

# Leadership North Carolina Class XXIX Blue Cross and Blue Shield Health and Human Services Session

February 1-3, 2022

**Speaker Directory** 

Rusty Price Chief Executive Officer and Founder Camino 201 Stetson Drive Charlotte, NC 28262 (704) 596-5606 info@caminocommunitycenter.org Camino@2021

Rusty Price is the CEO and Founder of Camino. Price has helped Camino provide over \$150 million in aid since Camino's founding in 2003. This was possible through multiple humanitarian projects that he led in many countries. Those countries included Cuba, Guatemala, El Salvador, as well as Charlotte, NC. Through the process of traveling and living in multiple Latin American countries, he became bilingual. Price also established Camino as the largest donor of medical aid to Cuba from the USA for many years.

Under his leadership, Price has organized a fraternity of over 200 Latino churches. Additionally, over the last 20 years, he helped plant over 300 churches in the United States and Latin America through Camino Church. His decades of service and discipleship have led to countless honors. He was the recipient of the Gospel Image Leadership Award, and in 2015 he received the Latin American Excelente Award for Community Service Person of the Year. In 2016 he was awarded the NASCAR Hispanic Leadership Award. The NFL also presented him with their version of the Hispanic Leadership Award in 2016. Price's work experience also includes collaborating with both governmental and non-governmental agencies and different religious organizations to improve the lives of people in underserved communities.

Price married his wife, Anna, in the year 1989. They have four children and four grandchildren together.

Sharisse Johnson Executive Director Camino Health Center 201 Stetson Drive Charlotte, NC 28262 (704) 596-5606 info@caminocommunitycenter.org Camino@2021 Sharisse Johnson is a Puerto Rican, Bronx Native, Latina. She has over 25 years of leadership experience in healthcare, 17 years of nonprofit leadership experience, and 8 years of managed care experience. Before Camino, Johnson was the Director of Network Relations at Cardinal Innovations Healthcare. Johnson's work spans various populations, cultures, and ethnicities, and she has worked with the uninsured, marginalized, and immigrant populations. Johnson oversees all the Health Center's programs and services. These include Camino Clinic, Social Navigation, Behavioral Health, Camino Vida, and the Food Farmacy, the center's food pantry. She has a Bachelor of Arts degree in Psychology and an MBA with a Healthcare Management Concentration. She also serves as a Stakeholder with Alianza - Center for Prevention Services.

#### Dr. Keri Elliott Revens

Director of Research and Evaluation Camino 201 Stetson Drive Charlotte, NC 28262 (704) 596-5606 info@caminocommunitycenter.org Camino@2021

Dr. Revens is a community-based health researcher with expertise in population health change, immigrant health, and evaluation. Dr. Revens has 13 years of work experience in health education, public health, and community health research. She has more than five years of experience conducting quantitative and qualitative research, as well as five years of experience in disseminating findings at national and international meetings and in peer-reviewed journals. Dr. Revens is a Certified Health Education Specialist (CHES) with more than 10 years of experience in the planning, implementation, and evaluation of school, community, and corporate health and wellness programs. Dr. Revens also has experience as a middle school health teacher, university lecturer, and personal health coach. She received a Bachelor of Science in Health Education from Appalachian State University and a Master of Science in Nutrition, Physical Activity, and Public Health at the University of Bristol in the UK. Dr. Revens received her Ph.D. in Public Health Sciences at the University of North Carolina at Charlotte.

# **Dr. Carolina Benitez**

Clinical Supervisor, Camino Behavioral Health Director, Camino University 201 Stetson Drive Charlotte, NC 28262 (704) 596-5606 info@caminocommunitycenter.org Camino@2021

Dr. E. Carolina Benitez has her Ph.D. in Counselor Education and Supervision, which she obtained from UNC Charlotte. She is a Licensed Clinical Mental Health Counselor, a Qualified Supervisor, and a National Certified Counselor. Dr. Benitez has experience working in an outpatient addiction program, community counseling clinic, and private practice. Her research focuses primarily on Latino mental health concerns and the development of culturally appropriate strategies for serving Latino immigrants living in the US. Dr. Benitez is also an Assistant Professor of Counseling and Clinical Training Director for Gordon-Conwell Seminary.

#### **Mr. Jeffrey Simms**

Assistant Professor and Interim Associate Dean for Inclusive Excellence UNC Gillings School of Global Public Health 135 Dauer Drive, CB#7411 Chapel Hill, NC 27599 (919) 966-7380 jsimms@email.unc.edu

Jeffrey A. Simms, MSPH, M.Div. is the director of professional development and alumni relations and an assistant professor in the Department of Health Policy and Management at the University of North Carolina (UNC) Gillings School of Global Public Health. He was also appointed the Interim Associate Dean for Inclusive Excellence in August 2021.

Before joining UNC in 2008, Jeffrey worked at the NC Department of Health & Human Services in a joint leadership role as the deputy director of the Office of Rural Health and assistant director of the Division of Medical Assistance. He managed the department's statewide Medicaid managed care program, Community Care of NC, and assisted with the development of the rural health care delivery system in underserved communities.

Jeffrey is bi-vocational. He serves as the pastor for two rural congregations in eastern North Carolina – First Missionary Baptist Church of Lucama and New Vester Missionary Baptist Church in Sims, NC. He earned a Bachelor of Arts and a Master of Science in Public Health from UNC Chapel Hill. He also earned a Master of Divinity from Duke University Divinity School.

#### **Ms. Kelly Crosbie**

Chief Quality Officer, NC Medicaid NC Department of Health and Human Services 2001 Mail Service Center Raleigh, NC 27699 (919) 527-7032 kelly.crosbie@dhhs.nc.gov

Kelly Crosbie is the Chief Quality Officer at the Division of Health Benefits (NC Medicaid). She is responsible for overseeing all Quality Programs aimed at improving health outcomes, promoting health equity, paying for value, and addressing medical and non-medical drivers of care. She also directs all Care Management and Population Health Delivery programs including Advanced Medical Homes (AMH), High-Risk Pregnancy Care Management, Care Management for At-Risk Children, Long-Term Services and Supports (LTSS) Care Management, and Health Homes for Individuals with Behavioral Health, Substance Use Disorders, and Intellectual and Developmental Disabilities. She has served in this role since 2016.

From 2014-2016, Kelly served as the Chief Operating Office for CCNC, the state's population health/medical home system. From 2008-2013 she served at NC Medicaid, first as Assistant Director of Behavioral Health Managed Care then as Chief Operating Officer. Kelly has over 20 years of experience in government Medicaid and Human Service programs.

Ms. Crosbie is a licensed clinical social worker and received her MSW from Temple University and her B.S. from the University of Pittsburgh. She is an appointed member of the NC Institute of Medicine, the HCP-LAN 2.0 Care Transformation Forum and the Health Equity Advisory Team (HEAT), the NCQA Public Sector Advisory Committee and Equity Standards subcommittee. She has served on multiple Technical Advisory Panels (TEP) for CMS/CMMI and NQF initiatives.

#### Mr. Chip Baggett

Executive Vice President and Chief Executive Officer North Carolina Medical Society Post Office Box 27176 Raleigh, NC 27611 (919) 719-4164 <u>cbaggett@ncmedsoc.org</u> @NCMS\_EVP\_CEO

Chip Baggett, JD, is Executive Vice President and CEO of the North Carolina Medical Society (NCMS). Baggett has worked at the NCMS since 2007 and was elevated to his current role in August 2020 after serving as Senior Vice President for Advocacy and Associate General Counsel. Throughout his tenure at the Medical Society, he has effectively advocated on behalf of the medical profession at the NC General Assembly and was routinely lauded as one of the state's top lobbyists. He also oversaw the NCMS and NCMS Foundation's fundraising and communications functions.

Prior to coming to the NCMS, Baggett worked in many facets of health care including as executive director of the Buncombe County Medical Society in Asheville (now the Western Carolina Medical Society) and in pharmaceutical sales. Trained at the Indiana School of Fundraising, he has fundraising experience in a variety of paid and volunteer capacities and has led successful corporate and nonprofit annual fund campaigns. Baggett grew up in Tarboro, NC, and holds an undergraduate degree in education from Appalachian State University and a law degree from NC Central University School of Law.

He and his wife, Shanon, live in Raleigh with their son, Samuel, a high school student, and their daughter, Isabel, who attends the University of North Carolina, Asheville.

#### **Dr. Tom Wroth**

President Community Care of North Carolina, Practicing Family Physician 1000 Centregreen Way, Suite 300 Cary, NC 27513 (919) 745-2350 twroth@communitycarenc.org

Tom Wroth MD, MPH, is President of Community Care of North Carolina (CCNC) where he oversees day-to-day operations. CCNC supports the primary care delivery system by providing practice support and care management services using targeted analytics and innovative practice-based tools.

Dr. Wroth is a practicing family physician and has cared for patients for over 20 years in Alamance and Caswell County. He is the former Chief Medical Officer at Piedmont Health, a system of 10 FQHCs and 2 PACE sites. He was previously on faculty in the Department of Family Medicine at the University of North Carolina at Chapel Hill. Dr. Wroth trained in Family Medicine and Preventive Medicine at UNC Chapel Hill and attended medical school at Columbia University, College of Physicians and Surgeons.

### LNC Class XXVIII Alumnus

Mr. Mark Hensley Associate State Director for Community Outreach and Advocacy, Triad Region AARP North Carolina 5511 Capital Center Drive, #400 Raleigh, NC 27606 (919) 798-9424 mhensley@aarp.org

Mark Hensley is the Associate State Director for Community Outreach and Advocacy, Triad Region with AARP North Carolina. Prior to joining the AARP team in 2018, he was the Dementia Services Coordinator for the NC Department of Health and Human Services, Division of Aging and Adult Services, where he led efforts to implement NC's first Alzheimer's State Plan including the development of Dementia-Capable Communities across the state. Mark has over 25 years of experience with home and community-based services for older adults, state policy and legislation development, compliance monitoring, program development, and grants administration. Mark currently serves on the Board of Directors for the Triad Retirement Living Association (TRLA) and the National Board of Directors for Adult Children of Aging Parents (ACAP).

Personally, he was the caregiver for both of his parents who he lost to dementia. He holds a Master of Arts degree from Appalachian State University and is a recent graduate of Class 28 with Leadership North Carolina. Mark and his husband reside in Greensboro, NC, and are proud parents of their daughter, Catherine, who is an elementary school teacher in Durham, NC.

# Ms. R. Joy Brunson-Nsubuga

Vice President, SouthEast Region RI International 577 Chessie Station Apex, NC 27502 (919) 758-9317 relativelyspeakingnc@gmail.com

Joy Brunson-Nsubuga is a native of South Carolina. She received her Bachelor's degree in Psychology from Francis Marion University in 2006 and a Master's degree in Marriage and Family Therapy with a certificate in addictions counseling from Appalachian State University in 2009. She completed one year of Executive Leadership Coaching utilizing Oxford Leadership Principles in 2019. She currently holds full licensure as a Licensed Marriage and Family Therapist, Licensed Clinical Addictions Specialist, and Certified Clinical Supervisor as well as the AAMFT Approved Supervisor designation.

Joy is an expert in Systems Thinking and Therapies, Behavioral Health Crisis Systems, and Substance Use and Medication Assisted Treatment. She has experience in leading multi-state operations and is currently the Vice-President of SouthEast operations for RI International overseeing North Carolina and Louisiana programs. She also owns a private practice, Relatively Speaking Therapeutic Center, and offers family and couples therapy; supervision for marriage and family therapists, licensed professional counselors, and substance use professionals seeking full licensure; and consultation for agencies; and offers presentations on couples therapy, family therapy, crisis interventions, and addictions treatment. Joy is also the Professional Practice Board Chair for the North Carolina Marriage and Family Therapy Association.

Joy resides in Apex with her husband and two boys ages 9 and 5 years.

#### Ms. Georgina Dukes

Regional Director - Southeast Unite Us 128 East Hargett Street Raleigh, NC 27601 (803) 292-9859 georgina@uniteus.com @georginadukes

Georgina Dukes is a social justice advocate leading in a career that inspires social innovation through healthcare and technology. Georgina began her career in healthcare administration as a student at Clemson University where she managed student clinics and emergency department patient access in low-income, rural areas. She has a master's degree in health administration from the Medical University of South Carolina, where she continued to build her experience in healthcare through academic medical center operations.

After graduation, she continued her work at Duke Health where she executed strategies bridging the gap between hospitals and community health initiatives. With over 12 years of experience in health equity, technology, population health, and strategic operations across the health industry, Georgina has the proven ability to use innovation design, implementation, and communication tactics to support organizations' impact on the communities they serve, patient outcomes, and social determinants of health. Georgina Dukes is now the Southeast Region Network Director for Unite Us – a tech company created to address Social Determinants of Health by connecting social and health care. In this role, she is leading a team charged with creating a network for nine states in the south so community members in need can have access to resources where they not only survive but thrive and live a quality life.

In recent years, Georgina has been a White House Administration PREVENTS speaker, received the Leaders in Diversity award, helped to launch the first statewide coordinated care network (NCCARE360), won the 2020 Women in Business, Community Outreach award, and was nominated for Forbes 30 under 30 in healthcare. Georgina also spoke on an expert panel for the Robert Wood Johnson Foundation on Population Specific Data Gaps in 2021.

#### **Ms. La Verne Partlow**

Health Education Coordinator Gaston County Department of Health and Human Services - Public Health D 991 West Hudson Boulevard Gastonia, NC 28052 (704) 862-6134 <u>Iaverne.Partlow@gastongov.com</u>

La Verne Partlow is a native Charlottean and has over twenty-four years of local and state public health experience. She has been with Gaston County Department of Health and Human Services – Public Health Division since 2005. La Verne is also an Adjunct Professor at Johnson C. Smith University, North Carolina A&T State University, and Clinton College. La Verne holds a Bachelor of Science in Health Education from the University of North Carolina at Greensboro and a Master of Education in Health Promotion from the University of North Carolina at Charlotte.

La Verne enjoys spending time with her family, reading, and traveling. She is a member of Alpha Kappa Alpha Sorority, Inc. Her goal is to complete a full or half marathon in all 50 states plus DC. To date, she has completed 28 states plus DC. Be good. Do good. Leave the world better off than you found it.

### Ms. Shiesha Bell

Director of Programs LIFE Skills Foundation Post Office Box 51129 Durham, NC 27717 (919) 404-7465 shiesha@lifeskillsfound.org

Shiesha Bell, MSW, LCSW, is the Director of Programs for LIFE Skills Foundation in Durham, NC. LIFE Skills Foundation is a nonprofit organization that provides an array of services including transitional housing, mental health, and wrap-around support to young adults who have aged out of the foster care system. She obtained a bachelor's degree in Psychology and a Master of Social Work from North Carolina State University. Shiesha is a Licensed Clinical Social Worker and has worked with transition age youth (ages 16-24) throughout her career. Her experience includes Child Protective Services, Outpatient Therapy, and community-based mental health.

Driven by a passion to be a voice for those who often fall through the cracks, Shiesha moved to Durham after graduating and has become a community advocate for specialized services and housing stability for transition age youth who have limited or no support. She is constantly inspired by the youth she works with who manage to thrive despite their circumstances. It is her belief that everyone deserves a third chance. When not working or living in a pandemic, Shiesha enjoys keeping up with the latest superhero films and traveling.

## Ty'onna Hartsfield

Alumna LIFE Skills Foundation

#### Ms. Elisha McLawhorn

LNC Class XXVII Alumna

Associate Director of Program Operations Triangle Residential Options for Substance Abusers (TROSA) 1820 James Street Durham, NC 27707 (919) 419-1059 emclawhorn@trosainc.org

Elisha McLawhorn is a 2012 graduate of Triangle Residential Options for Substance Abusers, Inc. (TROSA). After graduating from the TROSA program, Elisha joined TROSA's staff in 2014. After serving as Executive Assistant to CEO, President, and Founder Kevin McDonald for eight years, in 2019 she was promoted to Associate Director of Program Operations. She is a highly motivated individual with a commitment to saving lives and is especially passionate about the well-being and treatment of individuals with substance use disorder and mental illness. She provides support through individual and group counseling and implementing behavior management and provides training, motivation, and coaching to individuals.

Elisha is a NC Certified Alcohol and Drug Counselor (CADC), NC Peer Support Specialist (NCCPSS), and Certified as a yoga instructor and a graduate of graduate of Leadership North Carolina. She is married to Michael McLawhorn and has two teenagers - Makayla (a freshman at Appalachian State University) and Owen (completing his senior year in high school). A North Carolina native, Elisha enjoys hiking in the beautiful North Carolina mountains and trips to the beach.

#### **Mr. Victor Armstrong**

Deputy Secretary for Health Equity and Chief Health Equity Officer North Carolina Department of Health and Human Services 3001 Mail Service Center Raleigh, NC 27699 (984) 222-4135 victor.armstrong@dhhs.nc.gov

Victor Armstrong serves as North Carolina DHHS Deputy Secretary for Health Equity and Chief Health Equity Officer, with responsibility for leading the overarching strategy and operational goals to promote health equity, diversity, and inclusion across all the agency's health and human services. He is responsible for developing, implementing, facilitating, and embedding health equity strategic initiatives into every aspect of DHHS's programs, services, actions, outcomes, and internal employee culture, as well as overseeing the Office of Health Equity, the Office of Rural Health, and the Office of Diversity and Inclusion.

Victor joined NC DHHS as Director of the NC Division of Mental Health, Developmental Disabilities, Substance Abuse Services in March of 2020, with responsibility and oversight of the public community-based mental health, intellectual and other developmental disabilities, substance use, and traumatic brain injury system in North Carolina. Prior to accepting this role, Victor spent six years as Vice President of Behavioral Health with Atrium Health. Based in Charlotte, NC, Victor had responsibility for operations of Atrium's largest behavioral health hospital, Behavioral Health Charlotte. Victor has over 30 years of experience in human services, primarily dedicated to building and strengthening community resources to serve individuals living with mental illness. He is a nationally recognized speaker on issues regarding health equity and access to healthcare, particularly as it relates to individuals living with mental health challenges.

Victor currently serves on the board of directors for the American Foundation for Suicide Prevention (AFSP) of NC. He is also a member, and former board chair, of NAMI NC, and a member of National Association of Social Workers (NASW). Victor is a former member of the board of directors of National Council for Behavioral Health, i2i Center for Integrative Health, and RI International.

Victor's awards and recognitions include Addiction Professionals of NC (APNC) 2021 DEI Leadership & Impact Award, Mental Health America's 2021 H. Keith Brunnemer, Jr. Award for "Outstanding Mental Health Leadership," 2019 Black Mental Health Symposium-Mental Health Advocate of the Year, 2019 Atrium Health Excellence in Diversity & Inclusion Award, 2018 Distinguished Alumni Award from East Carolina University School of Social Work, Pride Magazine 2018 "Best of the Best," and i2i Center for Integrative Health 2018 Innovation Award.

# XXIX HHS Session Planning Committee

The following members of LNC Class XXVIII formed the committee to plan and implement the 2022 Class XXIX HHS session.

Lavondia Alexander, Session Co-Chair Gaston Chief Quality Officer Kintegra Health lalexander@kintegra.org

Lavondia Alexander is the Chief Quality Officer at Kintegra Health. She has spent more than 20 years in the healthcare arena, propelling organizations forward through practice transformation. Her experience in the healthcare setting spans from clinical, managerial, data analytics, and quality improvement to executive leadership in the private, public, nonprofit, and government sectors.

Lavondia is also an independent contractor teaching and consulting on topics of clinical processes, health information management, and population health. In her spare time, she works with various organizations volunteering on social initiatives for the underserved in the community.

Lavondia is a Registered Nurse from the University of North Carolina at Charlotte, with a Master's in Nursing Informatics and Business Administration.

Margaret Brunson, Session Co-Chair Durham Chief Executive Officer/Founder Illumined Leadership Solutions margaret@illuminedtolead.com

Dr. Margaret A. Brunson is a leader and luminary who considers brunch a verb, laughing a personal hobby, and dance floors sacred places. Prior to launching into full-time entrepreneurship, she spent over fifteen years leading public, private, and nonprofit organizations with a focus on managing public + mental health programs, developing leadership capacity, and engaging communities to improve health.

Currently, Dr. Margaret utilizes her unique skills, experiences, and scholarship to lead people to purpose. As the Chief Consultant of Illumined Leadership Solutions and a Senior Advisor with Armstrong McGuire & Associates, she provides leadership + organizational development coaching and consulting services to individuals, groups, and organizations.

A native North Carolinian, Margaret earned a BA in psychology from the University of North Carolina at Chapel Hill, a Master of Public Administration from North Carolina Central University, and a PhD in leadership studies from North Carolina A&T State University.

Rachel Bearman Orange Executive Director Meals on Wheels Orange County, NC execdirector@mowocnc.org

Originally from Massachusetts, Rachel moved to the Chapel Hill area in 1995. Having just completed a Master's Degree in International Service and finding herself in North Carolina, she decided to pursue other passions as a professional and volunteer in nonprofit leadership, specializing in strategic planning, community organizing, advocacy, and development. After working in the nonprofit world as a professional and volunteer for over 20 years, in

October of 2017, Rachel had the incredible opportunity to join Chapel Hill Carrboro Meals on Wheels, now known as Meals on Wheels Orange County, NC, as Executive Director. She could not pass up the chance to work with such a great organization directly serving some of the most vulnerable in her community. When not busy at work or volunteering, Rachel can be found out on a run or thinking about her next adventure, whether out on a trail, visiting the next National Park she always hoped to visit, or dreaming up a trip abroad. She is the mother of three almost fully grown humans and currently resides in rural Orange County with her spouse, one remaining high schooler, two dogs, and numerous chickens.

#### **Rick Carrico** Wake

Executive Vice President and Chief Financial Officer WakeMed rcarrico@wakemed.org

Richard F. Carrico, CPA, MBA, joined WakeMed Health & Hospitals in Raleigh, NC, April 2017, as executive vice president and chief financial officer (CFO). Rick is responsible for WakeMed's finance, planning, analytics, information systems technology, and revenue cycle. He serves on the governing Boards and Committees of Wake Key Community Care (ACO), Provider Led Patient Centered Care LLC, PM Pediatrics/WakeMed Joint Venture, Premier's Academic Innovation Alliance, America's Essential Hospitals Investment & Audit Committee, as a member of the Technical Advisory Committee for North Carolina Hospital Association, and as advisory committee member on Morgan Creek Capital's BlockChain Venture Funds and Anchor Health Properties.

Prior to joining WakeMed, Rick served as VP & CFO of The Greater Hudson Valley Health System in Middletown, NY, a multi-hospital integrated health system, from 2014 to 2017. From 2011 to 2014, he was the EVP & CFO of Springstone LLC, a private equity sponsored developer and operator of a national network of behavioral health hospitals. From 2004 to 2011, Rick served as associate CFO at Norton Healthcare Inc., in Louisville, KY, a not-for-profit system with annual revenues in excess of \$1.2 billion. He was responsible for finance, revenue cycle, and information technology.

Rick holds a master's degree in Business Administration from the Mendoza College of Business at the University of Notre Dame and a Bachelor of Arts degree in Accounting from Bellarmine University in Louisville, KY. He has been married to his wife Cheryl for over 25 years and they have three adult children: Anastasia, R. Zachary and Isabell.

Frank Diaz Wayne Dental Director Goshen Medical Center fdiaz@goshenmed.com

Born in an impoverished Mexican town, and being one of 7 children, made Frank appreciate every opportunity that life had to offer. After migrating to the United States at a young age, he lived in a single-wide trailer with his family and still remembers the many nights when all there was to eat were tortillas with salt sprinkled on them. Despite all the hardships in life, Frank never stopped pursuing the American Dream.

After completing high school and with limited resources, Frank had to work full time to pay his way through community college before transferring to the University of North Carolina at Chapel Hill. At Chapel Hill, Frank was given the opportunity to go see a dentist to help with multiple teeth that had been hurting him for a long time. It was then and there that he discovered his passion for dentistry and understood that just like him, there were many people with limited access to dental care. After graduating from dental school in 2015, Frank decided to work for Goshen Medical Center, a nonprofit community health center. This allowed him to provide outreach services and dental treatment to underserved patients. In 2019, Frank was named Dental Director and currently works along with other dental providers and Goshen executives to improve dental care and access to underserved communities of Eastern NC.

**Mark Hensley** *Guilford* Associate State Director for Community Outreach and Advocacy, Triad Region AARP North Carolina <u>mhensley@aarp.org</u>

Bio included with speaker listings above

# Naomi Irvin, Program Chair Wake Chief of Staff - Government Markets Blue Cross and Blue Shield of North Carolina naomi.irvin@bcbsnc.com

Naomi Irvin is a California native who began calling North Carolina home in 2006. She earned her BSBA with a Management concentration and MBA with a Marketing certificate from East Carolina University (ECU). With nearly 15 years of health insurance experience, Naomi currently serves as Chief of Staff – Government Markets for Blue Cross and Blue Shield of North Carolina.

An avid public speaker, Naomi has been invited to speak at various industry conferences nationwide on an array of topics including embedded compliance programs, effective oversight programs, brand and marketing compliance, leadership, and relationship building. In addition to speaking, she also chairs conferences and participates on conference committees and advisory boards.

When not working, Naomi enjoys spending time with her kids (Josh, Hayley, and Milena) and pup (Juliet Bean). One of the most rewarding things Naomi does with her family is volunteering with the Inter-Faith Food Shuttle and KABOOM!. A devourer and collector of books, Naomi retreats to her home office and packed bookshelves when she needs a break.

# Kaycee Kalpin Mecklenburg Vice President of Strategic Marketing Premier, Inc. kaycee kalpin@premierinc.com

Kaycee Kalpin, MBA, is head of marketing at Premier, Inc., a healthcare performance improvement company headquartered in Charlotte, NC. Kaycee manages a team of product and portfolio marketers that lead integrated, multi-channel campaigns to build brand equity and help grow the company. Kaycee spent the first half of her career in a lobbying and business development role for the American College of Cardiology, where she passionately grew strategic partnerships and launched a suite of digital apps for heart patient and caregiver empowerment. During her time in Washington, DC, she earned a Master of Business Administration degree from Kogod School of Business at American University. Kaycee is very passionate about building an empowered, diverse, and inclusive team that she expects to become the next leading marketers of the businesses of North Carolina. She participates with several professional associations including Professional Women in Healthcare and the American Marketing Association. She volunteers to mentor emerging leaders and is incredibly passionate about healthcare, clean earth initiatives, and patient advocacy.

Katherine Parker Lucas Wake Program Policy Manager Hometown Strong parkerkatherine5@gmail.com

Katherine Lucas is a Program Policy Manager who supports Governor Roy Cooper's Hometown Strong Initiative, which focuses on creating partnerships between state agencies and local leaders. This initiative identifies ongoing projects and community needs and implements focused plans to boost the economy, improve infrastructure, and strengthen North Carolina's hometowns. Through her work, Katherine connects with local leaders and ensures that rural communities have the support they need to overcome challenges and thrive. She fosters these vital connections primarily through engagement with local leaders and state agency staff, virtual conferences on policy developments, assisting local leaders with project priorities, and visiting the rural communities across the state and within her regions.

Within her community, she also volunteers with numerous organizations, furthering her research interests from her graduate program in policy, community, and economic development. Katherine holds a Master of Public Administration from Clark Atlanta University in Atlanta, GA, and a B.A. in English from Bennett College in Greensboro, NC. Currently, she serves as the technology co-chair of the Eastern North Carolina Alumnae Chapter of Bennett College and Newsletter chair of the Raleigh Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated. She is a 2016 graduate of the Rural Economic Development Institute (REDI) XXVI Class and was named the 2017 Young Alumnae Award recipient for the Bennett College National Alumnae Association. In her spare time, Katherine enjoys listening to music, traveling, dancing, attending Broadway shows, and learning more about the global community.

#### Leslie Mason Durham

Chief of Staff, DUHS Nursing Duke Health leslie.mason@duke.edu

Leslie Mason is the Chief of Staff to the Vice President of Patient Care and Chief Nurse Executive at Duke Health. As Chief of Staff, she functions as a generalist, which allows her to positively impact a diverse portfolio of strategic and operational projects.

Leslie believes that if people don't define themselves by their title or job description, but by their commitment to achieving the mission of an organization, their professional experience and development opportunities will be much more fulfilling.

Leslie currently serves on the Durham City-County Appearance Commission and the Durham 2050 Comprehensive Plan work group. In her spare time, she loves road trips with her family, taking pictures, and being outside.

Jamie Philyaw Wake Executive Director, NC Dual Special Needs Plan UnitedHealthcare jamie\_philyaw@uhc.com

Jamie Philyaw currently serves as the Executive Director for UnitedHealthcare's North Carolina Community Plan. Jamie joined UnitedHealthcare in April 2019 and led the design and development of the innovative clinical model for the new Medicaid Transformation program in North Carolina before transitioning to the role of Executive Director in April 2020. In her current role, she has executive accountability for one of UnitedHealthcare's fasting growing Medicare Advantage products. Jamie has direct oversight of the financial, clinical, operational, and quality performance of the health plan. In this role, she collaborates and facilitates strategic partnerships with providers, community leaders, and government officials. Prior to joining UHC, Jamie was Senior Vice President of Population Health Solutions for Community Care of North Carolina, where she led an award-winning care management program with quality and cost-reduction results documented by peer-reviewed studies. Jamie has over twenty years of care management/population health experience serving the vulnerable populations in North Carolina, in addition to leading strong and innovative collaborations with the state, health providers, and community-based organizations on developing solutions for improving health outcomes. She is driven by implementing programs that focus on whole person care, which encompasses both the behavioral and social aspects to care that are too commonly overlooked. In response to her work with Integrated Care and Opioid overdose prevention, Jamie was a 2015 recipient of the Triangle Business Journal's "Health Care Heroes" award and a 2014 recipient of the CCNC Healthcare Quality Award. Jamie is a native North Carolinian and resides in Wake Forest. She received both her Bachelor and Master of Social Work degrees from East Carolina University.