

**CNO/CFO Meeting
Speaker Biographies**

**Day Egusquiza
President, AR Systems**

Day Egusquiza brings over 30 years experience in healthcare reimbursement, business office operations, contracting, and compliance implementation. Additionally, her experience includes eight years as a Director of a Physician Medical Management billing service and most recently completed an integrated business office between a hospital and a large physician clinic. She has been an entrepreneur in hospital and physician practice accounts receivable management and a leader in redesigning numerous organizations. Her work includes providing insight and guidance as a compliance, HIPAA, and APC educator to department heads as well as Business operation's staff.

Ms Egusquiza is a nationally recognized speaker on continuous quality improvement (CQI), benchmarking, redesigning, reimbursement system,s and implementing an operational focus of compliance – both in hospitals and practices. She has been on the AAHAM National Advisory Council, HFMA National Advisory Council, HFMA Faculty, is a past President of the Idaho HFMA Chapter, and recently received the Lifetime Achievement Award. She has been highlighted in JCAHO's *Six Hospitals in Search of Excellence*, Zimmerman's *Receivable Report*, *Health Care Biller*, and HFMA's *HFM & Patient Accounts* as well as other healthcare publications. She received the Idaho Hospital Association "Distinguished Service Award" for her legislative work and training on new indigent law.

**Sheela Tallman
Senior Manager of Legislative Policy, Premera Blue Cross**

Sheela Tallman, Senior Manager of Legislative Policy for Premera Blue Cross, is responsible for managing the tracking and analysis of legislation in Washington, Oregon, and Alaska and in Congress. She is responsible for developing public policy positions on various legislative issues, communicating with elected officials, and key stakeholders. She is currently the Vice-Chair of the Association of Washington Healthcare Plans.

Before joining Premera in 2006, Sheela was a manager at Deloitte Consulting. She focused on public sector clients in the U.S. State and Federal Governments working on healthcare strategy and operations and technology integration projects. She has more than ten years of experience in healthcare policy.

**Jennifer Bundy-Cobb
VP/Sr Employee Benefits Advisor, The Wilson Agency**

Jennifer is a Principal and the Vice President of Sales and Client services with The Wilson Agency. The Wilson Agency the largest employee benefit firm in Alaska a charter partner with United Benefit Advisors and United Benefits Advisors Northwest. Jennifer has worked

in the benefits industry since 1990 and has been providing her expertise at the Wilson Agency since 1995. She holds a Certified Employee Benefits Specialist (CEBS) designation through the Wharton School of Business and the International Foundation of Employee Benefit Plans (IFEBP). She is an expert on alternate funding and health plan risk management in both the public and private sectors. Jennifer has a particular interest using health plan data to proactively manage risk build strategic relationships that will create better benefit plans.

Jennifer shares her industry experience with the community as a charter member of the Alaska Chapter of the National Health Underwriters Association, Past President of the Alaska chapter. Jennifer is a Board member of the Anchorage Neighborhood Health Center where she served as a Chair during the years ANHC was building and moving into its newest location.

Terry Kiss, RN, MS, MSSW
Fairbanks Memorial Hospital

Teri Lynn Kiss, RN, MS, MSSW, CCRN is director, medical unit-2 South of Alaska-based Fairbanks Memorial Hospital, where she worked as a staff nurse in the ICU from 1987 to 2011 — was an assistant professor at the University of Alaska School of Nursing from 2002 to 2010 and a certified flight nurse for Fairbanks-based Critical Care Air Ambulance, Guardian Flight, Inc., from 1998 to 2005. She held staff and management positions at Knoxville-based East Tennessee Baptist Hospital and Parkwest Hospital and Singing River Hospital, Pascagoula, Miss., between 1977 and 1984.

Kiss has served American Association of Critical-Care Nurses (AACN) board of directors. A member of the Sigma Theta Tau International Honor Society of Nursing, Kiss was a mentor in the inaugural Geriatric Nurse Leadership Academy from 2008 to 2009. She received the 2008 Tina DeLapp Excellence in Nursing Leadership award from the Theta Omicron Chapter.

Kiss earned a Bachelor of Science in nursing from the University of Mississippi, Hattiesburg, in 1977 and a Master of Science in social work from the University of Tennessee, Knoxville, in 1983. She received a Master of Science in nursing education from the University of Alaska, Anchorage, in 2008.

Patrick Carter
The Carter Company

Patrick Carter is the Principle of the Carter Company- a Public Policy and Government Affairs Consulting Firm. He has eighteen years of political experience including legislative, lobbying, and government affairs. Mr. Carter has a reputation for promoting a strong Alaska business environment while developing and maintaining solid working relations with legislators and administrative staff. With an expertise in oil & gas, business issues, energy, resource development, pharmaceutical matters, and fish & wildlife management, he

emphasizes individual relationships thorough understanding of each client's specific interests. Representative clients include: Alaska State Chamber of Commerce, Alaska Land Title Association, Delta Western Fuels, Heavy Oil Solutions, Hilcorp Alaska, Homer Electric Association, Reed Elsevier/Lexis Nexis, and Pfizer Pharmaceuticals. He currently represents ASHNA in Juneau. He is a licensed architect.

Valerie Davidson
Alaska Native Tribal Health Consortium

Valerie Davidson, of Anchorage, is senior director of legal and inter-governmental affairs for the Alaska Native Tribal Health Consortium in Anchorage, with extensive experience working in Bethel on Alaska Native health and tribal governance issues. She has previously worked for the Yukon Kuskokwim Health Corporation and as a state legislative staffer on rural health care issues. Davidson earned a bachelor's degree in elementary education from the University of Alaska Southeast, and a law degree from the University of New Mexico's School of Law.

Bruce Richards
Central Peninsula Hospital

Bruce was involved in state and local government for twenty years prior to going to work for Central Peninsula Hospital in Government/External Affairs in 2009. He has worked for Representative Mike Navarre and Senator Judy Salo who both represented the Kenai Peninsula from the late 80s until the mid-90s. Bruce was then appointed by Governor Knowles as the Special Assistant to the Commissioner of the Department of Corrections. Prior to moving back to the Peninsula, Bruce was an investigator for the Municipality of Anchorage. Upon returning to the peninsula Bruce was the Special Assistant to the Kenai Peninsula Borough Mayor.

Margaret Brodie
State of Alaska

Margaret Brodie was named director of the Division of Health Care Services, effective Oct. 26, 2012. The division is responsible for management of the fiscal agent, provider and recipient services, and all claims adjudication, as well as performance of physical medicine components.

Ms. Brodie's background with the Department of Health and Social Services spans decades, beginning with the Division of Public Assistance, where she held various positions from 1990–2001. She has also worked for the departments of Education and Early Development and Natural Resources.

Ms. Brodie has been with Health Care Services since 2008, as a Medical Assistance Administrator IV, a Division Operations Manager, and as acting director. She is a U.S. Air Force veteran, holds a Bachelors of Science degree in Business Administration from Trinity College in Vermont, and is a Certified Government Financial Manager.

Jared Kosin
State of Alaska

Jared Kosin is the Executive Director of the Office of Rate Review in the Alaska Department of Health and Social Services. Jared and his wife Jenny, who was born and raised in Alaska, moved to the Anchorage area from Denver, Colorado last year. Jared is an attorney and has his M.B.A. He briefly practiced law in Colorado, but has spent a majority of his career in public policy. Prior to joining the Commissioner's Office and then the Office of Rate Review, Jared was the Policy Director and Legislative Director for the Colorado Speaker of the House.

Jared realizes that he has big shoes to fill from Jack Nielson, the previous Executive Director of Rater Review. Given Mr. Nielson's extensive experience and accounting background, Jared is not here to "replace" Mr. Nielson. Rather, Jared believes that he offers a unique skillset that can be just as effective. "With my background and training, I am in a good position to understand the complexities of the state's rate system and its everyday impact on a policy, business, and legal level."

Jared is originally from Chicago, Illinois, but couldn't be more excited about calling Alaska home.