

MARY SMITH

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SENIOR EXECUTIVE OFFICER

Revenue builder and initiator of game-changing shifts in how healthcare delivery systems are thought about and delivered in the marketplace.

Healthcare expert with 20+ years' Worker Compensation (WC) and Group Health experience, and formidable record of leveraging product development and contract operations to build corporate and market value, and positive client experience. Proven successes in turnaround roles as a result of uncommon business, analytical, and leadership skills. Extensive network of senior level contacts within WC insurance carriers and major hospital systems. Former member, Core Funders Committee, Workers Compensation Research Institute (WCRI).

**Strategic Planning • Product Development • Operations Excellence • Regulatory Compliance
Sales Coach • Client Relations • Team Leadership • Change Management**

Professional Experience

PROVIDENCE HEALTH CARE COMPANY **West Sacramento, CA • 2005-Present**
\$10B managed care provider. Acquired First Health Group Corporation in 2005.

SVP, Network Management

Selected by new parent to manage PPO network for WC and Rentals across 25 states. Lead 150-person team to re-contract with existing providers while gaining improved rates. Special emphasis on team, network, brand, and product integration as a result of acquisition.

- Led the integration for the Health Care Value Management (HCVM), PPO Oklahoma (PPO OK), Community Care Network (CCN), and First Health (FH) networks.
- Secured HCN certification in Texas. Salvaged (and completed) certification process in Florida by leveraging relationships within the state's regulatory agency and ensuring alignment with state regulatory standards.
- Initiated and built a Training & Development unit to support all lines of business.
- Selected to evaluate WC provider network expansion opportunity for acquisition of Concentra.

FIRST HEALTH GROUP CORPORATION **Downers Grove, IL and West Sacramento, CA • 1987-2005**
\$900M managed care provider.

SVP, Care Delivery Systems, 2004-2005

SVP, Provider Networks, 2003-2004

VP, Product Management, Client Services, 2001-2003

Asst. VP, Product Management, Client Services, 2000-2001

Director, WC Product Management, 1995-2000

Fast-track promotions through progressively broader and inclusive roles as a result of sales and product launch successes, and game-changing improvements in the company's healthcare delivery system.

Led strategic planning, product development, and operations of company's Provider Networks and Clinical Services groups (including Group Health and Workers' Compensation). Directed 600 total staff and administered \$27M+ operating budget. Integrated networks and clinical services to gain market differentiation and more efficient patient navigation. Member, Executive Committee (since 2003) and Systems Steering Committee (since 2001).

Strong focus on product development, including strategic planning, pricing, positioning, communications, and product launch. Supported sales teams with extensive on-site client interaction to drive revenue growth through product development and sales strategy. Influenced cross-functional sales, marketing, accounting, operations, and IT teams.

FIRST HEALTH GROUP CORPORATION, Accomplishments:

Organizational & Market Development

Instrumental in transforming the way insurance clients purchased provider networks—from single state decisions to overall corporate decisions. Guided 20-member multi-disciplinary sales team to \$12M win with The Travelers.

- Enhanced WC contracting methodology by deeply understanding client needs, educating contract teams, and interfacing with state regulators.
- Contributed significantly (since 2002) to the due diligence and integration of 4 acquisitions.
- Saved key Federal account by leading team that resolved almost 7,000 issues outstanding within 4 months.
- Revitalized underperforming Provider Networks group in 2003.
 - Transitioned 250-member team from reactive to proactive stance with data-driven analytics targeting hospitals with poor performance and specific contract areas deemed non-performing.
 - Justified lower rates by educating providers about competitive inroads.
 - Optimized the value of the network and group's servicing capabilities to user/clients.
 - Increased savings for both hospitals and physicians by 12%.

Product Development

- Leveraged core strengths of company and initiated game-changing market strategy by developing Best Care/Best Price product for a variety of illnesses. Combined clinical and network expertise to lower medical costs, and engaged interest of health care consumers to result in lower employer costs.
- Planned and launched Exclusive Provider Network product that ranked providers by quality and cost measures. Enabled insurance clients to make good provider choices, and tied them even more closely to company services.
- Led development of MPN network to support California regulatory reform and certification requirements.
- Secured MCO certifications in 16 states within 2 years.
- Launched auto insurance product—expanding relationships with existing customers and playing active role in securing new customers such as State Farm and Liberty Mutual.

Strategic Sales Support

- Strongly influenced sales strategy and competitive positioning by active participation in sales forecast meetings.
- Maximized profits by leading pricing strategy—collaborating with Executives, Sales, Operations and Underwriting.
- Worked with Sales and Account Management to develop client and prospect development plans.
- Organized multiple key client forums.
- Raised company visibility by presenting at national forums such as WCRI, AAPPO and the Disability Conference.

Prior First Health Group Corporation roles, 1987-1994:

Director, WC Utilization/Medical Management, 1994-1995

Promoted and challenged to turn around underperforming Workers Compensation sales and operations team that delivered services to the nation's largest insurance carriers and third-party administrators. Led 45 utilization review and case management nurses across 4 locations to increase productivity and results for both inpatient and outpatient services. Managed operating budget of \$2.5M.

- Increased revenue by 30%—establishing scalable foundation that has contributed to current revenue of \$700M.
- Lowered employer medical costs, and enabled employees to return to work more quickly by leading the overhaul of an enterprise wide WC program for General Motors.
- Implemented 1st standardized physical therapy program for United Airlines, including customized reporting.
- Expanded revenue by \$7M by selling the 1st integrated Utilization Review/Network Management program to existing client, AIG.

Manager, Physician Negotiations: Increased provider network by 10,000 physicians within 6 months.

Manager, UR & CM Corporate Accounts: Key liaison for employers such as PepsiCo, GM and Southland.

Leader, Case Management Specialist: Increased authorization of complex medical cases by 40% and ROI by 20:1.

Education

Bachelor of Science (BS) in Nursing, Lewis University, Romeoville, IL, 1982

Professional Affiliations

Workers Compensation Research Institute • American Association of Preferred Providers Organization