

***Florida Health Maintenance Organization Consumer Assistance Plan***

Bruce D. Platt, Plan Manager  
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May 22, 2019

**Via Electronic Mail**

Paige Davis  
Director of Internal Affairs and Appointments  
Florida Department of Financial Services  
The Capitol, PL  
Tallahassee, FL 32399

RE: Nomination for the Board of Directors  
Florida Health Maintenance Organization Consumer Assistance Plan

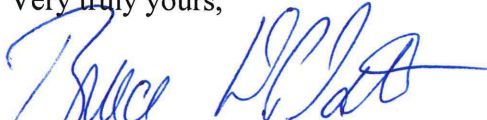
Dear Ms. Davis:

The Florida Health Maintenance Organization Consumer Assistance Plan ("HMOCAP") Board of Directors currently has a vacancy. Board Member Karen Zeiller is no longer with Humana and cannot continue to serve on the Board. In response to my April 26, 2019 letter to all HMOCAP members (sent pursuant to Article IV, Section 2, HMOCAP Plan of Operations), I have received the following nominations to fill the board vacancy:

1. R. Bradford Bentley, AvMed, Inc. d/b/a AvMed Health Plans
2. Ron Weeden, Humana Medical Plan, Inc.

In accordance with the HMOCAP Plan of Operations, I am submitting these names to the Department for review to determine their qualifications for service on the Board and to develop a slate of nominees for the HMOCAP members. If possible, I would appreciate receiving the Department's slate of nominees no later than June 5th. Please find attached the resumes for information for Mr. Bentley and Mr. Weeden. Should you have any questions regarding this matter, please do not hesitate to contact me.

Very truly yours,



Bruce D. Platt

Enc.:

cc: Raed Assar, Chairman  
Carolyn M. Morgan, OIR

**R. Bradford Bentley**  
**AvMed Health Plans**  
**Senior Vice President – Segment Strategy and Performance**

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As Senior Vice President of Segment Strategy and Performance, Brad Bentley is responsible for effectively and efficiently leveraging technology, people and process in delivering success and driving performance across each of AvMed's markets and segments. He has primary accountability for the development and execution of AvMed's market and segment strategy, product strategy, data analytics and business intelligence strategy and underwriting risk management strategy. Recognizing the impact of legislation and regulation on AvMed's ability to achieve the aforementioned objectives, Mr. Bentley is also responsible for the organization's legislative affairs and regulatory affairs strategy and underlying capabilities.



He has overall accountability for several critical Company functions including Commercial Group and Individual Underwriting, Actuarial Services, Data Analytics and Business Intelligence, Product Lifecycle Management, Competitor Analysis, as well as Regulatory Rate and Product Filings for all Commercial and Medicare products.

In his Regulatory Affairs role, Mr. Bentley is responsible for developing and maintaining positive and mutually beneficial relationships between AvMed and its state and federal regulators and legislators and ensuring that all products offered by AvMed are in compliance with state and federal law. With the passage of the Patient Protection and Affordable Care Act, Mr. Bentley was given responsibility for coordinating the enterprise-wide implementation and compliance activities associated with Federal Health Care Reform as well as developing strategies to assist AvMed in positioning itself for future success in an ever-changing competitive and regulatory environment.

Mr. Bentley has been with AvMed since June of 1990. Prior to that, he worked for Humana Medical Plan in South Florida. He has over thirty years of experience in the managed care industry.

Mr. Bentley completed his undergraduate work at Florida State University and the University of West Florida, where he earned a bachelor's degree in Accounting. He also holds a master's degree in Business Administration from the University of Florida.

## **RON WEEDEN**

2220 Christy Lane

Oldsmar, FL 34677

Cell: (508) 733-8475 Email: [cruunited@yahoo.com](mailto:cruunited@yahoo.com)

### **SUMMARY**

Extremely motivated and results driven financial professional with exceptional leadership skills. Extensive back ground in strategic planning, financial analysis, project management, forecasting and budgeting. Demonstrates ability to proactively work independently, produce and lead exceptional performance within a team environment and creatively resolve problems and capitalize on opportunities.

### **EXPERIENCE**

**HUMANA**, Tampa, FL

2014 –Present

#### ***Medicaid CFO***

- Manage \$2.6B in revenue across 5 lines of business: FL MMA, FL LTSS, VA Duals, IL Duals, KY
- Chair Corporate Trend Committee
- Improved pre-tax results by \$100M over a 2 year time period
- Oversight of state P&L's, trend initiatives, MSO risk arrangements, admin, and capitated contracting

#### ***Central Florida Medicare Finance Director***

- CFL Finance: Reorganize, staff, retain, associate development
- Effectively develop bid and budget strategy plan
- Evaluate specialty capitations: PMPM and Leakage. Identify contracting opportunities.
- Financial Package, Trend Report, Specialty Scorecard
- Identify utilization opportunities or shifts in care (i.e. outpatient to office, ER to urgent care, etc)
- Identify and measure market specific PIP's (i.e. HBO, Humana at Home, etc)
- Improve MSO global and LR surplus / (deficit). Reduce PPO MER.
- Documentation of processes and procedures

**AVMED HEALTH PLAN**, Gainesville, FL

2013-2014

#### ***Director, Healthcare Economics***

**FALLON COMMUNITY HEALTH PLAN**, Worcester, MA

2011-2013

2011 –2013

#### ***Director, Medical Expense, Financial Modeling and Cost Analysis***

- Created standard at risk site budgets for Commercial, Medicare, Medicaid and Navicare.
- Created standard quarterly P&L's by delivery system by line of business. Reporting is at line item level (inpatient, outpatient, professional, etc) to provide business owner's ability to evaluate financial performance and bottom line MLR.
- Led Medicare Expansion planning committee for 2013 bid. Evaluated financial opportunity by county.
- Developed complex financial model to successfully sign \$450M annual 5-year contract (professional cap, hospital risk pool, pharmacy risk pool and commercial global cap)
- Completed financial analysis evaluating cost of care program for post-acute care utilization management.
- Responsible for compliance reporting such as Total Medical Expense and Relative Pricing.

**CVS Caremark**, Woonsocket, RI

2000 – 2011

#### ***Program Manager, Store Improvement & Design***

- Determined programs and projects providing greatest financial return on investment.
- Managed Exterior Branding program with capital spend in excess of \$30 million and over 1,000 projects. This included exterior refreshes, site signage, window graphics, and perimeter lighting.

## **RON WEEDEN**

2220 Christy Lane

Oldsmar, FL 34677

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- Completed financial analysis related to capital costs, sales/margin impact, R&M savings and overall return on investment and business justifications.

### ***Manager of Capital***

- Budgeted, forecasted, and tracked actuals by project with total capital spend in excess of \$1.5 billion.
- Performed ROI and PV analysis by project to aid in project prioritization (gate keeper).
- Completed post mortem analysis on implemented projects to evaluate if targets were met.
- Significantly reduced unbudgeted annual requests from \$150 million to \$25 million.
- Reduced variances to budget from 21% to 2%.

### ***Senior Financial Analyst***

- Finance Lead for EPIC (Excellence in Pharmacy and Innovative Care). EPIC was a multi-year project to enhance pharmacy systems with capital in excess of \$150 million.
- Created and automated reports illustrating sales and script volume by store/area/region, average script price, and labor efficiency rates. Dashboard reporting and analysis.

**FALLON COMMUNITY HEALTHCARE SYSTEM**, Worcester, MA

1996 –2000

### **FALLON COMMUNITY HEALTH PLAN**

#### ***Manager, Provider Network Financial Planning and Operations***

- Developed financial models for department staff to use for at risk sites; priced carve out costs such as mental health / substance abuse, ophthalmology, ob/gyn, etc.
- Projected financial gains and losses for at risk sites and overall expansion area. Developed financial models to project potential outcomes based on various pricing methodologies.
- Managed in partnership with the Plan's Medical Director and site leadership, the responsibility for achieving financial, quality, utilization, and servicing goals.
- Annually, presented and negotiated budget, utilization, and quality goals for each site; established risk sharing relationships between sites and FCHP. Recommended and negotiated changes in payment rates for the site's hospitals, physicians, or contracting entity.

### **RELIANT MEDICAL GROUP**

#### ***Senior Financial Utilization Analyst***

- Physician liaison responsible for the transfer of information from administration to the physician practice. Duties included consulting with Department and Site Chiefs and Managers on all aspects of business and operational development.
- Developed Mid-Level Compensation Incentive model for 10 specialty departments.
- Responsible for management of a \$30 million dollar purchase service account. Developed and streamlined reports to analyze referral patterns, contractual agreements, and over utilization.
- Decreased expenses of the \$150 million Hospital Risk Pool fund by negotiating contract rates and decreasing utilization. Reduced fund by \$4.5 million for fiscal year 1997.
- Reviewed capitation to revenues to develop departmental budgets and evaluate past performance.

**CONSOLIDATED GROUP**, Framingham, MA

1993 - 1996

***Underwriting Analyst.*** Analyzed and collected premium, enrollment and claims data from multiple non-related internal system sources for a block of 25 accounts, 100-3,000 lives.

## **EDUCATION**

**UNIVERSITY OF FLORIDA**, Gainesville, FL

December 1992

Bachelor of Science in Business Administration

Major: Finance                      Equivalency: Insurance

**NICHOLS COLLEGE**, Dudley, MA

December 1996

Masters in Business Administration

**VOLUNTEER:** Junior Achievement, Habitat for Humanity, Franciscan Kitchen