

Wauwatosa,
WI



WISCONSIN CHAPTER of the
American College of Healthcare Executives

An Independent Chapter of



American College of
Healthcare Executives
for leaders who care

Wisconsin Chapter of the American College of Healthcare Executives Regional Networking and Education Program

Managed Care Trends in the Southeastern Wisconsin Marketplace

About the Presenters:

Moderator: **Andy Serio, Division President, The Horton Group**

Andy Serio serves as the division president for The Horton Group. Serio ran Health Care System Consultants, Inc., a company he started in 1994, until he joined The Horton Group in 2008. He has over 20 years experience as a health insurance consultant to employers in Wisconsin. Born and educated in Milwaukee, he earned a Degree in Economics from the University of Wisconsin-Milwaukee. Serio is a frequent presenter at employer, labor, and health care seminars involving direct contracting, addressing the needs and interests of all entities. He has been an invited participant in the Annual Estes Park Institute Conferences since 1993. He continues to work with employers and health care systems to improve reimbursement schedules and wellness and prevention initiatives. The Milwaukee Business Journal and national publications recognize Serio as an expert in his field, often quoting him in major articles.

Panel Members:

Bill Felsing, President & CEO of Trilogy Health Insurance, Inc.

Bill Felsing is currently the president and CEO of Trilogy Health Insurance, Inc. Trilogy is a new locally owned and managed health insurance company developed by Felsing and four other seasoned Wisconsin insurance executives. It is entirely focused to serve small businesses in 25 counties of eastern Wisconsin. Felsing was previously the CEO of UnitedHealthcare of Wisconsin from 2000 to 2004. He was the chief operating officer from 1992 to 2000, and the chief financial officer of that same company from 1986 to 1992. Prior to joining PrimeCare/UnitedHealthcare, he served as an audit manager at Price Waterhouse. Felsing began his professional career in 1977 with his employment with Price Waterhouse as a staff auditor. Felsing graduated from UWM with a Bachelor of Business Administration – Accounting Degree. He is a board member of the Children's Health Education Center and Wisconsin Lutheran College.

Steve Martenet, President and General Manager, Anthem Blue Cross and Blue Shield

Steve Martenet serves as president and general manager for Anthem Blue Cross and Blue Shield in Wisconsin. He is responsible for the sales, marketing, and underwriting functions for group accounts and working to achieve the company's mission of improving the lives of the people it serves and the health of our communities. Martenet also leads Anthem Blue Cross and Blue Shield's Administrative Services Only (ASO) administrator, Claim Management Services, Inc. (CMS). Martenet has 15 years experience in the health insurance industry and has served in a variety of leadership roles, including vice president of sales for Anthem Blue Cross and Blue Shield in Kentucky and Ohio. Steve has been instrumental in developing and implementing strategies designed to enhance the companies' effectiveness in the marketplace. Martenet, a native of Ohio, graduated cum laude from Bowling Green State University in Ohio, where he was named Third Team Academic All-American in basketball. He has completed executive education courses at Indiana University Kelly School of Business, Northwestern's Kellogg School of Business, and the University of Chicago's Graduate School of Business.

Kristine Seymour, President, Wisconsin Market Humana

Kristine Seymour, Wisconsin Market President, oversees Humana's commercial health insurance business in Wisconsin, where Humana serves more than 400,000 health plan members, making it one of the state's largest health insurers. Seymour is responsible for the company's overall strategic direction, growth and profitability in Wisconsin. She works closely with insurance brokers, consultants and agents, promoting Humana's comprehensive portfolio of consumer choice health benefits products, including medical, dental and life insurance. In addition, she focuses on helping large, multi-location employers devise and implement sound health benefits strategies. A Wisconsin native, she brings more than 17 years of insurance and legal industry experience. Prior to joining Humana she served as executive vice president of the Employee Benefit Group at Milwaukee insurance brokerage Frank F. Haack & Associates. During her career, she has overseen marketing and product development for Blue Cross Blue Shield of Wisconsin. She holds a law degree from Marquette University Law School, as well as a Bachelor of Arts in Communication, also from Marquette University.

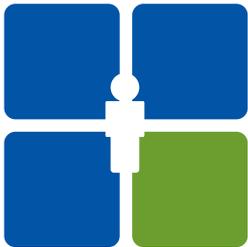
**Thursday, October 9, 2008
7:30 - 9:00am**

Program Description:

The Managed Care Industry has gone through substantial change during the past decade. The consolidation of health plans, the development of new products (i.e. consumer driven healthcare) and the development of new internal procedures are all attempts to succeed in today's competitive marketplace. This program will discuss some of the key changes occurring both locally and nationally. The panelists will also discuss future managed care trends and their impact on the Southeastern Wisconsin marketplace.

Learning Objectives:

- New initiatives being pursued by some of the leading managed care organizations in the area
- Some of the key managed care trends occurring both locally and nationally
- Innovative ideas to address some of the challenges facing the local marketplace



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Registration (limited to 100)

**Managed Care Trends in the Southeastern
Wisconsin Marketplace**

Mail your registration to:
WHA, ATTN: Sherry Collins
PO Box 259038, Madison, WI 53725-9038
Or, fax to 608-274-8554
Or, register on-line at www.wha.org

Organization

Address

City/State/Zip

Name

Title

ACHE Member: Yes No

ACHE Designation: _____

WI ACHE Member: Yes No

Phone

Fax

Email

Payment Information:

(Sorry, we cannot accept credit cards for this program.)

- Check enclosed (Make check payable to Wisconsin Chapter of ACHE)
- Will bring payment to program registration

**Thursday, October 9, 2008
7:30 - 9:00am**

Location:

Wheaton Franciscan Healthcare – Wauwatosa
(formerly St. Joseph Outpatient Center: I94
and Hwy 100).

Program:

7:30 am Breakfast and Networking
7:45 am Discussion and Q&A
9:00 am Adjourn

Cost:

\$15 WI ACHE Chapter members
\$25 non-Chapter members
Free for students

Who Should Attend:

Health care senior executives, managers and
students. Anyone interested in the topic is
welcome to participate.

Additional Program Information:

Content Questions:

Tom Wetzel, FACHE
Froedtert & Community Health
Office: 414 777-4642; twetzel@fmlh.edu

Registration Questions:

Sherry Collins at WHA
608-274-1820; scollins@wha.org

For planning purposes, pre-registration by
October 2, is highly encouraged.

Continuing Education Credit:

As a chartered independent Chapter of the
American College of Healthcare Executives,
the Wisconsin Chapter of the American
College of Healthcare Executives is authorized
to award 1 hour of Category II (non-ACHE
education) continuing education credit
for this program toward advancement or
recertification in the ACHE.

Participants in this program who wish to have
it considered for Category II credit should
list their attendance when they apply to the
ACHE for advancement or recertification.
Participants are responsible for maintaining a
record of their Category II credits.