

Josephine W. Musser

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Career Summary

Senior Executive with broad general management, business development, operations and strategic policy development experience in health care. Broad and in-depth knowledge of health care public policy and insurance. Consistently high-level accomplishments in community organization and development. Visionary leader with excellent interpersonal skills and a history of building winning teams that provide innovative solutions to complex issues.

Professional Experience

WISCONSIN HEALTH INFORMATION ORGANIZATION
CEO

2009-2016

WHIO is a non-profit, private sector, voluntary All Payer Claims Database covering over 68% of WI residents medical and pharmaceutical insurance claims. A Member and Subscription business model provides access to an unprecedented source of healthcare information to support transparency, quality improvement initiatives, competitive benchmarking, research and other healthcare operations.

Prior to becoming CEO, provided Business Development services producing over \$1M annually in membership and subscription consultative sales. Prior to becoming a consultant to WHIO served as a Founding Board Member from the inception in 2004.

LABYRINTH HEALTH SOLUTIONS, LLC

Principle,

2009- present

Consultative support to government relations, public policy development & implementation, value-based benefit design, disease management programs and health insurance benefit review and advisement.

- Federal government relations coordination and policy development for WI foundation for healthcare value—representing 15 large medical systems advocating for policy language to reduce the cost of care delivery
- Subject matter expert for WI All Payer Claims Database providing physicians, employers and consumers data to compare performance of all WI healthcare providers
- Benefit plan review for self-funded employers saving one large trucking firm over \$700,000
- Consumer Advice and Advocacy for insurance claims resulting in approval and payment for previously denied claims,-- acquiring \$75,000 additional property damage reimbursement for one claimant, reinstatement of health policy for a couple, and approval of treatment previously denied as “experimental”

WISCONSIN PHYSICIANS SERVICE INSURANCE CORPORATION, Madison, WI

Senior Vice President,

2004-2009

Full responsibility for provider relationships, medical management practices, and regulatory compliance.

- ▶ Negotiated PBM agreements saving the corporation >\$30M over previous contract
- ▶ Negotiated provider agreements in many cases tripling savings over previous contract
- ▶ Developed and implemented innovative Value-Based Benefit Design for large employer
- ▶ Lead due diligence and negotiation to purchase regional provider owned HMO
- ▶ Reconfigured Medical Management department to provide Integrated Care Management and consistent ROI of >4:1
- ▶ Developed and implemented comprehensive and customized Wellness program
- ▶ Lead the establishment of corporate quality and transparency metrics to measure physician performance
- ▶ Member of several multi-stakeholder initiatives to provide a state-wide collaborative approach to reforming health care through quality metrics, transparency, process improvement, and technology

AMERICAN RED CROSS BLOOD SERVICES, Madison, WI

1999-2004

Chief Executive Officer,

Lead the organization through major marketplace upheaval through strategic team building, retooling skill sets, physical plant and technology upgrades and organizational restructuring.

- ▶ Collected, manufactured and distributed up to 250k units of blood, over 675k blood products annually to nearly 100 hospitals.
- ▶ Fiscal management of \$60M operating budget, oversight of 600 employees in 5 facilities in WI, IA and IL

WISCONSIN'S SECOND CONGRESSIONAL DISTRICT

Candidate for U.S. House of Representatives

1998

Challenged a longtime politician in my first ever run for elected office. Received a record number of votes in a nationally targeted race though outspent 2:1.

STATE OF WISCONSIN

1993-1998

Commissioner of Insurance

Recruited for expertise in healthcare economics and financing to sell the Governor's Health Care Partnership Plan.

- ▶ Laid foundation of education and awareness statewide among business and legislators.
- ▶ Testified at numerous State and Congressional hearings
- ▶ Conducted many administrative review hearings

Responsible for state insurance consumer protection and stewardship of state regulation of the industry.

- ▶ Administration of agency collection of \$130M annual premium revenues
- ▶ CEO of four State-run insurance companies
- ▶ Successful conversion of data intensive environment to LAN/WAN
- ▶ Developed and implemented consumer website recognized by Bill Gates, Keynote speaker before the NGA as one of two best examples of use of technology by states.
- ▶ One of two states to received Consumer Federation of America A+ rating

Positioned the State as a national leader in health care financing innovation and reform.

- ▶ Elected President of the National Association of Insurance Commissioners
- ▶ Chaired health insurance and healthcare reform committees, financial standards committees, Medicare and Long-Term Care committees and committee to eliminate discriminatory practices in P&C underwriting.
- ▶ Represented the United States on behalf of the US State Department to the Joint Forum, Basle Switzerland and to the Organization of Economic Cooperation & Development, Paris, France.
- ▶ Appointed to the Executive Committee of the International Association of Insurance Supervisors.
- ▶ Raised \$1.3M to fund education of insurance regulators in emerging markets/developing countries.

THE EMPLOYER'S ALLIANCE HEALTH CARE COOPERATIVE, Madison, WI 1989-1993,
Chief Executive Officer, Madison, WI

Designed a unique model for employer-based health care purchasing using economic modeling strategies. Developed and implemented an inclusive purchasing group one of the first and largest in the country.

- ▶ Wrote business plan and raised start up capital.
- ▶ Grew program to cover eight counties, over 100k employees. And 98% of all providers, including chiropractors, psychologists, clinics and hospitals.
- ▶ Saved local employer members hundreds of thousands of dollars annually.
- ▶ Established a Quality Composite System which identified the total cost of an episode of care.
- ▶ Organized the Quality Council comprised of major employers and all local provider groups to establish rapport understand issues and work together to improve processes.

MADISON AREA EMPLOYER'S HEALTH CARE COALITION, Madison, WI 1986-1993
Executive Director,

Full responsibility for membership growth, identification of health care trends and costs, educating employer members and developing cost-containment strategies. Improved communication with local and regional providers to promote understanding of business issues.

- ▶ Increased membership from 11 employers in 1986 to over 100 by 1990.
- ▶ MAEHC became the foundation for The Alliance

MADISON GENERAL (MERITER) HOSPITAL, Madison, WI 1980-1986
Manager, Registered Nurse

Developed and implemented large outpatient cardiac rehabilitation program with up to 110 patient visits per day.

- ▶ Obtained a WF Evjue Foundation grant of \$25k to develop and implement a computerized patient tracking and compliance system.

UNIVERSITY HOSPITAL & CLINICS, Madison, WI

1976-1978

Registered Nurse

Staff nurse in the University Hospital Trauma and Life Support Center (TLC), a multiple systems failure intensive care unit of last resort for patients. Mastered sophisticated monitoring equipment, knowledge of trauma and physiology, and patient and family care in a high mortality setting.

Education

MBA University of Chicago School of Business

Master of Science, University of Wisconsin- Madison

Bachelor of Science Nursing, University of Wisconsin-Madison

Numerous non-academic education and certification programs.

Professional Profile

Professional Certifications & Licenses

Fellow American College Sports Medicine

Fellow American Association of CardioPulmonary Rehabilitation

Instructor; Advanced Cardiac Life Support, Basic Cardiac Life Support

Licensed Registered Nurse

Presentations/Publications

Presented to local, national and international audiences on topics ranging from U.S. Foreign Policy to Insurance Regulation on the Internet.

As a candidate for U.S. House of Representatives presented to all civic and business groups in Wisconsin's 2nd District.

As President of NAIC and member of the Executive Committee of the IAIS, presented to audiences in excess of 1500 on topics such as codification of insurance accounting standards, "churning" life insurance policies, financial services modernization, etc.

At the Invitation of Committee Chairperson, Senator Nancy Kassebaum, presented the lead testimony before the Senate Labor Committee when she and Senator Ted Kennedy introduced the Kassebaum-Kennedy Health Care Reform legislation.

Authored numerous articles and interviewed in many publications, including Health Affairs, Fall/Winter 1997 State Regulation of Regional Health Maintenance Organizations:

Presenter, Fifth Annual Princeton Conference "The Economic Impact of Health System Change," Princeton University, Princeton, New Jersey.

Boards/Community Affiliations

Member Special Legislative Committee to Study Disease Management in Large Populations
Member of the Board, WI Collaborative for Quality Health Care
Member of Secretary Timberlake's Health Information Technology Task Force
Member of Governor Doyle's eHealth Taskforce
Founding Member of the Wisconsin Health Information Organization
Former President, TEMPO/Madison
Chairperson, the International Breast Cancer Research Foundation DFMO Project
Member, United Way Allocations Committee
Member United Way Healthy For Life Community Solutions Team
Member, Board of Directors, South Madison Child Care Center
Volunteer, Meals on Wheels Visiting Nurses Association
Volunteer, Big Brothers Big Sisters of American
Member Madison Downtown Rotary
Founding Member, Pay It Forward No Strings Attached
Volunteer DAIS- Domestic Abuse Intervention Services

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