2013 Healthcare Policy Conference

The Patient Protection and Affordable Care Act in Florida: The Exchanges and Proposed Medicaid Expansion

November 13, 2013

Session One

Ford Koles, Executive Director, The Advisory Board Company, Washington, DC
Pat Geraghty, CEO, Florida Blue
Will Weatherford, Speaker of the Florida House of Representatives
Don Gaetz, President of the Florida Senate

Ford Koles
Executive Director
The Advisory Board Company, Washington, DC

Bradford S. Koles, Jr. is an Executive Director and the national spokesperson for the Advisory Board Company, a for-profit, publicly-traded research firm serving more than 2,600 of America's leading hospitals and health systems. Mr. Koles' is one of the firm's preeminent thought-leaders in the area of health system economics and strategy, heading the faculty at the annual series of Chief Executive Officer meetings. He is also the keynote speaker at the annual series of Health Care Advisory Board meetings, the firm's flagship program. Mr. Koles is one of the best known and most requested speakers in the health care industry.

Mr. Koles is a health care economist by training with a wide-range of expertise in the provider industry. He has been a dominant figure in the evolution and communication of every major Advisory Board Company research initiative since 1994, leaving him conversant in the history and current status of all the significant reform initiatives: coverage expansion, vertical integration and physician partnership models, managed care and payer contracting, horizontal integration and system economics of scale, quality-based competition and consumerism.

Mr. Koles has been with the Advisory Board for twenty-one years. Previous to his employment with the Advisory Board Company, he worked as a management consultant for both the Hay Group and Ernst & Young.

Mr. Koles received his Master's Degree in economics from Johns Hopkins University and a Bachelor's Degree from Kenyon College.

Session Two

Russ Armistead, CEO, UF Health
Moody Chisholm, CEO, St. Vincent’s HealthCare
Hugh Greene, CEO, Baptist Health
Jim O’Loughlin, CEO, Memorial Hospital
Dr. William Rupp, CEO, Mayo Clinic in Florida

Session Three

Joe Antos, Wilson H. Taylor Scholar In Health Care and Retirement Policy, American Enterprise Institute
Dawn Emerick, CEO, Health Planning Council of Northeast Florida
Steven T. Halverson, CEO, The Haskell Company
Patrick Geraghty
Chairman and CEO
Blue Cross Blue Shield of Florida

Patrick “Pat” Geraghty is chairman of the board of directors and chief executive officer (CEO) of Florida Blue, the state’s largest health plan serving more than 7 million people in Florida and providing Medicare payment services to beneficiaries across 15 other states.

Prior to joining Florida Blue in 2011, Mr. Geraghty was president and CEO of Blue Cross and Blue Shield of Minnesota (BCBSMN). Mr. Geraghty is leading a transformation at Florida Blue from insurance company to health solutions company with a strong health, wellness and prevention orientation.

Throughout his career, Mr. Geraghty has been active in community and professional organizations. He is a board member for a diverse group of organizations, including the National Institute of Health Care Management (NIHCM), Sanford-Burnham Medical Research Institute, American’s Health Insurance Plans (AHIP) and the Oliver Wyman Innovation Center Advisory Board. He is a member of United Way's Board of Trustees and, in 2011, was appointed to the Florida Council of 100. In addition, Mr. Geraghty chaired the Minnesota chapter of CEOs Against Cancer and was selected the National CEO of the Year for 2011 by the American Cancer Society. Mr. Geraghty has also received many awards from the community. He received the 2013 Humanitarian of the Year Award from Kappa Alpha Psi for his leadership on diversity issues, the American Values Award for his outstanding leadership and commitment to the community from the North Florida Council Boy Scouts of America, The Jefferson Award for Public Service at BCBSMN, the 2012 Game Changer Award from Politic365 and the Gold Standard from the CEOs Roundtable in support of the American Cancer Society with BCBSMN and Florida Blue.

Mr. Geraghty frequently speaks on a range of health care topics including the impact of health care reform, payment reform strategies, innovation in health care and prevention and wellness. He has appeared on NBC’s “Meet the Press,” MSNBC’s “Morning Joe,” Bloomberg TV’s “Street Smart” and “Capitol Gains” programs, Wall Street Journal’s “Money Beat”, Fox Business News and PBS Nightly Business Report. Additionally, Mr. Geraghty has been featured in Florida Trend magazine, the Wall Street Journal, New York Times, Florida Times Union, Miami Herald, Tampa Tribune, Tampa Bay Times and Orlando Sentinel, among other publications.

Mr. Geraghty holds a Bachelor of Arts from Colgate University and has participated in executive education programs at Harvard University School of Public Health and the Wharton School at the University of Pennsylvania.
In 2006, Don Gaetz became the first non-legislator in more than 50 years to be elected to the Florida Senate without opposition. He was reelected to represent his Northwest Florida district in 2010 and 2012. Additionally, in November 2012, Senator Gaetz was unanimously elected by his colleagues to serve a two year term as President of the Florida Senate.

Before being elected to the Senate, President Gaetz was the Superintendent of the Okaloosa County School District. During his term of office from 2000 to 2006 Okaloosa Schools became the highest performing public school system in Florida and won numerous national awards for academic excellence.

President Gaetz is the retired co-founder and vice chairman of a multi-state health care corporation and is a former president of the National Hospice Organization. He is a member of St. Paul’s Lutheran Church in Niceville. President Gaetz and his wife, Victoria, have two children. His son, Matt Gaetz is State Representative for District 4 in Northwest Florida.
Will Weatherford  
Speaker 
The Florida House of Representatives

Will Weatherford is a small business owner, husband and father who resides in Wesley Chapel, Florida. Mr. Weatherford grew up in the Tampa area as the second oldest in a family of nine children. He was homeschooled and like his six brothers, played football at Land ‘O Lakes high school.

His love for the game continued as he furthered his education at Jacksonville University where he earned a degree in business. It is also the place where he found his passion for public service. In college, he was elected Student Government Association Vice President and received the Outstanding Leadership award.

After college, Mr. Weatherford worked in the commercial real estate sector when Speaker of the House Allan Bense recruited him to serve in state government. Working with Speaker Bense, he learned valuable lessons about servant leadership, integrity and fairness.

At that time, Mr. Weatherford had no idea how important those days would be. In 2006, he ran for the House of Representatives to represent Pasco County. He won his first race and returned to Tallahassee, this time representing his hometown as an elected official. Not a typical freshman, Mr. Weatherford was able to use his knowledge of policy and the process to immediately tackle important issues. He has a record of championing education reform, promoting transparency and accountability in government, expanding school choice for Florida’s parents and children, and leading a redistricting process that put the process above politics that was upheld by a unanimous vote of the Florida Supreme Court.

Mr. Weatherford’s inclusive leadership style earned him the confidence of his peers and they unanimously elected him Speaker of the House of Florida in 2012. Today, he is the youngest Speaker in America.

Over the years, Mr. Weatherford has been recognized as a “Champion of Business;” a “Defender of Parents’ Rights” by the Florida Catholic Conference; “Legislator of the Year” by Able Trust for Disabled; and a “Top 12 State Legislators to Watch” by Governing Magazine.

Mr. Weatherford is a citizen legislator. He owns a small business and serves on the board of directors for Florida Traditions Bank based in Dade City. He is also involved in many charitable organizations such as Jobs for Americas Graduates and Florida’s Take Stock in Children program, where he serves as a mentor.

Just as family was a great influence in the beginning of his life, it continues to impact him now with his own family. Mr. Weatherford is married to Courtney Weatherford. They reside in Wesley Chapel with their three daughters --- Ella Kate, Molly and Madelyn.
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Russell Armistead, MBA
CEO
UF Health Jacksonville

Russell Armistead, Jr (Russ) grew up in the small town of Mathews, VA, and started his career in public accounting as a CPA with Ernst & Young in Winston-Salem, NC. After 6 years in public accounting, he went to work at Wake Forest University School of Medicine (formerly Bowman Gray School of Medicine), where he worked for 24 years, including VP for Health Services Administration of Wake Forest University and Senior Associate Dean for Administrative Services of WFU School of Medicine.

After Wake Forest, he had his own consulting firm, working with academic health centers and hospitals. During that time, he served dual roles at the Medical College of Ohio in Toledo, as interim executive director of the MCO Hospitals and vice president for finance, CFO and treasurer. This work resulted in the hospitals becoming profitable within a year and earned him accolades from the Toledo newspaper and the medical college.

After that work and 9 years ago, he was recruited to the UF Health Science Center as Associate VP for finance and planning, working in Gainesville and in Jacksonville. In January 2013, he was asked to be CEO of UF Health Jacksonville (Shands Jax) when Jim Burkhart resigned to become CEO of Tampa General Hospital.

He has been married to his wife, Susan for 45 years. They have 1 daughter, Denise, who is married to Jeff Auton and live just North of Raleigh, NC. Russ & Susan have 2 grandchildren: Bryce age 8 and Hannah age 6. Russ & Susan have kept their condo on the NC coast near Morehead City, so they are able to visit their daughter, son in law and grandchildren often, because they all love the beach.

Russ enjoys reading, and boating, but the boating is from his condo watching them go by. He grew up on the Chesapeake Bay, so he lived with water and boats, although not pleasure boats, but working boats. However, he has owned a few pleasure boats and now just enjoys watching them!

Russ has a Bachelor of Science in Business Administration (Accounting) from Va. Tech and an MBA from Wake Forest University.

Russ and Susan live in the Peninsula on the South Bank in Jacksonville.
Moody Chisholm is the President and Chief Executive Officer of St. Vincent’s HealthCare. St. Vincent’s HealthCare is the Jacksonville Ministry of Ascension Health, serving the community with nearly 5,000 associates and 1,000 physicians. St. Vincent’s ministries include St. Vincent’s Medical Center Riverside, St. Vincent’s Medical Center Southside, St. Vincent’s Medical Center Clay, St. Catherine Labouré Manor, St. Vincent’s Primary Care and Physician Enterprise, Consolidated Laboratory and Pharmacy Services, ambulance services, and Outreach mobile health ministries that serve a 5-county region.

Mr. Chisholm ensures that the long-standing mission of St. Vincent’s HealthCare is carried out and strengthened, and is responsible for developing and implementing the future vision of the ministry, as well as goals and strategies in accordance with the Board of Directors and Ascension Health.

Prior to joining St. Vincent’s, Mr. Chisholm was with Universal Health Services for 24 years, advancing to Vice President of the Acute Care Division of the company with responsibility both as CEO and as the regional leader for multiple hospitals. He was recognized with various leadership awards from Universal Health Services, as well as awards for charitable and community leadership over his tenure in hospitals in Florida, Texas, South Carolina, and Louisiana. Mr. Chisholm has been elected to the first class of Ascension Health’s Leadership Academy. He holds a BS in Hospital Administration and a BS in Economics from Appalachian State University and a Masters degree in business administration from Nova Southeastern University.

Mr. Chisholm sees St. Vincent’s HealthCare as having significant opportunities for growth and for enhanced service within the greater Jacksonville and Clay County areas and is committed to being an active part of both communities. Community activities include:

- JAX Chamber Board Member, JAX Chamber of Commerce Trustee, JAXUSA Partnership Advisory Council Member, Rotary Club of Jacksonville Member, Jacksonville Rotary International Service Committee Member, Jacksonville Civic Council Member, Navy League of the United States Member, UNF Dean’s Council – Brooks College of Health Member, Northeast Florida Health Information Exchange. Inc. Board Member, We Care Strategic Development Council Member, Community Hospice Board Member, Leadership Jacksonville Board Member, FHA Board Member, FHA Advocacy Committee Member, Catholic Health Executives Committee Member, THE PLAYERS Council Member, Leadership Jacksonville Class of ’11, Jacksonville Catholic Businessmen Member.
Hugh Greene is President and Chief Executive Officer of Baptist Health, a comprehensive community-based health system that is comprised of five hospitals. Mr. Greene holds a master's degree in Health Administration from the Medical College of Virginia and a master’s degree of Divinity from the Southern Baptist Theological Seminary in Louisville, Kentucky. He is a Magna Cum Laude graduate of Wake Forest University where he was Phi Beta Kappa.

Mr. Greene currently serves as Vice-Chair and Chair-Elect of the Board of Trustees for the University of North Florida and was named an honorary alumnus of UNF. After serving numerous times on the Board of Directors for the Jacksonville Chamber of Commerce, he served as chair in 2011 and chair of the Cornerstone economic development division in 2007. He is a member of the Executive Board of the Jacksonville Civic Council, the regional CEO group. He also served on the corporate Board of PSS World Medical prior to the recent sale of the company to McKesson.

In 2007, the Jacksonville Business Journal named him one of the area’s 12 “Ultimate CEOs” and he was also inducted into the First Coast Business Hall of Fame. He has been active with the United Way of Northeast Florida where he has served as chair of the Board of Trustees and as 2006 Campaign Chair. Mr. Greene was the founding chair of JaxCare, a program for the working uninsured. Additionally, as chair of the Sulzbacher Center Board, he received the Excellence in Healthcare Award for his efforts on behalf of healthcare for the homeless. He serves as a member of the Healthcare and Bioscience Council of Northeast Florida where he chairs the Access to Care work group. He is a member of Downtown Rotary. Mr. Greene was a member of the 1991 Leadership Jacksonville class, and the recipient of the Leadership Jacksonville 2006 Community Trustee Award. He is also a recipient of the 2012 Humanitarian Award by OneJax; and the 2013 Distinguished Business Leader Award by the University of North Florida’s Coggin College of Business.

Outside of Jacksonville, Mr. Greene is the immediate past chair of the Florida Hospital Association Board, a member of its Executive Committee and Legislative Advocacy Committee. He was named “Grassroots Champion” for Florida by the American Hospital Association in 2009 for his political involvement on behalf of hospitals and subsequently received the “Spirit of Advocacy” award by the Florida Hospital Association in 2013. He currently serves on the Regional Policy Board of the American Hospital Association. Mr. Greene was also appointed by the Governor to the Low Income Pool Council, where he continues to serve.

Hugh and Susan, his wife of 38 years, have three sons and two grandchildren.
Jim O’Loughlin is President and Chief Executive Officer of Memorial Hospital, a 418-bed comprehensive acute-care hospital affiliated with the Hospital Corporation of America. Mr. O’Loughlin holds a PhD from Florida State University, an MBA from Nova University, and a master’s degree from the University of South Carolina.

Prior to joining Memorial Hospital in February of 2012, Mr. O’Loughlin served as the Market Chief Executive Officer for the Carolinas Health System in Florence, South Carolina. Jim began his hospital career as a director of rehabilitation and advanced to Director of Planning and Development, then to Associate Administrator, then CEO and subsequently Market CEO. Throughout his 25 plus years of experience he has served as CEO of hospitals in Florida, Oklahoma, and Alabama, as well as South Carolina.

Under his leadership, his facilities have been recognized for excellence in one or more areas, including such honors as: being named by HCIA as a Top 100 Hospital in the US, being named in the Top 25 Teaching Hospitals in the US, being awarded as a top performing hospital in the company, and being recognized in the top 15 places to work in the state. In addition, 1997 Jim received the Columbia CEO Leadership Award.

Jim is known for his community involvement and has served on multiple organizational boards throughout his career including the American Heart Association, United Way, Boy Scouts of America, and the Federation of American Hospitals.
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Dr. William Rupp
CEO
Mayo Clinic in Florida

William Rupp, M.D. has served as Chief Executive Officer at Mayo Clinic in Florida since November 2008, coming to Jacksonville from Luther Midelfort – Mayo Health System. Dr. Rupp served five years as President and CEO of Immanuel St. Joseph’s – Mayo Health System in Mankato, Minnesota. Prior to that, he spent 20 years at Luther Midelfort, Mayo Health System’s largest practice, 11 of those years as President and CEO.

He received his undergraduate degree from Dartmouth College and his medical degree from the University of Minnesota Medical School and completed a residency in Internal Medicine and Fellowship in Medical Oncology at the University of Cincinnati Medical Center.

Dr. Rupp is a physician-leader who brings a combination of health care knowledge, operational excellence, and an understanding of how health care issues impact patient care to his role. He has a great deal of experience in quality improvement efforts and has worked collaboratively on both the enterprise and local levels to improve practices and operations. He has a reputation for forging strong community ties and bringing physician groups together. Dr. Rupp has served as a faculty member at the Institute for Healthcare Improvement.

In his many leadership roles, Dr. Rupp has helped physician organizations, hospitals, and health systems develop shared organizational vision, strengthen leadership and governance, accelerate the pace of change, and improve patient safety. He was a member of the Institute of Medicine team that wrote the report, Keeping Patients Safe: Transforming the Work Environment of Nurses.
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Joseph R. Antos, Ph.D.
Wilson H. Taylor Scholar in Health Care and Retirement Policy
American Enterprise Institute

Joseph Antos is the Wilson H. Taylor Scholar in Health Care and Retirement Policy at the American Enterprise Institute, a nonpartisan public policy organization based in Washington, DC. He is also a member of the Panel of Health Advisers for the Congressional Budget Office. He recently completed two terms as a commissioner of the Maryland Health Services Cost Review Commission, which regulates payment rates and oversees the financial performance of all hospitals in the state. His research focuses on the economics of health policy, including Medicare and broader health system reform, health care financing and the budget, health insurance regulation, and the uninsured.

Prior to joining AEI, Mr. Antos was Assistant Director for Health and Human Resources at the Congressional Budget Office from 1995 to 2001. He held several senior management positions in the Healthcare Financing Administration (now called the Centers for Medicare and Medicaid Services), including Director of the Office of Research and Demonstrations from 1987 to 1993. He also was Principal Deputy Assistant Secretary for Management and Budget and Deputy Chief of Staff for the U.S. Department of Health and Human Services in 1986 and 1987. He also held senior positions in the Office of Management and Budget and the President’s Council of Economic Advisers, from 1983 to 1986. Antos has a Ph.D. in economics from the University of Rochester.
Dr. Dawn Emerick
President and CEO
Health Planning Council of Northeast Florida

Dawn Emerick, Ed.D. relocated to Jacksonville in 1991 from the DC / Maryland metropolitan area after graduating from Frostburg State University in Cumberland, Maryland. In 1992, she began her career as a chronic disease health educator with the Duval County Health Department. She crafted her leadership, evaluation, and health communication skills at various non-profit organizations in Northeast Florida. Prior to accepting the CEO position at the Health Planning Council, she served as the Senior Public Affairs Consultant for First Coast Service Options, Florida’s Medicare Administrator and subsidiary of Blue Cross and Blue Shield of Florida.

She is a two-time alumni of University of North Florida where she received her Masters in Public Administration and Health Administration in 1995 and her Doctor of Education Leadership and Social Marketing in 2008. That same year, Dr. Emerick accepted the CEO position with the Health Planning Council of Northeast Florida.

Dr. Emerick was voted as one of Jacksonville’s Up and Coming Leaders by the Jacksonville Business Journal and was recently voted as one of the Top 40 Influencers in Healthcare in Northeast Florida by 904 Magazine for two consecutive years. She is a three-time Florida Public Relations Association Image Award winner and was the vision behind the Peabody Award Winning documentary “Behind Closed Doors” with WJXT Chan 4 and Hubbard House. She has presented at several national and statewide conferences and has served as a peer reviewer for health related journals. In 2010, Dr. Emerick completed Leadership Jacksonville and was recently named by the Surgeon General of the Florida Department of Health to the Stateside Steering Council charged with developing Florida’s Health Improvement Plan. Dr. Emerick is an active member of the Jacksonville Regional Chamber of Commerce Board of Governors, Timucuan Trail Parks Foundation, Regional Community Institute, the National Association for Community Health Initiatives, and Jax2025.

Dawn is married to Al Emerick and has three children- Natasha, a graduate student at Purdue, Richard a student at Florida State College Jacksonville, and Dylan a student at Douglas Anderson School of the Arts. In short, Dawn is a DMV transplant who works a lot, laughs loud, loves sports, sings horribly, travels often and loves spending time on the Oregon coast.
Steve Halverson is President and Chief Executive Officer of The Haskell Company, one of the nation’s largest integrated design-build organizations, with operations throughout the United States and Latin America and headquarters in Jacksonville, Florida. During his 12-year tenure as CEO, Haskell expanded its operations internationally in Latin America and more recently into Asia; and its stock value increased 938%.

Steve received his Bachelor of Arts degree from St. John’s University, his Juris Doctorate degree from American University in Washington, D.C. and has completed executive business education at Dartmouth University and Wharton. He is co-author of two books, as well as numerous articles in professional publications. He is admitted to the bar in Minnesota and Virginia (inactive status).

Steve is active in professional and civic organizations. He serves as Chairman of the Construction Industry Roundtable and was past Chairman of the Design Build Institute of America and the National Center for Construction Education and Research. He is also a corporate director of CSX Corporation (NYSE:CSX) and Blue Cross Blue Shield of Florida (Florida Blue).

In terms of civic activities, Steve is Chairman of the Jacksonville Civic Council, Immediate Past Chairman of the Florida Council of 100 and Past Chairman of the Florida Chamber of Commerce. He also is Chairman of the Teach for America Jacksonville Advisory Board, past chairman of the Jacksonville Symphony Orchestra, past Vice-Chairman of Regis University and the University of North Florida and a life trustee of the Council for Educational Change in Miami. He is a member of the Jacksonville University Public Affairs Institute Advisory Board and was 2002 campaign chair for the United Way of Northeast Florida. Steve is a 2007 recipient of the Prime Osborn Distinguished Business Leader Award and in 2008 was elected by the Florida Council on Economic Education to the First Coast Business Hall of Fame. He is a recipient of the UNF Presidential Medallion (2011) the Governor’s Business Leader of the Year Award (2012) and the OneJax Humanitarian Award (2013).

Steve lives with his wife Diane in Jacksonville. They have two children, John and Anne.
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Tim Cost became the 12th President of Jacksonville University on February 1, 2013. Prior to his election, he was Executive Vice President for food and beverage world leader, PepsiCo, with revenues of $60 billion and 300,000 employees. He has 32 years of senior executive experience at many of the world’s top companies, including Bristol-Myers Squibb, Kodak, ARAMARK, Wyeth/Pfizer and Pharmacia. He has also been Chairman of Global Health Care for Washington-based consulting firm, APCO Worldwide. His background and experience center on mergers and acquisitions, strategy, marketing, public policy, investor relations, crisis/issues management, government relations, communications, and capital markets.

A 1981 Magna Cum Laude Jacksonville University graduate who also holds an MBA from the William E. Simon School of Business at the University of Rochester, he was given the Jacksonville University Distinguished Alumni Award in 2006 and was also selected a Distinguished Dolphin to help celebrate Jacksonville University’s 75th Anniversary. He has served on the JU Board of Trustees since 2009 and as chairman of committees on enrollment and retention, and development. As a JU athlete and four-year letterman on its baseball team, he is one of the top 10 winningest pitchers in JU Baseball history, and as a freshman, pitched the only 9-inning no-hitter in Jacksonville University history. Mr. Cost and his wife of 30 years, Stephanie, are the parents of two children, Melanie, 26, and Drew, 24.
Richard A. Mullaney  
Director, JU Public Policy Institute  
Jacksonville University

Rick Mullaney grew up in Jacksonville, Florida and attended the University of Florida on a George Smathers Debate Scholarship, receiving a BA in Political Science and graduating Phi Beta Kappa and first in the College of Arts and Sciences. He earned his law degree from the University of Florida College of Law in 1980, serving as Executive Editor of the Law Review. After working as a business lawyer for Carlton, Fields, then the state’s largest law firm, Mr. Mullaney was a prosecutor and was named Prosecutor of the Year for the state of Florida in 1991. While a prosecutor, he taught business law in the MBA program at the University of North Florida.

He subsequently worked for nearly 20 years on diverse public policy issues, including economic development, municipal finance, healthcare, education, and infrastructure development as legal counsel and public policy advisor to the City of Jacksonville and former mayors Ed Austin, John Delaney and John Peyton. During this time, he served as Head of the City’s Tort Litigation Department, Chief of Staff to former Mayor John Delaney, and General Counsel to Jacksonville’s $5 billion a year consolidated government.

Mr. Mullaney currently serves as Chairman of the Board of Directors for Gateway Community Service. He is past Chairman of the St. Vincent’s Healthcare Foundation, serving on the board since 2004, and has served on the Board of Directors for the St. Vincent’s Healthcare since 2005. He is a member of Leadership Jacksonville (1988) and Leadership Florida (2001) and ran for Mayor of Jacksonville in 2011.

Mr. Mullaney became the Founding Director of the JU Public Policy Institute at Jacksonville University in 2012.