards for Sustainable Curriculum.
- Work with business, educational, non-profit and government leaders to develop policies, model codes, and legislation for energy use, zoning, building codes, economic development, environmental and other sustainability issues.
- Developed and launched "Dollars for Dreams" micro-lending and credit/financial education program supporting small, home-based and entrepreneurial businesses including applying for and receiving grant funding

- Serve as a leader in the launch of the Sunnyside Community-Supported Marketplace and Micro-Enterprise Center including micro-business mentoring, access to pre-incubation and mentoring resources, retail storefront space, a commercially certified kitchen, community leadership development, and youth engagement.

3/06 – 4/13 Allied Commercial Holdings, Inc. dba Woofdorf-Astoria Dog Hotel & Day Spa
Racine, Wisconsin
President & General Counsel

- Founded this cage free dog daycare, boarding, and grooming business and built an active customer-base of nearly 2,500 with annual income of $600,000.
- Created and managed a multi-channel marketing strategy including web, television, radio, newspaper, magazine, and direct mail. Developed and managed competitive pricing strategy.
- Innovated new product offerings including anytime drop-off and pickup and doggie birthday parties and photography.
- Implemented network and camera system enabling customers to view their dogs from anywhere in the world via Internet.
- Managed a staff of more than 25 employees on three shifts operating 24 hours a day, seven days a week including holidays. Developed and implemented written business procedures for all jobs. Responsible for human resources, law, finance, accounting, marketing, and all other business operations.

12/03 – 3/06 Hudson Highland Group, Inc.
Chicago, Illinois
Senior Vice President, Hudson IT Solutions

- Led a $25,000,000+ global information technology business, focusing in the manufacturing sector, whose service offerings included IT outsourcing, ERP/MES implementation and systems integration, project management, data management and warehousing, knowledge management, enterprise systems architecture and enterprise desktop/network management
- Increased EBITDA by over 17% through service delivery efficiencies, focused business development and increased penetration of existing accounts.
- Increased margin from 30% to more than 36% through value-based pricing, enhanced project management and aggressive financial management.
- Promoted, recruited and coached key business development and practice leaders.
- Identified and developed alliances with complimentary business sources and offshore development resources.
- Developed strategic relationships with clients resulting in increased revenue and higher levels of client satisfaction.
- Improved morale among consulting and outsourced staff through improved communications, establishment of management and technical career tracks and performance incentive programs.

5/01 – 12/03 IT Consulting
Lincolnshire, Illinois
Managing Partner

- Advised a select number of global organizations on strategic applications development and enterprise architecture including the development of technology-enabled strategies and specific, actionable recommendations to drive new product, service, organizational development and business process change initiatives.
- Led workshops on project management, applications assessments (business and technology) and trend analysis.
- Developed interactive marketing programs, eBusiness strategy, knowledge management, and customer relationship management initiatives.
- Wrote a book on technology-enabled business strategy, published in 2002, that received a Benjamin Franklin award for outstanding business book.

1/99 – 5/01 The Concours Group
Lincolnshire, Illinois
Senior Vice President & General Counsel

- Founded and led The Concours Group's worldwide digital business strategy consulting practice including research and executive education activities.
- Initiated and was responsible for three consulting sales channels, firm-wide Innovation and Knowledge Development and the Strategy practice.
- Served as one of five members of the Executive Leadership Council responsible for the management and direction of the North American business.
- Developed and led a multi-client advisory service with over 60 global clients.
- Provided senior-level strategic consulting, and led teams of professionals on major engagements, delivering solutions that included identifying business ambitions, designing and implementing business transformation, developing new products, services and processes, branding, marketing, technology architecture, security and privacy. Representative consulting clients included Johnson & Johnson Pharmaceuticals, Borden Chemical, ING Group, Marriott International, Land O'Lakes and Shell Chemicals.
- Wrote several papers including *eBusiness Imperatives*, a guidebook to assist chief executive officers in meeting digital age challenges, frequently conducted keynote addresses and executive workshops and developed several consulting methodologies.
- Responsible for driving Internet and digital consulting revenue from less than 5% of corporate revenue in January 1999 to over 60% during the fourth quarter of the same year.

2/97 - 12/98 IT Consulting
Lincolnshire, Illinois
Managing Partner

- Advised senior executives on the development of digital business strategies, enterprise architecture, IT trends and strategic applications development.
- Conducted keynote addresses and ran strategy workshops for senior executives.
- Clients were major branded organizations engaged in wide range of industries including manufacturing, real estate, energy, industrial gases, financial services, education, publishing telecommunications and technology.

2/95 - 2/97 Computer Sciences Corporation
Lincolnshire, Illinois
Vice President, CSC Index

- Served as executive director for CSC Vanguard, a multi-client strategic technology research and advisory service with over 100 Fortune 500 clients from around the world.
- Responsible for directing all activities of this service including providing consulting services for a global client base, programming six major 3-day conferences a year, writing (both for print and web media) and working with an advisory board of industry experts (e.g., Nicholas Negroponte, founder of the MIT Media Lab; Alan Kay, father of the personal computer; Gordon Bell, inventor of the VAX computer).
- Interfaced with other CSC divisions and created understanding and awareness of the strategic business implications of emerging information technologies for firm clients.

6/91 - 2/95 Commerce Clearing House, Inc. (CCH)
Riverwoods, Illinois
Chief Technology Officer & Chief Information Officer

- Brought into a turnaround situation at this Fortune 500 publishing company facing diminishing revenues and profits. Took a lead role in developing a new, technology-enabled vision for the company. Conducted detailed analysis including developments in technology, economics, social/political and demographic/psychographic trends.
- Responsible for worldwide information systems, commercial software development and support and electronic publishing technologies. Innovated new business processes and product technologies, including knowledge management products for the legal and accounting professions. Implemented Oracle database and backoffice systems.
- Led organization with 1300 employees and a budget of $187 million.
- Led transformation of computer service bureau business to software business resulting in more than a doubling of earnings.
- Motivated staff and created measurably increased esprit d'corp within Technology Organization.
- Sent to Australia when a major, highly publicized business management crisis threaten our AUS$75 million business interests and turned the situation completely in our favor.

1/90 - 6/91, Coopers & Lybrand
Los Angeles, California
West Region Manager, Advanced Technology

- Responsible for managing, marketing and selling the services of the advanced technology consulting practice for Coopers & Lybrand in the West Region.
- Developed innovative solutions using expert systems and artificial intelligence technologies as well as conducted assessments of corporate usage of advanced technology.
- Spoke widely at conferences and led workshops on the use of artificial intelligence and other advanced technology solutions.
- Awarded Coopers & Lybrand's West Region award for significant achievement in product development.

1/88 - 1/90, Financial Decision Systems, Inc.
Agoura Hills, California
Chief Operating Officer & General Counsel

- Responsible for all aspects of the day-to-day business of this national corporate tax software company including product development, information systems, sales and marketing and customer service.
- Frequently made client and prospect calls and closed major sales with Fortune 500 companies. with high expectations for product quality and service delivery. At a time when few CD-ROM drives were in use on corporate desktops,
- Innovated and directed the implementation of the concept of providing free use of CD-ROM drives for clients at a time when few of these drives were used on corporate desktops resulting in a substantial reduction in product distribution costs and customer installation time along with increased customer satisfaction. Also served as general counsel for the company.

12/84 - 1/88 Private Practice of Business & Technology Law
Los Angeles, California

- Focused primarily on the practice of law for information technology companies including negotiating and drafting value added reseller (VAR) agreements, licenses and contracts. Also provided human resources and business advice, handled litigation and other forms of dispute resolution.

Prior to 1984, Mr. Marcus held technical and managerial positions in the information systems business, primarily in the financial services industry.

EDUCATION

1983 Juris Doctor	Loyola Law School, Los Angeles (Dean's List)
1976 Bachelor of Arts in Mathematics	Occidental College, Los Angeles (College Scholar)

PUBLISHED ARTICLES AND BOOKS

- "The Digital Alchemist," Strategic Vision Press (2002) – Benjamin Franklin award winner for outstanding business book
- "Electronic Communities: High Tech Meets High Touch," *Insights*
- "Your Crystal Ball: A Guide To Future Real Estate Trends," *Illinois Realtor*
- "From The Page To Online: Publishing In The Digital Age," *Index Review*
- "Knowledge Agents Aid In Research," *Librarian's Reference Point*
- "Using Memory Cards For Information Vending," *PC Card Magazine*

Mr. Marcus has been widely quoted in publications from *Wired* to the *Wall Street Journal.*

SELECTED PRESENTATIONS

- Sustainable Business: Doing Well By Doing Good
- Pricing Strategies for Your Products and Services
- Arizona's Economy
- Knowledge Management: Sharing Best Practices Globally
- eBusiness Imperatives
- Technology-Enabled Product Innovation, Marketing and Customer Service
- Achieving Customer Intimacy With Emerging Information Technology
- Critical Trends In The 21st Century: A Backdrop For Business Planning
- Competitive Insights for Digital Business
- Beyond the Net: The Next Strategic Technologies To Impact Business Competitiveness
- The Future Computing Environment: Information Appliances and Net-Centricity Scenario-Based Strategic Thinking
- The Wired Enterprise

LOCAL GOVERNMENT

- 2018 - 2022 President, Cottonwood-Oak Creek School District Governing Board *
- 2010 - 2012 Alderman, City of Racine – Second District
- 2010 - 2012 Chairman, Landmarks Preservation Commission
- 2010 - 2012 Member, Public Safety & Licensing Committee
- 2010 - 2012 Member, Public Works & Services Committee
- 2008 - 2012 Member, City Plan Commission

* Recipients of 2021 Arizona School Boards Association Lou Ella Kleinz Award as top Arizona school board

COMMUNITY AFFILIATIONS & AWARDS

2019 – Present	Member, NACOG Economic Development Council
2017 - Present	Vice Chair and Board Member, Arizona Town Hall
2015 - 2019	Arizona Forward 2019 and 2015 Leadership Award for Significant Contribution to Statewide Sustainability
2014 – 2018	Chair, Flagstaff Unified School District Foundation
2014 – Present	Member, Arizona Forward Northern Region Council
2013 – 2019	Immediate Past Chair, Verde Valley Agriculture Coalition
2014 – 2019	Member, Yavapai College Verde Valley Executive Dean's Advisory Committee
2014 – 2021	President, Cornville Ditch Association (irrigation – founded 1876)
2014	Member, Camp Verde Focused Future II Committee
2014 – Present	Member, NACOG Comprehensive Economic Development Strategy (CEDS) Committee
2008 – Present	Preservation Racine (Board member since 2006; President 2008-2010)
2009 – 2012	Instructor, University of Wisconsin – Parkside
2002 – 2003	President, Greater Lincolnshire Chamber of Commerce
1999 - 2002	President, Stevenson High School Community Foundation

1998 - 2002	Board Member, Stevenson High School Community Foundation
1993 - 1994	President, Lincolnshire Community Association

ACADEMIC EXPERIENCE

2019 - Present	Board Member, Northern Arizona University Climate Sciences Advisory Board
2010 – 2012	Adjunct Faculty, Department of Criminal Justice, University of Wisconsin – Parkside
2009 – 2012	Guest lecturer, Criminology & Law, Marquette University, Milwaukee

Previously, Mr. Marcus has been a guest lecturer, Executive MBA Program, University of Chicago, guest lecturer, Executive MBA Program, DePaul University, and taught business law at West Coast University

BAR ADMISSION

1983 State Bar of California
1983 United States District Court – Central District of California
1983 United States Court of Appeals - 9th Circuit
2001 United States Supreme Court Bar

EDUCATION:
San Diego State University / Interwork Institute, San Diego, CA
Master of Science, Rehabilitation Counseling 2005

Fairleigh Dickinson University, Teaneck, NJ
Bachelor of Arts, Communication

PROFESSIONAL WORK HISTORY:
Blue Cross Blue Shield of Arizona Health Choice – Phoenix, Arizona
Vocational Services Administrator
August 2018 – Present

Duties:

- Provide oversight and support of ten clinics and health homes of vocational rehabilitation and employment services provided to members of BCBSAZ Health Choice's network of care throughout Northern and Central Arizona.
- Provide oversight to the development of services to assist members achieve employment goals.
- Subject matter expert in adult employment and vocational services. Provide training and technical assistance to staff and providers. Provide clinical oversight of programs for compliance with established guidelines and assist with performance improvement activities.
- Provide support and technical assistance to BCBSAZ HC and contracted providers on vocational rehabilitation, supported, and competitive employment; and perform monitoring and resolution efforts related to vocational rehabilitation and employment program issues.
- Write and submit Psychiatric Rehabilitation Progress Report to AHCCCS outlining the activities that took place surrounding employment and the number of referrals to DES/RSA/VR.

Arizona Department of Economic Security/ Division of Employment and Rehabilitation Services
Chandler, AZ
Rehabilitation Services Technician
April 2018 – August 2018

Duties:
Performed support tasks by assisting with various duties of the counselor for case management.

- Conducted orientation sessions and initial interviews for blind and visually impaired applicants.
- Maintained electronic case notes to ensure employment activities were orderly, informative, and up to date in accordance with administrative laws, policies, regulations, and legal precedents as they relate to the employment of the disability community.
- Evaluated and assisted vocational rehabilitation counselors with the case management of 166 clients.
- Coordinated and implemented client referral process through closure of the clients' case.
- Disseminated labor market information to assist counselors and clients with informed choice.

- Interviewed applicants for intake information and provide case notes with general client information of client's disability, socio-economic information, medical/psychological issues, and general disability related issues to determine eligibility of applicant.

Department of Veterans Affairs, Regional Office – San Diego, CA
Vocational Rehabilitation Counselor
August 2008 – December 2017

Provided comprehensive vocational rehabilitation services for military service members and veterans with service-connected disabilities. Services included vocational counseling, job search and readiness skills classroom training/workshops, resume writing, interview preparation, labor market analysis, job placement assistance, and employment rights under Title I of the Americans with Disabilities Act (ADA).

Duties (2014- 2017):
Vocational Rehabilitation Counselor / Employment Workshop Facilitator SD Regional Office

- Supported staff of fifteen counselors with their caseload: Delivered and facilitated weekly interactive classroom employment readiness workshops for over 1,000 disabled veterans participating in the VA vocational rehabilitation program, averaging eighty veterans in classroom per month.
- Topics covered included the value of internships, the difference between hard skills and soft skills, interview preparation, mock interviews, resume writing and business networking.
- Assisted VA employment coordinator in maintaining non-paid work experience contracts and employment follow-up according to regulatory requirements.
- Collected, organized, and analyzed occupational, education and economic information for use in job placement and internship activities.
- Knowledge of VR&E program goals and objectives as demonstrated with full responsibility for 60day contact upon entering VR&E program.
- Aided with resume enhancement to generate interviewing opportunities; offer interviewing techniques to ensure participants performed effectively on interviews.
- Initiated phone calls, internet job search, and attended job fairs to find employment opportunities.
- Networked with local business community to secure job leads and referrals for Veterans in Vocational Rehab Program.
- Coordinated and maintained job labs and job readiness resource rooms for use by veterans in job readiness preparation and self-directed job search.
- Upon request, provided individual guidance on effective job search techniques, targeted resumes, interviewing, use of social media, networking, career exploration, etc.
- Supported veterans in developing a resume of choice (federal or private sector). Reviewed all resumes submitted. Provided constructive feedback and additional assistance if the veteran needed to adjust a resume for a specific employment opportunity.
- Successfully partnered with a Cyber Security government contractor to place veterans as interns, resulting in job placement.

Duties (2013-2014):
Vocational Rehabilitation Counselor / VetSuccess on Campus® (VSOC) Program, San Diego State University

- Provided services to student Veterans and their qualified dependents with answers to questions regarding VA education benefits to assist with completion of their education and prepare them to enter the labor market in viable careers.

- Developed partnerships with employers and other agencies to assist veterans with employment services (e.g. - the Department of Labor, Small Business Administration, local and state agencies, and private sector businesses and employment services).
- Provided career assessments, occupational exploration, and individualized vocational counseling.

Duties (2008- 2012)
Vocational Rehabilitation Counselor/Veterans Affairs Assistance Program (VAAP) Instructor
Marine Corp Recruit Depot (MCRD), San Diego, CA, Camp Pendleton, Oceanside, CA

- Supported outreach initiatives associated with transition programs, the Benefits Delivery at Discharge (BDD) program, and the joint VA/DoD Disability Evaluation System (DES) pilot program, which provided information to transitioning service members being separated by the Medical Evaluation Board (MEB) / Physical Evaluation Board (PEB) process.
- Delivered interactive classroom civilian transition employment workshops to all branches of military service.

California Department of Rehabilitation (DOR) – San Diego, CA
Job Developer / Independent Service Provider Level III (Contractor)
February 2007 – July 2008

Duties:
Planned, coordinated, and facilitated the delivery of job placement services for 32 DOR clients in 4 District County Offices.

- Assisted individuals with severe mental disabilities to seek appropriate competitive employment.
- Utilized extensive counseling skills, conduct labor market research, and analyze market conditions to effectively place clients.
- Procured and cultivated relationships within the local business and community service network.
- Trained clients in job seeking skills and interviewing skills.
- Planned job development trips to local businesses.
- Transported clients to job interviews and assisted with completing job applications.
- Developed individualized job development through networking, marketing, and job/client matching, resulting in 90% placement rate.

PRIDE Industries, Inc. Government Services Division – National City, CA
Employment Disability Counselor, Human Resources Department
January 2005 – September 2006

Duties:
Managed recruiting activities and vocational rehabilitation employment services for Government contracts. Conducted field work to recruit, interview and screen civilian applicants with disabilities throughout Southern California to fulfill contract work with US Navy (San Diego, Port Hueneme, and Point Mugu) and Airforce (March Airforce Base) facility for national rehabilitation training program.

- Marketed vocational rehabilitation programs to vocational schools, veteran service providers and various human service organizations to maintain a pool of qualified applicants.
- Initiated, established, and maintained strong partnerships with qualified medical professionals to obtain medical records and psychiatric evaluations to determine eligibility and reasonable accommodations needed to support employees in the workplace.
- Represented PRIDE Industries at Job Fairs and other recruiting functions.

- Conducted Disability Awareness Training for OSHA Safety Committee
- Established and maintained successful partnerships with hiring managers to meet and determine job qualifications.
- Developed job postings and targeted the most efficient and effective recruiting methods based on location and profile of the positions.
- Maintained caseload of 170 employers, provided on-going counseling and case management to help employees overcome barriers to employment and succeed in the workplace. Maintained files.
- Responded to inquiries from employees, applicants, and agencies pertaining to staff activities and employment opportunities.
- Collaborated with Employee Assistance Program (EAP) to facilitate and provide case management for employees to help overcome barriers in the workplace.
- Utilized Human Resources software (Ceridian) to track and maintain employment activities and applicant information.
- Ensured that applicants completed appropriate paperwork and underwent background checks.

Telecare REACH (Reaching Out and Engaging to Achieve Consumer Health) Corp– San Diego, CA
Personal Service Coordinator (800-hour internship program)
August 2004 – December 2004

Duties:
Provided outreach, engagement, case management, and job development to chronically mentally ill adults in clinical environment.

- Conducted client's initial assessment. Assisted in client reviews and assessment of service plans. Provided vocational services, including resume preparation, job development, and job placement. Seventy-five percent placement rate.
- Utilized case management software daily, to enter billable and non-billable case notes.
- Maintained strict confidentiality according to HIPAA rules and regulations.
- Collaborated with REACH partner agencies including housing, medical treatment, psychiatric treatment, dual diagnosis treatment and rehabilitation to reduce homelessness, psychiatric hospitalizations, and incarcerations. Participated in treatment planning by helping to identify patients' problems, needs, and strengths; suggested modifications to treatment plan based on observation of behavior.
- Assisted clients in obtaining a full range of services in addition to the necessities of food, clothing, and stable housing. These services included medical and psychiatric services; 24/7 crisis response; case management; money management; linkage to self-help and community resources; substance abuse intervention; education and counseling; vocational services; assistance with entitlements; assistance in the development of peer relationships; support and education of family and significant others.

San Diego Community College District, Disability Support Programs and Services – San Diego, CA
Adjunct Faculty / Job Developer
April 2001 – May 2004

Duties:
Provided job development services to students with disabilities enrolled in continuing education vocational training programs and classes to achieve their employment goals.

- Performed job development, job placement, vocational counseling, and community outreach.
- Consistently exceeded established monthly placement quota.

- Conducted job preparedness workshops including resume preparation, job search skills, and interview skills.
- Established and maintained relationships with the local business community to promote SDCCD program and its students.
- Coordinated job network placement and offered direction to potential employers and employees regarding administrative laws for the employment of disabled individuals including the Americans with Disabilities Act (ADA)
- Initiated phone calls, internet job search, and attended job fairs to find employment opportunities.
- Conducted labor market research to discover current employment trends within San Diego County.
- Maintained records of successful job placements and new business contacts
- Marketed to employers based on vocational goals of the job-ready disabled graduates.
- Monitored progress and referred students to applicable community resources.
- Conducted personal development and job search workshops on campus, TBI (Traumatic Brain Injury) classes and Occupational Opportunities classes.
- Conducted customer service workshop for Mesa College DSPS Faculty.

RELEVANT COURSEWORK AND CERTIFICATIONS:

National Certifications:

The Commission on Rehabilitation Counselor Certification (CRCC) – Issued 10/2011
Certified Rehabilitation Counselor (CRC) #0094834 (Renew 10/2026)

Certificate of Completion**:**

Just 1 Life Services LLC, Mesa, AZ 2002
Peer Recovery Support Specialist (PRSS)

Coursework:

University of Missouri College of Human and Environmental Sciences, School of Architectural Studies, and the Great Plains ADA Center
Americans with Disabilities Act (ADA) Coordinator Training Certification Program
Member#0193512

COMMUNITY SERVICE:

Arizona Employment First, Committee Member 2024 (current)

Phoenix D.R.E.A.M. Job Fair, Pre-job fair participant, 2023-2024

Arizona Youth Leadership Forum, Volunteer 2021

Arizona Association of Psychiatric Rehabilitation Practitioners, Vice President 2016-2017

United Veterans Council Resource Fair, Committee Member, San Diego, CA 2009

Mental Health Systems (MHS), Employment Services, Advisory Board Member 2005-2007

San Diego Committee for Employment with Peoples with Disabilities, Vice Chairperson 2006

NICOLE LARSON

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SUMMARY

EXECUTIVE LEVEL MANAGEMENT PROFESSIONAL with over 20 years of diverse experience in managed care. Background includes expertise in regulatory compliance, process improvements, project management, audits, and fraud and abuse identification. Demonstrated ability to interact effectively and oversee the organization's compliance with federal and state laws and regulations regarding HIPAA, AHCCCS, and CMS. A leader and visionary with innovative thinking and focus on solving or eliminating complex regulatory discrepancies before they occur and develop strategies for organizational success. Integrates people and resources to maximize performance and attain organization goals and objectives. Professional and motivated with the ability to maintain confidentiality and tact in handling sensitive matters. Dedicated to internal and external customer service while focusing on state and federal regulatory requirements.

KEY QUALIFICATIONS

- Corporate Compliance
- Grievance & Appeals
- Consumer Rights
- Fraud & Abuse Identification
- RFP/Proposal Writing
- NCQA & URAC Accreditation
- Provider Credentialing
- Government Relations
- Strategic Partnerships
- Best Practice Development
- Process Improvement
- HIPAA Privacy & Security Protection Training
- Policies & Procedures
- Contracting
- Managed Care Operations
- Internal Audit
- Staff Development

PROFESSIONAL WORK HISTORY

Health Choice – Subsidiary of Blue Cross Blue Shiels of AZ - Phoenix, Arizona **01/2012– Current**

Chief Compliance Officer, Corporate Compliance 10/15 – Current

Executive level management official reporting directly to the CEO, and serving the point person responsible for development, oversight, administration and implementation of the Integrated Care Corporate Compliance Program. Responsibilities also include services as the chairperson for the Integrated Care Corporate Compliance Committee, serving on the Health Choice Integrated Care Board of Directors, availability to all organizational employees, with designated and recognized authority to access records and make independent referrals to the AHCCCS Office of the Inspector General.

Director of Integrated Care Compliance 01/15 – 10/15

Served as point person for oversight, coordination and monitoring of Integrated Care compliance. Responsible for oversight of the creation and ongoing execution of the operational readiness checklist and assessment, leading and coordinating participation of key stakeholders and project leaders across the organization preparing for each program, process, and service go-live.

- Ensures operational readiness meets all regulatory requirements and aligns with strategic direction of the company.
- Serves as the liaison between company and regulatory agencies and point of contact for coordination of readiness review assessments, and communicating status through all phases of the program implementation lifecycle.
- Responsible for communicating status of readiness to executive leadership through developed metrics and measures and monitoring project risks and execution of contingencies as they are initiated.

Director of Compliance, Compliance Officer 01/12 – 01/15

Senior level management official and point person for oversight, coordination and monitoring of all Medicaid compliance functions, and direct oversight of the Medicaid Grievance Systems process including member appeals and provider claim disputes. Serves as the appointed key staff position compliance officer to implement and oversee the organization's compliance program and serve as the primary point-of-contact for all of the organization's operational issues including but limited to coordination of tracking and submission of all contract deliverables, fielding and coordinating responses to AHCCCS inquiries and coordinating the preparation and execution of contract requirements such as Operational and Financial Review (OFRs) random and periodic visits and ad hoc visits. Responsibilities also include availability to all organizational employees, with designated and recognized authority to access records and make independent referrals to the AHCCCS Office of the Inspector General.

- Developed and maintained the organization's compliance program structure to reasonably ensure adherence to applicable federal and state rules and regulations. Current oversight includes Arizona (AHCCCS), Utah (UDOH), and the Marketplace (in coordination with CMS and AzDOI).
- Served as the liaison between company and regulatory agencies, point of contact for coordination of any internal and external compliance audits, and responsible for implementation and maintenance of policies and procedures.
- Provided DRA (Deficit Reduction Act) training and HIPPA / Privacy training to all employees.

CENTENE CORPORATION / BRIDGEWAY HEALTH SOLUTIONS - Tempe, Arizona **03/2006 – 01/2012**

Vice-President of Operations and Compliance 03/09 – 01/12

Senior level manager and point person for overseeing, coordinating and monitoring all compliance functions and developing the relationship between organization and Arizona Health Care Cost Containment System (AHCCCS) and Center for Medicare and Medicaid Services (CMS). Key role in strategic business planning and process improvement across departments. Oversight and monitoring of varying levels of timeframes as set forth in the Arizona Administrative Code and within the Arizona Revised Statutes. Reported to the Bridgeway CEO, and a member of the Board of Directors.

- Responsible for direct Operations, Compliance, Grievance and Appeals, Member Services, Facilities, and Marketing and Communications.
- Key role in RFP Responses/State bid submissions and implementation of additional lines of business.
- Served as liaison between company and regulatory agencies.
- Responsible for day-to-operations, oversight and monitoring of call center including call center performance metrics and monitoring quality metrics to ensure staff is following procedures correctly.
- Provided oversight and development of all marketing/communications activity and materials (including member handbooks, provider manuals, member and provider newsletters, brochures, and event collateral), ensuring compliance with regulatory agency policies and procedures.

Director of Compliance 2007 – 03/2009

Senior level manager and point person for overseeing, coordinating and monitoring all compliance functions, as well as developing the relationship between organization and AHCCCS. Key role in the development and implementation of a compliant Grievance and Appeals process. Manage varying levels of timeframes as set forth in the Arizona Administrative Code and within the Arizona Revised Statutes. Reports to the Bridgeway CEO and Board of Directors.

Manager of Compliance 2007

Grievance Systems Manager 2006 - 2007

VALUEOPTIONS, INC. – Phoenix, Arizona **2004 - 2006**

Consumer Rights Specialist

Screened initial incoming grievances and appeals to determine validity of the filing.

- Served as key role in the development and enhancement of departmental policies and procedures.
- Conducted investigations and rendered decisions based on statutes, regulations and federal requirements relative to the Grievance and Appeals process.
- Facilitated informal conferences and communicated the Grievance and Appeals process with HIPAA requirements and other regulatory agencies.
- Conducted mediations for the resolution of member appeals.

SCHALLER ANDERSON, Phoenix, Arizona **1999 - 2004**

Grievance Coordinator 2001 - 2004

Researched disputed adverse actions and represented the health plan the Administrative Hearings. Tracked trending grievance issues to identify areas that needed to be addressed.

- Increased department efficiency by developing and implementing a new Microsoft Access database that identified and tracked duplicate filings and eliminated unnecessary re-filing.
- Achieved zero sanctions and minimal CAP's (Corrective Action Plan) requests during tenure in department, which were considered upon completion of state audits, exemplary results.
- Created a new training manual for incoming employees that covered processes, policies and procedures.
- Organized schedules for staff training on the Grievance and Appeals process.

Contract File Specialist, Provider Services 2000 - 2001

Administrative Assistant / Member Services 1999 – 2000

EDUCATION

BS / Justice Studies, Arizona State University, Tempe Arizona, 2008

ABA Approved Paralegal Certification, Phoenix, College, Phoenix, Arizona, 2004

HEALTH CARE COMPLIANCE ASSOCIATION (HCCA) CERTIFICATIONS

Certified in Healthcare Compliance (CHC) (Renewal due 12/31/2025) &

Certified in Healthcare Privacy Compliance (CHPC) (Renewal due 11/30/2025)

JANAY BOYSAW

Avondale, AZ 85323 | (951) 965-1597 | janayboysaw@yahoo.com | www.linkedin.com/in/janay-boysaw

Target Role: Sr. Manager/Director

Leading Innovative Change in Operations & Customer Success Management to Optimize Business Initiatives.

Proficient, goal-driven operations management professional with years of progressive experience in spearheading business operations and customer success support functions to address critical business and workforce needs. Demonstrates strong organizational skills to improve business processes and implement strategic operations. A knowledgeable Subject Matter Expert of industry trends with a proven ability to improve productivity while increasing customer satisfaction. Supervise team members on best practices and triage complicated data challenges presented. Proficient in presenting game-changing solutions to address revenue assurance and reimbursement challenges. Proven talent for aligning organizational objectives with administrative knowledge to achieve maximum operational impacts and economic development. Promotes and fosters excellent performance and team unity in a fast-paced environment.

CORE COMPETENCIES

Business Operations Management | Operational Excellence | Change Management | Customer Success Management | Sales Conversion | Project Management Skills | Business Requirements Analysis | On-Boarding/Implementation | Account Management | Customer Requirements Assessment | Workforce Development | Quality Assurance | Auditing | Relationship Building | Attention to detail | Documentation & Reporting | Excellent Communication Skills | Organizational Skills | Technical Support | Interpersonal Skills| Healthcare Policy/Regulation |Clinical/UM Management support| Technical Support |Medical Benefit SME| Medicare/Medicaid & Private Insurance Knowledge

Technical Skills: SalesForce, Tableau, One Note, Sharepoint, HTML, CSS, Cosmos, IEX, Genesys, Nexidia, Nice, Qfinity, Citirx, VCC, MyMetrics, Qualtrics, WebEx, CMS.gov, I-CUE, FACETS, Macess, ISET, iBAGG, TOPS/UNET, Connect to Market, Right Fax, DOC 360, Enterprise Now, Power BI, PULSE, Zoom, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

PROFESSIONAL EXPERIENCE

Blue Cross Blue Shield of Arizona-Health Choice

Vendor Relationship Manager/Grants | August 2023- Present

- Contract negotiations with suppliers reviewing and approving MSAs, SOWs and SLAs
- Vendor performance assessment ensuring KPI's are met
- Facilitating JOCs with key steak holders
- Ensure that adequate inventory is maintained
- Assisting departments with the distribution of supplies
- Ensure that vendors comply with the company's standards
- Disbursements and billing for vendors
- Identify and understand the history, structure, goals, programs, and financial needs of the organization.
- Research grant opportunities from government and non-government agencies.
- Prepare grant proposals and supporting documents according to the organization's funding needs.
- Submit proposals to the grant coordinators for approval.
- Prepare and submit proposals and respond to queries both internally and externally.
- Establish and maintain positive relations with fund providers.
- Maintain grant opportunity records and submit reports.

Key Accomplishments:

Currently manage 3 vendor accounts

Sutherland Global Health Services

Manager-Account Management Commercial & Government Programs | July 2022 – October 2023

- Reporting hierarchy of over 150+ contact center employees including 10 direct reporting supervisors
- Specializing in managing customer service support for Providers and Members of Government and Commercial Healthcare Programs including (Medicaid, Medicare, DNSP, MLTSS)
- Maintaining client relationships and ensuring 100% client retention
- Handle client escalations to ensure resolution and retention
- Maintains a 96% customer satisfaction rate (CSAT)
- Specializing in client onboarding and benefit service delivery
- Ensures all Metrics (AHT, FCR, CSAT/NPS, ADH) are Consistently met per client contract

Key Accomplishments:

- Successfully launched 6 lines of business generating over $2.4 million dollars in revenue for Q4 2022 and Q1 of 2023 fiscal year
- Maintained a 95% talent retention rate.
- Monitored call service levels and partnered with workforce, ensuring efficient staffing and call queue assignments to maintain ASA of 30 seconds or less and service level of 96% or better.

OPTUMRX – UNITED HEALTH GROUP ◆ Remote, AZ **May 2014 – July 2022**

Business Operations Manager/Service Account Manager | Sep 2020 – July 2022

- Supervise over 100+ employees in servicing multiple clients' benefits needs for Medicaid, Medicare, and personal/commercial healthcare plans to support specialty injectables and mail-order prescriptions.
- Recognize and employ process improvements to create efficiencies, which increased organizational effectiveness by 60%+.
- Establish priorities for 6+ direct reporting supervisors to align business expectations regarding performance goals and key KPIs, quality, adherence, turnaround time, and error corrections, coach supervisors on day-to-day operational activities.
- Facilitate team meetings, huddles, communications, and presentations with executives and other business partners, presenting analyzed strategic proposals to inform stakeholders and the cessation community about trends and populations served.
- Accomplish monthly QA audits for service advocates, analyzing data acquired from IEX and evaluating advocates' performance on Average Handle Time, First Call Resolution, adherence, quality audits, NPS surveys, and attendance.
- Oversee full scope of day-to-day business operations, including employee relations, benefit programs, recruitment, selection, orientation, performance reviews, and employee training to develop skills and maximize productivity.
- Collaborate with client to adjust protocols and promotional efforts and negotiate increases to contracts as appropriate; work with all levels of UHC and the State of Arizona in certifying the best customer outcomes.

Key Accomplishments:

- Optimized new specialty injectables products, which is billed directly through the specialty pharmacy, minimizing generic J-codes and claims submissions to streamline process using NDC codes in an automated system.
- Identified expansion opportunities for products and services available to existing customers, which increased revenue by 55%+.
- Reduced typical medical costs and reimbursed traditional buy and bill medical claims, saving our clients a $1.38+ PMPM.
- Served as project manager in developing new training materials, platforms. and applications to support products; built out the call queue support, recruiting and training agents to support calls for the new products.
- Monitored call service levels and partnered with workforce, ensuring efficient staffing and call queue assignments to maintain ASA and service level goals for all business lines.

Service Call Center Supervisor | Nov 2015 – Sep 2020

- Directed 40+ direct report employees, maintaining leadership and professionalism in interactions with learners and management.
- Oversaw daily call center activities, supervising customer service representatives in providing high-quality customer support, leading to a 97%+ average customer satisfaction rate.
- Implemented quality assurance programs, which increased revenue and commissions for the CSRs; evaluated error rates and customer complaints, developed plans and communication tools, and provided corrective actions to resolve service deficiencies.
- Improved service delivery, customer outcomes, and cross-organization business performance by identifying root problem causes and long-term fixes and initiating improvement in high-impact areas.
- Managed customer service staff recruitment, hiring, and training to achieve company goals and high customer service benchmarks.

Key Accomplishments:

- Drove team performance by implementing key metrics and programs, increased talent retention rates by 75%+.
- Reduced call volumes, call transfer, and down call rates by 30%+ by gathering data and implementing new procedures to translate engagement to increased website traffic and direct customers to self-serve options.

Customer Service Lead /Supervising Training Coach | May 2014 – Nov 2015

- Settled escalation calls and provided call-center support, demonstrating mastery of customer services within specified timeframes.
- Provided product training to newly hired employees to effectively enter customer data and organize customer interaction logs.
- Demonstrated good decision-making by delivering appropriate product messaging and information to maximize sales revenue.
- Delivered optimum customer service and enlightened complex concepts to enhance comprehension and resolve multiple questions regarding coverage, claims, appeals, network management, utilization management, and exemptions.

Key Accomplishments:

- Served as a liaison between the insurance company and customers to explain coverage terms and answer questions, assisting customers with service-related inquiries, which increased profit by 50%+.

- Responded to inquiries and phone calls professionally, resulting in a 12%+ increase in customer retention and CSAT rates.
- Delivered first-rate customer service by resolving the root cause of customer problems, which expanded the client base by 15%+.

ADDITIONAL EXPERIENCE

MARICOPA COUNTY ANIMAL CARE AND CONTROL ◆ Maricopa County, AZ **Feb 2014 – May 2014**

Animal Health Technician

- Assisted in accomplishing veterinary procedures in clinical and animal shelters under the guidance of a licensed veterinarian.
- Performed technician and receptionist duties for the animal hospital, including assisting veterinarians from vaccinations to euthanasia and spay and neuter surgeries to provide quality care for patients in compliance with hospital protocols.
- Communicated with clients on pet health aspects, educating pet owners on proper care, providing ongoing treatment, and preventing future instances of illness or injury after a procedure or surgery.

COUNTY OF RIVERSIDE ◆ Riverside, CA **Feb 2011 – Jan 2014**

Lead Office Assistant III

- Provided effective office administration, reducing employee work time to enable employees to focus on their designated work; prepared licensing, purchases, citations, and inventory reports.
- Accomplished monthly reports and correspondences regarding animal control laws, regulations, dog licensing, rabies control, animal adoptions, and other shelter services provided by the Department of Animal Services.
- Initiated and executed continuous annual animal welfare services training for all employees according to established regulations.

TEMPLE FITNESS MMA ◆ Riverside, CA **Jan 2008 – Feb 2011**

Assistant Manager

- Managed all daily operations, including personnel, gym activities and schedules, customer relations, purchasing, and marketing strategies; performed complex clerical duties and established policies and procedures.
- Supervised and trained 6+ new staff in providing exceptional customer service and interfacing with the gym management.
- Developed and facilitated group fitness training classes, creating promotional activities and continuing education seminars to increase memberships and enhance the membership experience.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Business Administration (90 Units Credited) | California State University Fullerton – Fullerton, CA
Graduate | Riverside Polytechnic High School – Riverside, CA
Chairman | Phoenix Call Centers Engagement and Compassion Committee

AWARDS & RECOGNITIONS

Nominee, United Health Group 2018 “Service Hero” Nominee
Recipient, “Bonanza” Leadership Award for Development with the Department of Animal Services, November 2012

BRIANNA BARRIOS

T: 928.856.4296
E: babarrios01@gmail.com

Summary of Qualifications

- Proven success in designing and implementing applied health psychology projects
- A demonstrated ability to collaborate with key stakeholders in the community
- Extensive training, education, and experience in providing crisis management and disaster response services

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Education

Northern Arizona University (NAU), Flagstaff, Arizona **2016 - 2018**
Master's degree in Psychological Sciences

Northern Arizona University (NAU), Flagstaff, Arizona Bachelor of Arts in Psychological Sciences, with Summa Cum Laude Bachelor of Science in Sociology, with Summa Cum Laude **2012 - 2016**

Professional Experience

Manager of Health Equity Advancement **Sept 2022 – Present**
Blue Cross Blue Shield of Arizona Health Choice, Flagstaff, Arizona

- Manage a diverse team of staff who are responsible for programs related to population health and advancing health equity
- Maintain and implement programs aimed at reducing disparities and enhancing care for members in collaboration with key stakeholders
- Ensure compliance with NCQA, AHCCCS, and CMS regulations
- Monitor and analyze integrated healthcare and health equity data

Crisis Services Coordinator | Disaster Response Coordinator **Feb 2019 – Sept 2022**
Blue Cross Blue Shield of Arizona Health Choice, Flagstaff, Arizona

- Manage the behavioral health crisis system across six Arizona counties
- Manage health plan operations and coordinate crisis support during emergencies across the state, including COVID-19 and wildfires
- Analyze crisis system data and collaborate with key stakeholders, like law enforcement and Tribal partners, to improve the delivery of services
- Recipient of CEO Award of Excellence

Crisis Response Lead Advocate **May 2018 - Feb 2019**
Victim Witness Services for Coconino County, Flagstaff, Arizona

- Manage the crisis response program, including the coordination of trainings, supervision of crisis responders, and oversight of volunteers
- Provide advocacy to victims of crime and crisis in Coconino County
- Facilitate the children's domestic violence support group

Crisis Responder **May 2016 - May 2018**
Victim Witness Services for Coconino County, Flagstaff, Arizona

- Provide 24-hour crisis response mobile advocacy for Coconino County
- Collaborate with community partners to address client's immediate needs
- Support volunteer responders by debriefing and offering encouragement

Research Assistant **June 2017 – Dec 2017**

Center for Health Equity Research, NAU, Flagstaff, Arizona

- Prepare for the research period. By producing literature reviews, developing survey materials, and refining data protocols
- Administer surveys and other test procedures to consenting inmates in the Coconino County Detention Facility
- Facilitate collaboration and act as a liaison between research partners and justice partners

Sexual Assault / Relationship Violence Graduate Assistant **Aug 2016 - May 2017**

Health Promotion, Campus Health Services, NAU, Flagstaff, Arizona

- Deliver Bystander Intervention training to NAU affiliates
- Implement campus-wide events and initiatives to educate and prevent sexual assault and relationship violence
- Lead the Sexual Assault / Relationship Task Force on campus

Intern

Victim Witness Services for Coconino County, Flagstaff, Arizona **Jan 2016 - May 2016**

- Assist director in community outreach and promotion of services
- 24-hour crisis response mobile advocacy to survivors of crime
- Complete crisis response mobile advocacy training (40 hours), in addition to other advanced trainings

Certifications and Trainings

- Grief Following Trauma — August 2022
- Suicide Prevention, Intervention, and Postvention — July 2022
- Critical Incident Stress Management: Group and Individual/Peer Support — December 2020
- MGT439: Pediatric Disaster Response and Emergency Preparedness — October 2019
- Psychological First Aid (PFA) — May 2019
- Mental Health First Aid (MHFA) — May 2019
- Association for Training on Trauma and Attachment in Children — October 2018
- Arizona Advanced Academy for Victim Assistance — June 2018
- Sex Trafficking in Coconino County — June 2017
- Forensic Experiential Trauma Interviewing — June 2017
- Victim Witness Services 40-Hour Crisis Response Training — February 2016

Publications

Arazan, C. L., **Barrios, B. A.**, Brown, M. S., & Dmitrieva, N. O. (2019). Measuring Health in Jails: Limitations and Opportunities in Measurement of Health-Related Constructs. *Practicing Anthropology*, *41*(4), 21-25.

Trotter, R., Camplain, R., Eaves, E., Fofanov, V., Dmitrieva, N., Hepp, C., Warren, M., **Barrios, B.,** Pagel, N., Mayer, A., & Baldwin, J. (2018) Health Disparities and Converging Epidemics in Jail Populations: Protocol for a Mixed-Methods Study. *JMIR Research Protocols*, *7(10).*

Holly Figueroa

7865 E. Gemini Dr. – Flagstaff, AZ 86004 (928) 814-2363

QUALIFICATIONS SUMMARY

Very experienced, passionate, culturally sensitive and responsive, self-directed, committed, innovative and highly motivated professional working in fast-paced environment demanding strong communication, organizational, technical, and interpersonal skills. Trustworthy, ethical, and committed to superior service, quality health care and community engagement. Confident and poised in interactions with individuals at all levels. Detailed oriented and resourceful in completing projects. Extensive knowledgeable of the Arizona Health Care Cost Containment System. Robust experience with developing and maintaining partnerships/relationships with Tribes and Tribal Programs, providers, and stakeholders in Arizona. Experienced and knowledgeable of the importance, effectiveness, and significance of Cultural Humility within a system of care. Able to multi-task effectively.

PROFESSIONAL EXPERIENCE

Tribal Liaison 12/2021 – Present

Blue Cross Blue Shield Arizona Health Choice *Flagstaff, AZ*

Develop, maintain and strengthening Tribal relations with the 17 tribes in the BCBSAZ Health Choice service area. Ensure that culturally and linguistically appropriate services are delivered to all BCBSAZ Health Choice members that reside on and off tribal land. Develop education and awareness programs for staff and residents of the BCBSAZ Health Choice service areas in, but not limited to Tribal Care Coordination, Tribal Sensitivity, Mental Health First Aid, Culturally and Linguistically Appropriate Services, 2SLGBTQ, for tribal members and tribal communities to help reduce the stigmas aimed at diverse cultures and to decrease health disparities. There is focus on Coordination of Care, Health Equity, Community Engagement, Language services, Specialty Populations such as but not limited to Veterans and 2SLGBTQ.

Cultural Competency Administrator/Tribal Services 10/2015 – 12/2021

Health Choice Arizona *Flagstaff, AZ*

Ensure that culturally and linguistically appropriate services are delivered to all SHCA members that reside on and off tribal lands. Develop education and awareness programs for staff and residents of the SHCA service areas in, but not limited to Crisis Services, Mental Health First Aid, Culturally and Linguistically Appropriate Services, LGBTQ2S, Care Coordination for Tribal members to help reduce the stigmas aimed at diverse cultures and to decrease health disparities they often suffer. Assist in building, maintaining and strengthening Tribal relations with the 17 tribes in the Steward Health Choice Arizona service area. There is focus on Crisis Services, Coordination of Care, Language services, Specialty Populations such as but not limited to Veterans, LGBTQ2S, Deaf and Hard of Hearing and education and awareness programs.

Cultural Competency Administrator 03/2014 – 09/2015

Northern Arizona Regional Behavioral Health Authority *Flagstaff, AZ*

Ensure that culturally appropriate services are delivered to all NARBHA members that reside on and off tribal lands and ensures that providers meet member's linguistic needs. Develop education and awareness programs for staff and residents of northern Arizona communities to help reduce the stigmas aimed at diverse cultures and to decrease health disparities they often suffer. Assist in strengthening Tribal relations with the 11 tribes in northern Arizona, focusing on Crisis Protocol, Coordination of Care, and education and awareness programs.

MIS Department Coordinator/QNXT Project Manager/ 04/2011 – 03/2014
Testing & Production Unit Supervisor/Cultural Competency Administrator
Northern Arizona Regional Behavioral Health Authority *Flagstaff, AZ*

Provide administrative support to NARBHA CIO. Manage QNXT Project. Perform data analysis, research and trend reporting. Responsible for the supervision and conduct of production reports relating to member eligibility and care received by network providers base and research design, data analyses, special project management and preparation of related presentations and reports; supervision of the exchange of healthcare data, including developing new data collection protocol, monitoring current data exchanges to ensure the timely accurate and secure exchange of data. Also served as the NARBHA Cultural Competency Administrator.

Member Services Representative 10/2009 – 04/2011
Northern Arizona Regional Behavioral Health Authority *Flagstaff, AZ*

Process and track Member Inter-RBHA transfers; Research, Investigate and Resolve Member Complaints; Problem Solve; Deliver excellent customer service

EDUCATION

Technical Vocational Institute, Albuquerque, NM
- 6 Hours towards Business Administration Degree

AWARDS & RECOGNITION

- Health First Foundation Community Health Champion - 2022
- The Basket Award – Native American LGBTQ Rainbow Gathering – 2019

AFFILIATIONS

Certified Mental Health First Aid Trainer – Adult, Youth, and Veteran – Present
Arizona Rural Health Association Board of Directors – Present
Arizona Town Hall Board of Director - Present
Flagstaff Medical Center Certificate Holder - Present
MPOWRD Teen AA Advisory Board of Directors - Present
One-N-Ten LGBTQ Volunteer – Present

REFERENCES

Available upon request

Michael E. Van Ness

Nonprofit & Healthcare Leader and Educator

3124 N. Joy Lane, Flagstaff, Arizona 86001
Cell: 928-255-7366 mevanness@gmail.com michael.vanness@azblue.com

Linked-in Profile http://www.linkedin.com/pub/michael-van-ness/32/b71/8b6

NORTHERN ARIZONA UNIVERSITY – Flagstaff, AZ 2010
Master of Arts in Applied Sociology (M.A.) – ***Magna Cum Laude.***
[with *over* 60 credits in graduate Cultural Anthropology and Archaeology]

NORTHERN ARIZONA UNIVERSITY – Flagstaff, AZ 1999
Bachelor of Arts in Anthropology (B.A.) (Minor in Astronomy) – ***Summa Cum Laude.***

Orange County Community College – Middletown, NY 1996
Associates Degree in Science/Mathematics (A.A.) [tutored Math up to Calculus II while earning this degree]

Port Jervis High School – Port Jervis, NY 1992
Regents Diploma with Foreign Language Specialization (Spanish, 5 years)

Key Abilities

• Computer Hyper-Literacy • Expert Writer • **Long-Term Educator and Trainer** • Professor and Mentor • Accomplished Public Speaker • Leader in the Northern Arizona Non-profit Community • Social Media/Web Design • Data-Oriented • Community Outreach • Applied Sociological Theory and Methods • Program Design and Evaluation • Chess Theory • Game Designer • **Creativity In Solving Social Problems** • Eager To Learn • Ethical • Promotes Dignity • Homeless Advocate • Positive/Tenacious • Enjoys Puzzles/Challenges • Innovative *and* Practical • **Administration of Nonprofit Programs and Services (SAMHSA, AZ Dept. of Housing, VA, etc.)**

Relevant Work History

2023-2024	**Grants Administrator and Lead Writer: Blue Cross Blue Shield of Arizona Health Choice**
2018-2022	**Opioid Grants Administrator: Blue Cross Blue Shield of Arizona Health Choice**
	Mountain ECHO SUD Researcher
2017-2018	**Senior Family Support Specialist: Arizona's Children's Association**
2015-2016	**Director of Volunteer Services – Flagstaff Family Food Center: Food Bank and Kitchen**
2013-2015	**Flagstaff Site Director *and then* Regional Director of Nevada**
	Veterans Resource Centers of America
2011-2014	**LASR (Laboratory for Applied Social Research) Research Manager**
	Northern Arizona University, Flagstaff AZ
2011-**Current**	**Adjunct Professor of Sociology [with special dispensation to teach upper-division SOC courses]**
	Northern Arizona University, Flagstaff AZ
2011-2012	**Grants and Marketing Manager**
	The Guidance Center, Flagstaff AZ
2011-2012	**StoHP (Street to Home Partnership) Care Coordinator**
	The Guidance Center, Flagstaff AZ
2007-2010	**PATH (Projects for Assistance in Transition from Homelessness) Program Coordinator**
	Catholic Charities Community Services, Flagstaff AZ
1998-2007	**LONEOS (Lowell Observatory Near Earth Object Search) Research Associate**

Professional Achievements and Awards

- Mountain ECHO SUD Researcher 2019-2024 overseeing 7 seasons of data collection and analysis.
- Over 225 credit hours of Upper-Division Sociology courses taught at NAU.
- **Coordinator of the 2014 Summer Homeless Count of Families and Individuals in Coconino County**.
- **[2011-2013]:** The "Flagstaff Project Connect" Volunteer and Marketing Coordinator and member of ten of the last thirteen Flagstaff Project Connect Planning Committees. I worked to bring these events to Flagstaff and did the research for the first one in 2007 [these are modeled after "Project Homeless Connect" events]
- **United Way of Northern Arizona 2011 Community Building Award:** Street to Home Partnership Program.
- **[2011-2009]:** Presented break-out sessions at the **Arizona Coalition To End Homelessness** Annual Phoenix Conferences.
- **[2010]:** Official Northern Arizona University Sociology Program "Community Partner".
- **[2010]:** Presented a paper at the Pacific Sociological Association (PSA) Conference in San Francisco.
- **[2010-2007]:** Lead the only adult homeless outreach program in N. Arizona, the Catholic Charities PATH Program. In this role, I significantly increased the delivered services (serving 600% more customers) and more than doubled the program budget.
- **[2010-2007]:** Vice Chair of the Flagstaff Shelter Services Board of Directors. My service lead to the establishment of Emergency Winter Shelters in Flagstaff from 2007-present, Homeless Day Drop-In Centers in Flagstaff from 2007-present, and an increase in homeless collaborative efforts throughout N. Arizona.
- **[2010-2007]:** Served as Coordinator of the Winter and Summer Homeless Count Efforts in Coconino County. In this role, I designed the various survey instruments, was responsible for data entry, data reduction and statistical analysis, and the dissemination of the results to the Coconino County Continuum of Care Homeless Planning Group. This involved the coordination of over thirty agencies and a diverse set of volunteers, and demonstrated the great need we have for services.
- **[December 2010]:** SAMHSA investigators labeled my innovative outreach methodologies as "best practices" in a formal report on the Catholic Charities PATH Program site inspection.
- **[Winter 2008]:** Created a "Best Practices For Outreach in Coconino County" Guide for the City of Flagstaff Homeless Planning Group.
- **[August 2008]:** Awarded the NARBHA (Northern Arizona Regional Behavioral Health Authority) Mary Jane "Micky" Hawley Award for innovative and comprehensive approach to outreach services while leading the Catholic Charities PATH (Projects for Assistance in Transition from Homelessness) Program.

Media Coverage of Personal Achievements

http://azdailysun.com/news/local/haircuts-and-checkups-project-connect-returns/article_652c4892-67eb-5266-a616-f8da98412312.html
An article Larry Hendricks wrote to highlight Flagstaff Project Connect's need for volunteers – I have been the event volunteer coordinator since 2011

http://azdailysun.com/news/local/program-brings-alcoholics-in-off-the-streets/article_11095636-b8f2-5ab5-9c97-77b7227daf8d.html
An 8-14-11 article featuring my work on the StoHP (Street to Home Partnership) Program in Flagstaff.

http://www.svdpflagstaff.com/2011/06/june-5-2011/
A Flagstaff St. Vincent de Paul Society newsletter highlighting my work with the StoHP (Street to Home Partnership) Program.

http://catholiccharitiesaz.org/Portals/0/documents/HomelessforChristmasDec2010.pdf
A Catholic Sun article describing my work coordinating the only homeless outreach program in N. Arizona, the Catholic Charities PATH Program.

http://azdailysun.com/news/article_0944873b-c974-5d9d-83ce-3796a4259c8a.html
An AZ Daily Sun article ("On the Right Path") describing an event in April 2009 where my PATH outreach team saved the lives of two homeless individuals in Flagstaff.

http://azdailysun.com/news/article_ebea55fd-b100-5a42-b665-dbecaf0da07b.html
An article ("Lives Saved – For Now") describing an event that took place in December 2007 where the lives of two homeless individuals in Flagstaff were saved.

http://azdailysun.com/news/article_0871061b-5855-517c-8367-bb88129ce5b6.html
An article ("Homeless Count a Comprehensive Survey") describing my work coordinating the Coconino County Continuum of Care's Homeless Count effort.

http://azdailysun.com/news/article_c5bb66ae-da88-5a83-a067-2c4e22af075e.html
An article ("Winter Shelter Opens in Southside") describing an emergency Winter shelter I helped create and organize, in Flagstaff, in 2007.

Professional References

- Dr. Richard Fernandez [Northern Arizona University Professor of Sociology] Richard.Fernandez@nau.edu [928-523-5977]
- Nicholas (Nick) Wood [Nation's Finest, Regional Director of AZ/NV] nwoodcc@gmail.com [970-231-9220]
- Matt Enga [NASA Electrical Engineer] matt.enga@gmail.com [928-864-7010]

Rose Kent, MPH
Flagstaff, AZ
Rose.Kent@azblue.com

EXECUTIVE SUMMARY

Dedicated public health leader with 15 years of experience in healthcare, including program management, grant administration, care management, and pharmacy. Inspired by the drive to enhance the member experience and unite stakeholders to improve health outcomes and health related social needs through innovative, data-driven, population-based program development.

EXPERIENCE

BLUE CROSS BLUE SHIELD OF AZ - HEALTH CHOICE October 2022 – Present
SDoH and Centers of Excellence Programs Coordinator

- Coordinate and develop efforts that address social determinants of health (SDoH), including serving as the designated housing specialist
- Oversee Center of Excellence program design, provider contracting, and criteria development in the areas of Autism Spectrum Disorder, Birth of Five, Transition Aged Youth, Adolescent Substance Use, First Episode Psychosis, Pain Management, and more
- Direct the development and operation of Mountain ECHO Academy, featuring training programs on Substance Use Disorders, Trauma in Children, and Social Determinants of Health
- Collaborate on health equity projects, including NCQA goals that address health-related social needs, including food insecurity
- Develop workflows and data collection methods to complete AHCCCS housing deliverables, capture member health-related social needs and trends, and improve utilization and quality metrics within Centers of Excellence

HEALTH CHOICE ARIZONA Flagstaff, AZ
Program Manager for Opioid Initiatives November 2017 – September 2022

- Direct a $7 million annual budget under the State Opioid Response (SOR) grant for programs addressing the opioid epidemic, including securing contracts with twenty-two treatment, harm reduction, housing, justice, and prevention partners
- Supervise three staff members, including a grant administrator and two care managers
- Design methodology for AHCCCS deliverables and reporting related to budgets and program outcomes
- Direct the development and operation of Mountain ECHO Substance Use Disorders (SUD), a Project ECHO replicate
- Oversee the development of public awareness campaigns addressing substance use utilizing multiple media outlets
- Facilitate meetings and maintain relationships with stakeholders, including executive leadership, AHCCCS, and community partners
- Collaborate interdepartmentally to ensure proper utilization of substance use disorder funding and treatment

NORTH COUNTRY HEALTHCARE Flagstaff, AZ
Care Manager/Health Coach March 2017 – November 2017

- Coordination of care with hospitals, specialists, behavioral health providers, pharmacies, and health plans to ensure appropriate patient follow-up and services
- One on one health coaching for patients with diabetes, mental illness, and other chronic conditions utilizing chronic disease self-management, motivational interviewing, and stages of change tools
- Introduce patients to community resources that address social determinants of health, including housing, food insecurity, and employment

HEALTH CHOICE INTEGRATED CARE Flagstaff, AZ
Pharmacy Help Desk Specialist April 2014 – March 2017

- Research and respond to member and agency inquiries regarding acute and behavioral health services and issues
- Review Prior Authorizations and complete Notices of Action for acute and behavioral health medications based on AHCCCS policy
- Complete AHCCCS and DBHS deliverables, including Pharmacy Utilization Reports and Grievance System Report
- Provide assistance in coordination of benefits with Medicare, Medicaid, and commercial insurances
- Improved Pharmacy Help Desk operations including Prior Authorization workflow, member communications, and PBM changes

EDUCATION

UNIVERSITY OF NEW ENGLAND Portland, ME (Online)
Master of Public Health Graduated December 2017

Relevant Course Work Completed

- Social and Behavioral Health
- Public Health Law and Ethics
- Public Health Program Planning and Evaluation
- Healthcare Administration

Internship

- Population Health Technician – Health Choice Integrated Care

NORTHERN ARIZONA UNIVERSIY Flagstaff, AZ
BS in Chemistry, Health Pre-Professional Emphasis Graduated May 2009