

ANGELA L. PERRI, MBA

JURAN® Certified Six Sigma Black Belt

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SENIOR LEVEL MANAGER/EXECUTIVE VICE PRESIDENT

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Consistently produced best practice operational improvements and significant SG&A/ROI savings. Proven achievements in Healthcare & IT strategy, web, stakeholder engagement and quality improvement. Comprehensive business expertise in Medicaid, Medicare and commercial markets.

Accomplished health and wellness executive who's established a strategic vision focused on whole person health for specialized populations (LTSS, ABD, SMI, DD, Foster care, etc.) then achieved operating efficiencies and business growth objectives in multiple managed care environments. Extensive communications and product development experience, which requires a firm understanding of operational tools and capabilities; highly successful in building relationships at all levels, particularly with state legislators, agencies, and stakeholders as well as internal staff / leadership. Introduced process improvement change in support of revenue, regulatory, or customer commitments. Skilled communicator that is performance-driven. Led and motivated cross-functional teams across multiple states: five direct reports and 69 indirect reports. Championed the redesign and expansion of Cenpatico Schools and STRS programs and renewed focus on reporting and operational excellence.

Operations Management • Product Development • Organic Business Growth • Strategic Planning
Staff Development-Promotion • Performance & Quality Improvement • P&L Management/Budgeting
Regulatory Compliance • Web Design & Delivery • Process Improvement • Technology Leadership
Marketing & Communications Leadership • Strategic Partnerships • Brand Loyalty • Superior Customer Focus

SELECTED ACHIEVEMENT HIGHLIGHTS

- ◆ **Expanded Market Share** that nearly doubled revenue, membership, and product presence in three years by working to grow with Centene, add products, program enhancements, and technology (web) updates.
- ◆ **Launched Specialty Therapies & Rehabilitative Services (STRS) product** in 2011 and championed redesign of **Cenpatico Schools programs** for multi-state expansion in 2013 (www.cenpatico.com/schools)
- ◆ **Led two separate company's branding redesign effort** including "Cenpatico. Improving Lives" and Amerigroup's "Real Solutions" in health care which introduced new Mark, Logo, Tagline, and colors to reposition organizations. Produced all videos, multimedia, social networking and design elements. (Previously also introduced web redesign at www.pbhi.com also).
- ◆ **Transformed non-existent web presence into dynamic, stakeholder focused, branded web constellation** that introduced self service functionality for members and providers improving satisfaction while initiating \$64M cost avoidance, projected \$1.4M incremental revenue, \$789k return on investment and SG&A savings for Amerigroup Corporation; with 68% increased engagement/web utilization for Cenpatico.
- ◆ **Turned around fragmented, poorly performing processes** and established new departments that created best-in-class, compliant processes that exceeded SLA targets at both Cenpatico and Amerigroup. Redesigned internal and external web-based tools resulting in 46% increase in provider online registrations and utilization; 34% online transaction increase; 4.6% reduction in call volume; and approximately \$500k return on investment/savings while at Amerigroup.
- ◆ **Architect of multi-year strategy to establish comprehensive Health IT platform with significant competitive advantage** in design of electronic service record and interactive provider/associate dashboard that is proven to improve quality and HEDIS metrics and integrate in the provider (physician) workflow at the point of service (includes behavioral health parity integration).

Continued.

PROFESSIONAL EXPERIENCE

PERRI SOLUTIONS LLC

Charlotte, North Carolina, 2014 – present

Created a multi-disciplinary consultancy focused on healthcare, HealthIT, education services and marketing for organizations nationally.

President and CEO

Launched woman-owned business utilizing talent from across the country to serve clients nationally. The goal of the company is to work in service for our clients as supportive experts capable of delivering timely, valuable information and deliverables.

**Program Development,
Analysis, & Marketing**

- ◆ Leads all projects and oversees all analyses, report deliverables
 - ▶ *Healthcare, HealthIT, policy, program development*
 - ▶ *Behavioral Health program development and design*
 - ▶ *Education Services specializing in at-risk youth, special education and special needs children*
 - ▶ *Marketing and Communication strategies*
 - ▶ *Training*

**Strategic Planning &
Execution**

- ◆ Brand development or redesign
- ◆ Communication Strategies and Leadership/Sales Trainings; keynote speaker
- ◆ Six Sigma Methodologies used for data collection and analyses; then project management of any/all implementation initiatives.
- ◆ Responsible for numerous multi-year Strategic Plans that includes strategic vision, execution plan, SWOT, growth plan, and communication strategy.
- ◆ Expert marketer: conceived new vision for repositioning of organizations as a differentiated leader within a given market segment.
- ◆ Redesigned numerous website information architecture and brand designs to ensure Section 508 compliance; and allow for inclusion of all new products, programs, updated technology, and simplified user experience.

**Operations Re-
engineering**

- ◆ Leader in identifying and prioritizing process and systems improvement, quality issues, and provider engagement strategies
 - ▶ *Investments in Development; Quality (NCQA Prep); Technology*
 - ▶ *Payment Reform modeling to advance program development for health homes and other strategic enhancements to prepare for the Affordable Care Act and the Marketplace*
 - ▶ *Use of technology with simplified processes for improved efficiencies*



CENTENE CORPORATION: CENPATICO

Austin, Texas, 2010 – 2014

Built a distinguished record of multi-year progressive achievement with this \$3.2 billion Medicaid and Medicare managed care company's behavioral health organization.

Vice President, Business Development, Marketing & Communications

Advanced to lead and establish the growth infrastructure, which was responsible for program/product development, business development, marketing, communications, strategic partnerships, government relations, and schools programs.

**Bottom Line
Improvement**

- ◆ Expanded Medicaid business from 10 states with 21 product lines in 2010 to 18 states with 50 product lines in 2013; added Medicare in 2012; added Marketplace in 6 states in 2013:
 - ▶ *Behavioral Health program development and expansion – added 8 states*
 - ▶ *Specialty Therapies & Rehabilitative Services (STRS) product launch – 8 states*
 - ▶ *Schools program redesign and expansion – 2 states*
- ◆ Established value added features designed to improve loyalty and win new business including support for web redesign, development and execution of online tools;

Strategic Planning & Execution	<ul style="list-style-type: none"> ♦ business model design trademarked as Focus24™ ♦ Responsible for Cenpatico multi-year Strategic Plan since 2010 that includes strategic vision, execution plan, SWOT, growth plan, and communication strategy. ♦ Led rebranding team that conceived new vision for repositioning the company as a differentiated leader in the public sector market initially launched in May 2011. ♦ Led implementation of new Specialty Therapies & Rehabilitative Services (STRS) product in 2011; and Schools program development in 2013. ♦ Facilitated introduction and implementation of strategic partners that developed platforms in support of strategic priorities. ♦ Revamped website information architecture to ensure Section 508 compliance; and allow for inclusion of all new products, programs, updated technology, and simplified user experience.
Operations Re-engineering	<ul style="list-style-type: none"> ♦ Leader in identifying and prioritizing process and systems improvement, quality issues, and provider engagement strategies such as: <ul style="list-style-type: none"> ▶ <i>Investments in Development; Quality; Technology</i> ▶ <i>Payment Reform modeling to advance program development for health homes and other strategic enhancements to prepare for the Affordable Care Act and the Marketplace</i> ▶ <i>Content and material management and regulatory audit and approval process (RAP)</i> ▶ <i>Creation of new SharePoint intranet for improved document management, collaboration, and communication</i>
Customer Service	<ul style="list-style-type: none"> ♦ Redesigned customer reporting templates; strategies for communication internally and externally with all stakeholders including oversight of National Advisory Board which was a member-driven board convened to provide real time feedback for all Cenpatico operations, programs, processes.
Team Development	<ul style="list-style-type: none"> ♦ Facilitated career development planning (Major Job Objectives) and creation of team Key Performance Indicators (KPIs) for all projects and operations.



AMERIGROUP CORPORATION

Virginia Beach, VA, 2005 – 2010

Built a distinguished record of multi-year progressive achievement and advancement with this \$5 billion Medicaid and Medicare managed care company; recognized as 2008 Performance Champion and MLL Program Top Performer.

Vice President, eHealth Business Strategy & Development

Advanced to lead and establish eHealth business unit, which was responsible for spearheading infrastructure and process improvement change in response to new strategic direction focused on use of online tools and technologies.

Bottom Line Improvement	<ul style="list-style-type: none"> ♦ Delivered online self service tools for member and provider stakeholders in 11 markets and across multiple products resulting in significant cost savings, factors included: <ul style="list-style-type: none"> ▶ <i>New voice-of-the-customer product and program development</i> ▶ <i>Establishing content management system with streamlined, lean workflows</i> ▶ <i>Re-engineering of process controls, reporting, audit tracking</i> ♦ Established value added products and features designed to improve loyalty and win new business. ♦ Implemented program enhancements to original Medicare pilot in Houston, TX resulting in \$13M in direct revenue growth.
Strategy, Mission & Vision Planning	<ul style="list-style-type: none"> ♦ Led RealSolutions in healthcare™ team that conceived new vision for repositioning the company as a differentiated leader in the public sector market initially launched on redesign/re-engineering website November 2009. ♦ Produced Real Story videos in support of new brand positioning as cornerstone of corporate message. ♦ Facilitated introduction and implementation of strategic partners that developed platforms in support of strategic priorities. ♦ Ramped website information architecture to facilitate development of Long Term Care (LTC) caregiver strategic content and material (3Q10 launch).

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| Operations Re-engineering | <ul style="list-style-type: none"> ♦ Led senior management steering committee in identifying and prioritizing process and systems improvement, quality issues, and provider engagement strategies such as: <ul style="list-style-type: none"> ▶ <i>Re-engineering precertification look-up tools; eligibility verification; payment dispute; delegated administration tools</i> ▶ <i>Physician only dashboard introducing detailed quality metrics initially for internal staff (rollout externally in 2010) intervention and outreach</i> ▶ <i>Content and material management and regulatory audit and approval process (EMAP)</i> ▶ <i>Creation of new SharePoint intranet for improved document management, collaboration, and communication</i> |
| Customer Service | <ul style="list-style-type: none"> ♦ Created web technical support team that introduced level 2-3 telephone and online chat support for members and provider web-related issues; improving satisfaction, turnaround time, and first call resolution. |
| Team Development | <ul style="list-style-type: none"> ♦ Facilitated career development planning, project “Buddy” for cross-training, and creation of team Key Performance Indicators (KPIs) for all projects and operations. |

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PACIFICARE BEHAVIORAL HEALTH, INC.
Santa Ana, CA 2003 – 2005

Senior Project Manager

Handpicked by Chief Marketing Officer to lead product development, web, and sales/account management improvement initiatives targeted to meet performance improvement and sales goals. Devised and executed tactical action plans focused on improving account management customer service, establishing long-term growth, and building a top-performing team.

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| Strategy Planning & Revenue Growth | <ul style="list-style-type: none"> ♦ Led Web redesign initiative to establish new web presence for www.pbhi.com in support of new products, reporting platform, and brand. ♦ Established value-added depression and anxiety CBT tools (e.g., Interactive Online Cognitive Behavioral Therapy prototypes – LifeCoach Project) with strategic partner to enhance program portfolio, improve engagement, and reduce SG&A expense. ♦ Initiated and implemented new EAP and behavioral health program product features including but not limited to work/life benefit models. |
| Operations Re-engineering | <ul style="list-style-type: none"> ♦ Led, designed and developed introduction of online self-service transactions for members and providers; including a new online health coaching portal for members and specially trained staff. ♦ Facilitated fundamental re-engineering of all client reports including establishing standardized criteria sets, branded reporting templates, and streamlined data base for consistent data capture across all , public sector and health plan clients. ♦ Led project for strategic realignment of account management team and development of new suite of sales tools for enterprise tracking ♦ Established vendor quality management service level agreements; and performed quality audits to ensure appropriate customer service and issue resolution management was maintained. |
| Change Management | <ul style="list-style-type: none"> ♦ Created business processes and tools for non-IT management of the web portal content, report generation, and account management dashboard |

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CIGNA BEHAVIORAL HEALTH, INC.
Eden Prairie, MN, 2001 – 2003

Established 96% win record for new business, generating millions in annual revenue. Recognized as CIGNA Exemplary Employee awarded to top 20 employees of CIGNA Health Care (2002).

Senior Program Consultant

Lead program consultant responsible for marketing material development for print and online products including but not limited to proposal responses (RFP), collateral, and web content.

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| Market Positioning | <ul style="list-style-type: none"> ♦ Lead writer for CBH “Well Strategy” design team that rebranded the organization and all products and service delivery mechanisms. ♦ Contributed to the fundamental website redesign; wrote award-winning language for all marketing collateral including brochures and proposal responses. ♦ Created best-in-class implementation planning tools; reports; and operational support material to accompany marketing and new business submissions. |
| New Business Development | <ul style="list-style-type: none"> ♦ Led product and feature enhancement projects for all new business request for proposals in support of sales process. |

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MAGELLAN BEHAVIORAL HEALTH, INC.
Columbia, MD, 2000 – 2001

Manager of Marketing Initiatives

Recruited to design and implement marketing initiatives in support of product and program development for commercial and health plan market expansions for this leading behavioral health company.

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| Market Positioning | <ul style="list-style-type: none"> ♦ Introduced use of competitive intelligence and trend reporting to guide product and program development for all sectors. ♦ Initiated website self-service enhancement project with MagellanAssist design team that introduced strategic partnership and eventual acquisition of Epotec online wellness tools and interactive content features. ♦ Established Commercial Employer/Health Plan Marketing Plan that defined strategic priorities, operational improvement projects, and stakeholder engagement strategies. |
| New Business Development | <ul style="list-style-type: none"> ♦ Led product and feature enhancement projects for all new business request for proposals in support of sales process. |

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VALUEOPTIONS, INC.
Falls Church, VA, 1997 – 2000

Established 94% win record for new business, generating millions in annual revenue first for commercial products before transitioning to public sector business.

Program Manager

Lead commercial and subsequent public sector writer / project manager.

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| Market Positioning | <ul style="list-style-type: none"> ♦ Lead writer and new business development project manager working with sales, marketing, and operational leads to create winning proposals and collateral material in support of revenue growth and market expansions. ♦ Facilitated introduction of proposal generation tools including RFP Machine to improve and standardize development process. |
| New Business Development | <ul style="list-style-type: none"> ♦ Led product and feature enhancement projects for new business request for proposals in support of sales process. |

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FREELANCE WRITER/MARKETING CONSULTANT
Myrtle Beach, SC, 1994 – 1997

Worked as freelance writer and marketing consultant with various local businesses to develop marketing and/or advertising campaigns in print and television media.

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| Market Positioning | <ul style="list-style-type: none"> ◆ Developed market strategy and ad campaign for Stage Effects, Inc. – local stage and lighting company working for various theaters including Dixie Stampede, Carolina Opry Theater, and Medieval Times; as well as location work for The Disney Channel. <ul style="list-style-type: none"> ▶ <i>Wrote plot, program and story development for character choreography for theatre production (local children’s theatre, Disney Channel, and Opry).</i> ▶ <i>Developed all marketing collateral for SEI designs including brochures, signs, et.al.</i> ▶ <i>Established business development plan for company expansion.</i> |
| Advertising / PR | <ul style="list-style-type: none"> ◆ Wrote, directed, and produced commercials for law firm, stage design and choreography company, and local theatre. |

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LARRY SWANN & ASSOCIATES / LEFF MOORE & ASSOCIATES
Charleston, WV, 1991 – 1994

Lobbyist / Campaign Manager

Recruited to work for National Soft Drink Association; National Association of Independent Insurers; National Dieticians & Nutritionists Association; WV Manufactured Housing Association in support of legislative efforts.

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| Lobbying | <ul style="list-style-type: none"> ◆ Researched and wrote talking points, rebuttals, and PR campaigns in support of Association legislative initiatives: <ul style="list-style-type: none"> ▶ <i>Licensure and credentialing for dieticians and nutritionists</i> ▶ <i>Vending machine initiative to maintain soft drinks in schools and sports venues</i> ▶ <i>Health care reform monitoring</i> ◆ Designed, wrote and published Association Newsletters, collateral materials, and ad campaign content. |
| Campaign Management | <ul style="list-style-type: none"> ◆ Campaign Manager for <i>Dittmar for Senate; Spaulding for Circuit Judge</i>; Huntington Mayor; also worked for <i>Jay Rockefeller for Senate</i> and <i>Clinton/Gore</i> campaigns with 5-0 win record. ◆ Designed and produced all campaign materials included but not limited to brochures, collateral material; commercial television, radio, and newspaper ads. ◆ Candidate Prep and Handling for appearances, debates, interviews, et.al; all speechwriting. ◆ Coordinated all Get-Out-the-Vote (GOTV) efforts including management of volunteers and staff <ul style="list-style-type: none"> ▶ <i>Door-to-Door Neighborhood Walks</i> ▶ <i>Polling and all tracking/ trending</i> ▶ <i>Message planning and response</i> |

EDUCATION & CREDENTIALS**Masters in Business Administration (MBA)**

COLORADO TECHNICAL UNIVERSITY, Colorado Springs, CO, 2009
Focus in Healthcare Administration

Bachelor of Arts (BA) in Political Science

MARY BALDWIN COLLEGE, Staunton, VA, 1991
Graduated *Cum Laude* with Minor studies in English, History, Philosophy, and Religious Studies

Six Sigma Black Belt Certification

JURAN INSTITUTE, Southbury, CT, 2007
Process Improvement (DMAIC), Lean, and Design (DMADV)

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