Health Advocate Speakers Bureau

As the nation's leading provider of integrated member engagement, health advocacy, and well-being programs, Health Advocate has a number of industry experts available to speak to your group about a wide variety of health- and benefits-related topics. Our team of experienced thought leaders can share key insights to help people navigate the complex healthcare environment, improve health and well-being, and get more value out of the healthcare system.
Arthur “Abbie” N. Leibowitz, M.D., F.A.A.P
Chief Medical Officer, Founder and President Emeritus
Abbie Leibowitz is a nationally recognized leader in the healthcare industry and an authority on managed care, clinical management, quality assurance, and medical data and information systems.

Topics:
- Health advocacy
- Health insurance/employee benefits
- Engaging people in their health
- Using data to understand health costs and engage people in their health decisions
- Healthcare reform
- Population health management
- The impact and management of chronic disease

Pam Mortenson
Executive Vice President, Product Strategy
Pam Mortenson brings extensive experience in solving healthcare consumer engagement and communication challenges to West/Health Advocate. Her expertise and insights center on balancing best-in-class consumer engagement technologies with lifestyle coaching and support to drive healthier outcomes.

Topics:
- Well-being programs and behavior change
- Integrated approach to well-being and decision support
- Customizing well-being programs using multi-channel engagement
- Utilizing incentives to drive well-being
- Data-driven well-being

Kate Begley
Senior Vice President, Head of Sales
Kate Begley is an accomplished healthcare leader with 28 years of significant executive, management and sales experience. She oversees the sales, account management and distribution strategy for the organization.

Topics:
- Health advocacy
- The impact of integrated employee benefits
- Engaging employees in their health and well-being
- Healthcare consumerism
- Telling the healthcare story to employees

Norbert “Bert” J. Alicea
Executive Vice President, EAP+Work/Life Services
Bert Alicea is a Licensed Psychologist with over 27 years of experience in the EAP field. Bert specializes in assisting with difficult workplace situations and is a premier trainer in Employee Assistance.

Topics:
- Understanding the ROI and VOI of Employee Assistance Programs
- Enhancing managerial interpersonal skills
- Harassment awareness training for leadership and employees
- Addressing critical incidents
- Managing threats of violence
- Domestic violence in the workplace*
- DOT Reasonable Suspicion Drug & Alcohol Awareness Training
- The impact of employee stress at work

Raffi Terzian, M.D., MPH
Senior Vice President of Clinical Operations, Senior Medical Director
Raffi Terzian is a board certified Emergency Physician with nearly 20 years of clinical and administrative experience. Before joining Health Advocate, Dr. Terzian led educational programs at a number of the country’s top teaching hospitals.

Topics:
- Health advocacy
- Health insurance/employee benefits
- Improving the patient experience in healthcare
- Chronic conditions and disease management

Marcia Otto
Vice President, Product Strategy
Marcia Otto is a Silicon Valley software veteran whose expertise is in healthcare transparency strategy and solutions aimed at reducing healthcare costs for businesses and empowering their employees to become more engaged and effective in their healthcare

Topics:
- Healthcare costs and pricing transparency
- The confluence of healthcare cost and quality
- Mobile technology in healthcare
- Leveraging technology to engage people in their health
Rich Prall  
Vice President, Product Specialist, Biometrics/Wellness  
Rich Prall has over seven years of experience in the wellness industry, with expertise in helping clients from small businesses to multi-site national corporations design and implement long-term wellness strategies.  
Topics:  
• How to maximize the impact of onsite biometric screenings  
• Integrating biometrics and wellness to maximize effectiveness  
• Customizing well-being programs to drive engagement

Dan Shields  
Vice President, Product Specialist  
Dan Shields has more than 15 years of sales and management experience with an emphasis in the employee benefits field. Prior to Health Advocate, Dan held management and account executive positions in payroll, human resource services and communications consulting.  
Topics:  
• Putting healthcare data analytics into action  
• Leveraging data analytics for population management  
• Healthcare pricing transparency  
• Health advocacy

Matt Verdecchia, MS, CEAP  
Senior Trainer/Organizational Development, EAP+Work/Life Services  
Matt Verdecchia has more than 30 years of experience in the behavioral health field, including clinical, consulting and administrative roles in various settings. He focuses on the development and delivery of training programs at all organizational levels, risk assessment and consultation, as well as mediation.  
Topics:  
• Building and maintaining a respectful work culture  
• Suicide awareness and prevention  
• Managing threats of violence  
• Leadership/Supervisory Development  
• Conflict Management and Resolution  
• Effective Communication  
• Mental illness in the workplace

Irina Yermilov, M.D., MPH., MS  
Vice President of Clinical Development, engage2Health, a division of Health Advocate  
Irina Yermilov has extensive experience in clinical development and risk adjustment. Her primary focus is working with large healthcare datasets in order to answer clinical questions, as well as measure quality and cost metrics.  
Topics:  
• Leveraging data to measure and manage physician performance, cost and quality  
• Real-world outcomes research  
• Measuring ROI and value of health programs

If you have any questions or are interested in having someone from Health Advocate participate in your event, please submit your request to:  
Courtney Prizer  
Public Relations Specialist  
610.940.6723  
cprizer@HealthAdvocate.com