

Colorado Voices for Coverage 6th Annual Conference

Going for the Gold: Celebrating Success and Training for the Future



SPEAKER BIOS

OPENING KEYNOTE

Heather Howard

State Network; Program Director

Heather Howard is a Lecturer in Public Affairs at Princeton University's Woodrow Wilson School and a faculty affiliate of the Center for Health & Wellbeing. She directs the State Health Reform Assistance Network (www.statenetwork.org), a Robert Wood Johnson Foundation initiative providing technical assistance to states implementing the Affordable Care Act. She served as New Jersey's Commissioner of Health and Senior Services from 2008-2010, overseeing a cabinet-level agency with a budget of \$3.5 billion and staff of 1,700 responsible for public health services, regulation of health care institutions, senior services, and health care policy and research. She also has significant federal experience, having worked as Senator Jon Corzine's Chief of Staff, as Associate Director of the White House Domestic Policy Council and Senior Policy Advisor for First Lady Hillary Clinton, as an Honors Attorney in the U.S. Department of Justice's Antitrust Division Health Care Task Force, and for the U.S. House of Representatives.

Howard received her J.D. cum laude from New York University School of Law, serving a judicial clerkship with Judge Martha Craig Daughtrey of the U.S. Court of Appeals for the Sixth Circuit, and her B.A. cum laude from Duke University.

BREAKOUTS I

Cross Training: Enrollment Lessons from Other States

Marcia Dávalos

Small Business Majority; Southern California Outreach Manager

Marcia Dávalos works from the Small Business Majority's Los Angeles office where she focuses on building relationships with small business owners and organizations across Southern California. She also manages Small Business Majority's Latino small business outreach work.

Prior to joining Small Business Majority, Marcia served as Director of Regional Networks for the Latino Coalition for a Healthy California, a statewide policy group working to improve the conditions, services and health of Latinos across California. She also has extensive experience as a community organizer and as deputy campaign manager for various campaigns and statewide ballot initiatives. Marcia is fluent in Spanish.

Emily Polak

Community Catalyst; State Advocacy Manager

Emily Polak serves as a state advocacy manager for the State Consumer Health Advocacy Program, supporting Community Catalyst partners in their regional, state and national health care initiatives. Emily offers technical assistance in coalition building and maintenance,

grassroots organizing, organizational strategic planning, and designing and implementing successful health advocacy campaigns.

Prior to joining the Community Catalyst team, Emily served as the deputy director of NARAL Pro-Choice Virginia, supporting the organization in its political efforts to increase reproductive justice, health and rights for all individuals in the Commonwealth. Emily also spent a year and a half working on the Obama campaign for the 2008 election, and credits the campaign with allowing her to see the country.

Cara Stewart

Kentucky Equal Justice Center; Health Law Fellow

Cara Stewart started work as the new Health Law Fellow on June 18, 2013. A native Kentuckian and graduate of Berea College, Cara holds a JD from Salmon P. Chase College of law in Northern Kentucky. During five years of practice at Legal Aid of the Bluegrass in Covington, she represented low-income Kentuckians on a variety of matters from housing to family law to consumer protection and public benefits. Cara also found time to volunteer in campaigns to enact local smoke free ordinances. Together with co-author Ryan Smither, in 2012 she published a Northern Kentucky Law Review article calling for reform of Kentucky's landlord-tenant laws. Recognizing a moment of opportunity for Kentuckians when it comes to health care, Cara brings talent, experience and energy to a new challenge.

Next Stage in the Relay: Connect for Health Colorado

Elisabeth Arenales

Colorado Center on Law and Policy; Director of Health Program

Elisabeth Arenales has been director of the Colorado Center on Law and Policy's Health Care Program since January 2000. She is recognized as a health policy expert and has a particular focus on public health insurance programs, including Medicaid. Ms. Arenales has a strong track record of protecting, preserving, and expanding access to healthcare, particularly for lower-income Coloradans. She was a founder and served for six

years as board chair of the Colorado Consumer Health Initiative and served as a consumer representative on the Colorado Blue Ribbon Commission on Health Care Reform. Prior to working at CCLP, Ms. Arenales was staff attorney for the Colorado Lawyers Committee, where she focused on access to education, particularly in rural areas of Colorado. Ms. Arenales has been recognized by organizations including the University of Colorado (Law School Alumni Award for Distinguished Achievement), the Colorado Bar Association (Donald Hoagland Award), and Trial Lawyers for Public Justice (Trial Lawyer of the Year). In 2006, Ms. Arenales was recognized as a community health leader by the Robert Wood Johnson Foundation.

Jessica Dunbar

Connect for Health Colorado; Director of Eligibility

Jessica Dunbar joined Connect for Health Colorado in August 2011 with over 15 years of experience in the health care sector. In her current role as the Director of Eligibility and Enrollment, Jessica is part of the leadership team that defines the organization's strategic business and operations plans and supports external partnerships. In addition, she directs eligibility and enrollment policy research and oversees special projects that improve eligibility systems and operations. Prior to coming to the Exchange, Jessica worked as a senior research analyst at the Colorado Health Institute, a non-profit health policy research organization. In this position, she worked collaboratively with providers and researchers to build a Safety Net Indicators and Monitoring System for the state, conducted research and evaluation to support health foundations and communities and she was instrumental in the early development of the Colorado Regional Health Information Organization (CORHIO). Prior to this position Jessica worked for the Mental Health Center of Denver as a clinical case manager helping individuals navigate the health care system and obtain support through community resources.

Steve ErkenBrack

Rocky Mountain Health Plans; President and CEO

Steve ErkenBrack currently serves as President and Chief Executive Officer of Rocky Mountain

Health Plans. Prior to this position, he served as Vice President of Legal and Government Affairs for the organization from 2002 to 2008. For more than 25 years, Mr. ErkenBrack worked as an attorney with an emphasis on litigation, government affairs, and health care. He maintained a private practice with offices in Grand Junction and Denver. Mr. ErkenBrack served six years as Mesa County's elected District Attorney and four years as Colorado's Chief Deputy Attorney General.

Mr. ErkenBrack's significant legal and health care acumen has been recognized on a regional, statewide, and national basis. The Colorado legislature appointed Mr. ErkenBrack as the only health plan representative to serve on Colorado's Blue Ribbon Commission for Health Care Reform. Mr. ErkenBrack is the former Chair of Club 20's Health Care Committee, and is a founding member of the Mesa County Health Leadership Consortium. In 2011, Mr. ErkenBrack was appointed to the Colorado Health Benefit Exchange Board of Directors. Previously he has served as the Chair of the Board of Law Examiners for the Colorado Supreme Court and President of the Colorado District Attorneys Council.

LUNCH SPEAKERS

Irene Aguilar

Colorado State Senator

Sen. Aguilar received a medical degree from the University of Chicago Pritzker School of Medicine and has since filled numerous health care roles in addition to her 21 years as Primary Care Physician at Denver Health Westside Family Health Center, where she served and advocated for some of our city's most vulnerable people.

Sen. Aguilar served on the Health Equity Commission at the Colorado Department of Health and has served on the Long-Term Care Advisory Committee with the Colorado Department of Health Care Policy and Financing. She has been an instructor and supervisor of Residents, Nurse Practitioners and Medical Students at Denver Health and the University of Colorado Health Sciences Center, and she coordinated a program to increase cancer screening among low income and minority women.

Sen. Aguilar's experiences encompass advocacy at the Capitol as a member of the Colorado Developmental Disabilities Council, and of the Colorado House Task Force on Health Care for Vulnerable Populations. She has also served on the Colorado Board of Medical Examiners and the Health Benefits Advisory Board of the Colorado Division of Insurance.

Sen. Aguilar serves as the Assistant Majority Leader in the Senate. She is Chair of the Senate Health and Human Services Committee and serves on the State Veterans and Military Affairs Committee.

Patty Fontneau

Connect for Health Colorado; CEO

Patty Fontneau is the Executive Director and Chief Executive Officer of Connect for Health Colorado, a new health insurance marketplace for individuals, families and small businesses in Colorado.

Prior to her current role, Patty most recently served as Chief Operating Officer at Holme Roberts & Owen LLP, an international law firm. She previously served as Chief Administrative Officer for The IMA Financial Group Inc. and as Vice President and General Manager of the Western Service Center of TIAA-CREF, managing the operation of a 1,300-employee office in Denver.

Active in the community, Patty serves on the boards of the Downtown Denver Partnership, the University of Denver Business School Advisory Board and the Auraria Foundation. She was named the 2013 Denver Business Journal Power Book Winner for Healthcare and the 2012 Top Health Thinker in Colorado by the Denver Post. She won the 2007 Outstanding Women in Business Award (banking and finance category) from the Denver Business Journal, the Leadership Award from the Alumni Association of the University of Colorado at Denver Business School, and the 2003 Athena award from the Colorado Women's Chamber of Commerce, among other honors.

BREAKOUTS II

So You Got Insurance, Now What? Health Literacy

Julia Hutchins

Colorado HealthOp; CEO

“Julia has been a major part of the team that created the CO-OP, and we have always found her leadership both solid and inspiring. We know as CEO she will help us build a unique insurance cooperative that will serve our members well and improve access to care in Colorado,” said Lindy Wallace, President of the CO-OP Board of Directors. “Her deep experience in health insurance and business and community development will be a great asset to the CO-OP.”

Ms. Hutchins was recently the Vice President, Business Development for Colorado Access. She has also served as Senior Director, Business Development and Planning for Alameda Alliance for Health, Oakland California. Both organizations are nonprofit health plans offering primarily public insurance programs. In addition, Ms. Hutchins has worked in health care policy analysis, legislative advocacy, and community organizing. She is proficient in Spanish.

Peg Brown

Colorado Division of Insurance; Deputy Commissioner

Peg Brown is a native Coloradoan with over twenty-five years experience in health care policy and insurance law. She currently serves as Deputy Insurance Commissioner for Consumer Affairs. Peg’s experience includes serving as advisor to former U.S. Senator Hank Brown on health care and welfare policy, as staff to U.S. Senator Bob Packwood, and an attorney in private practice focusing on health and insurance issues. She has extensive lobbying and public policy experience representing health care providers, health plans and others before the Congress, Colorado General Assembly and state and federal agencies.

Peg has her law degree from the University of Denver, a Masters Degree in Legislative Policy from George Washington University in Washington, D.C., and a Bachelor in Technical

Journalism from Colorado State University. She has earned a certification as a Senior Professional in Insurance Regulation from the National Association of Insurance Commissioners. She and her husband, Dick, enjoy scuba diving, travel, biking and generally enjoying all Colorado has to offer.

Abraham Morales

SE2, Hispanic Insights, Senior Associate

Abraham Morales is a senior communications associate and manager of Hispanic Insights at SE2, a Denver-based specialty communications firm focused on public issues and social marketing. Abraham has over 18 years of experience on communications, public relations and social marketing. In his current role, he provides guidance to organizations seeking to initiate or expand their outreach to Hispanic audiences as well as to low-socioeconomic status and disparately affected populations. A native Spanish speaker, Abraham has proven to be a trusted advisor to many of SE2’s clients; some of his current and past clients include The Colorado Trust, the Colorado Health Foundation, Donor Alliance and LiveWell Colorado. Prior to joining SE2 in 2011, Abraham served as associate director of Hispanic affairs at the Archdiocese of Denver.

Reaching for the Finish Line: Connecting Underserved Populations to Coverage

Mirna Castro

Servicios de la Raza; Manager, Coalition for Culturally Appropriate Response & Enrollment Services

Mirna Ramirez-Castro is the Manager of the Coalition for Culturally Appropriate Response and Enrollment Services (CCARES) at Servicios de La Raza. Born to Mexican immigrants, in Dos Palos, California, a small, rural, agricultural town in the heart of the San Joaquin Valley, she was raised in the “Campos.” At the age of 18, she went to work as an eligibility worker for Merced County Human Services, while still a full-time student at the local community college. This step into the Human Services sector opened the door to what has now become her life’s work for 17 years, helping her community access services and navigate the convoluted systems in place within

the human services and healthcare sectors. Her experience as Director of Latina Outreach for Women's Health, and as an Advocacy and Enrollment Specialist rolls through both government and non-profit sectors, and were fundamental in the creation and implementation of CCARES. CCARES has become a model of successful cross sector collaborations between outreach and media competitors, which has engaged the community through culturally and linguistically appropriate projects, education and enrollment for the state based marketplace and Medicaid/CHP+ programs.

Christie Donner

*Colorado Criminal Justice Reform Coalition;
Executive Director*

Christie Donner is CCJRC's Executive Director and founder. She has over fifteen years of experience working in criminal justice reform advocacy, community organizing, policy research, and lobbying. Christie co-authored Parenting from Prison: A Resource Guide for Incarcerated Parents in Colorado. She is also the co-author of CCJRC's publication Getting On After Getting Out: A Re-Entry Guide for Colorado. She has a bachelor's degree in political science from the University of Colorado, Boulder.

Clayton Scherf

*The GLBT Community Center; Healthcare
Enrollment Program Manager*

Clayton is the Healthcare Enrollment Program Manager at the Gay, Lesbian, Bisexual and Transgender Community Center of Colorado where he currently manages several Health Coverage Guides in various Assistance Sites around the state specifically targeting the LGBT population of Colorado. Born and raised in Oregon, Clayton attended Southern Oregon University and moved to San Diego in 2002 and started his career with JPMorgan Chase. After 9 years in the financial industry Clayton left Chase and moved to Denver with his partner in September of 2011. Clayton began volunteering at The Center as a way to give back to his community and was brought on as a staff member in March of 2012 utilizing his financial background as part of the Development team. Clayton completed his Healthcare Enrollment

Certification through Connect for Health Colorado and has been the Enrollment Program manager since August 2013. Currently Clayton and his team conduct LGBT healthcare outreach, education, and assistance to organizations and community members throughout Colorado.

BREAKOUTS III

**Making Health Care Affordable for All
Coloradans: Curbing Health Care Costs**

Katherine Blair

*Office of Governor John Hickenlooper; Senior Policy
Advisor for Health*

Katherine serves as the health policy advisor to Colorado Gov. John Hickenlooper, a role she has held since late 2011. In this role, she coordinates the administration's policies on health and health care, is responsible for implementing primary components of state and federal health reform laws, and works with state agencies and outside organizations in the public, private and nonprofit sectors interested in the governor's position on health policy issues.

Prior to joining the Governor's Office of Policy, Research & Legislative Affairs, Katherine worked in health policy and health law in the private and public sectors, and was a nonprofit management consultant for organizations in Colorado and Washington, D.C.

Marc Reece

*Colorado Association of Health Plans; Associate
Director*

Marc Reece is the Associate Director of the Colorado Association of Health Plans. His work with CAHP involves active lobbying and policy analysis on behalf of the health insurance industry during Colorado's legislative session. Mr. Reece also works frequently with the Division of Insurance and tracks all regulatory changes impacting the industry. Since the passage of the ACA, Mr. Reece has also worked on various implementation issues, including leading industry efforts in establishing Colorado's health benefit exchange. He currently serves as co-chair of the Connect for Health Colorado Health Plan Advisory group. Prior to joining CAHP, Mr. Reece

worked in small business and energy law after graduating from law school.

Eddie Sonn

Center for Improving Value in Health Care; Interim CEO and VP of Strategic Initiatives

Ms. Sonn, CIVHC Interim CEO and VP of Strategic Initiatives, is responsible for developing policy and building the collaborative relationships necessary to support CIVHC's initiatives. She has spent 20 years working on health policy issues on behalf of clients in virtually every facet of the health care industry, as well as on broad-based health reform in the policy and political arenas. Eddie has been directly involved in seminal health policy developments in Colorado, including helping to lead the successful 2004 tobacco tax campaign to fund health programs; and staffing the Blue Ribbon Commission for Health Care Reform. Most recently, Ms. Sonn served as senior director of public affairs at the Colorado Medical Society.

Building a System that Works for the Newly Enrolled

Dave Chandra

Center on Budget and Policy Priorities; Senior Policy Analyst

Dave Chandra is a Senior Policy Analyst at the Center on Budget and Policy Priorities in the Health Policy Department. In this role, he supports state efforts in implementing national health reform as well as preserving and strengthening existing health care programs for low-income populations.

Prior to joining the Center, Mr. Chandra was the Director of the Office of Health Care Innovation at the DC Department of Health Care Finance, which included management of Health Insurance Exchange planning activities for the District of Columbia. He also served in the Executive Office of the Mayor and in the Director's Office at the DC Department of Health. Previously, he worked at Health Care For All in Boston, MA and spent two years in the Policy Department at the DC Primary Care Association.

Alicia Haywood

Colorado Rural Health Center; Policy and Advocacy Manager

Alicia Haywood is the Policy and Advocacy Manager for the Colorado Rural Health Center. Her day-to-day activities include tracking state and federal legislative and regulatory issues related to rural health and serving as a conduit of information between rural Colorado, Denver, and Washington DC. She also heads up CRHC's involvement with Colorado HealthStory, a story telling project designed to capture Coloradans' experiences with health and healthcare. Alicia earned a Master of Public Administration degree from the University of Colorado – Denver and a BA from the University of Missouri – Kansas City. She was recently selected for the National Rural Health Association's Rural Health Fellow Program, a year-long rural health policy training program.

Sharon O'Hara

National MS Society – Colorado-Wyoming Chapter; Executive Vice President

As the Executive Vice President of the National Multiple Sclerosis Society Colorado-Wyoming Chapter, Sharon works with and reports to the President to assure efficient internal operations of the Chapter. She is primarily responsible to advance the Chapter's mission through strategic development and implementation of the programs and services to persons with MS and their families. She is also the staff person responsible for one board management committee: Government Relations.

Prior to coming to the Chapter in 2007, Sharon had executive management positions in private community-based health care organizations and with the non-profit American Humane Association. Her extensive and varied experience includes a proven track record in leading teams, supporting key decisions makers, building collaborative relationships, public speaking, and working with state and local policy makers to develop innovative programs to address complex social issues.