

December 23, 2014

To: The Selectman Liaison for the Acton Nursing Service Task Force

Subj: VCC Recommendation for Charles Kadlec

The Volunteer Coordinating Committee has interviewed Charlie Kadlec for a position on the Acton Nursing Service Task Force.

Charlie has lived in Acton for 51 years. He is currently President of Stow Laboratories and has BS and MS degrees. He is not currently on any Board, Committee or Commission but he has served Acton as a member of the Finance Committee, the Public Safety Facilities Steering Committee, the Fire/EMT Advisory Group, the Acton Re-Engineering Task Group, the Sewer Action Committee Financial Task Group and the Town Manager Screening Committee. He has also served on the High School Council, the Committee for the Gifted and Talented, and the High School Renovation Financial Task Group. Charlie has an almost continuous presence at Town Meetings where he regularly contributes to the deliberations.

Charlie impressed us as being very passionate about the Acton Nursing Service. He is very knowledgeable about the issues involved and has the skills in the areas of leadership, finance and planning to deal with them. He has no apparent conflict of interest and has the time to regularly attend meetings.

Therefore, the VCC recommends moving his name forward for further consideration for appointment to the Acton Nursing Service Task Force.

Charlie Aaronson  
For the VCC



VOLUNTEER COORDINATING COMMITTEE

### VOLUNTEER APPLICATION

*sent to VCC 12/9/14*

TOWN HALL  
472 MAIN STREET  
ACTON, MA 01720

TELEPHONE (978) 929-6611  
FAX (978) 929-6350  
EMAIL [VCC@ACTON-MA.GOV](mailto:VCC@ACTON-MA.GOV)

Residents interested in serving on a Town Board, Committee or Commission are requested to complete this form and send it to the Office of the Town Manager at Town Hall.

(Please print or type)

Date: 12-5-2014

Title (Mr) Mrs Ms Dr.	First Name CHARLES	Last Name KADLER
Street Address 19 PAUL REVERE RD., ACTON		
Phone Number(s) HOME - 978-263-4361, WORK - 978-5627457		Email Address ACTONVCC@STOLAB.COM

Please indicate below, in order of preference, the Board, Committee or Commission that is of interest to you: \_\_\_\_\_

ACTON NURSING SERVICE TASK FORCE

(OR WHATEVER NAME THE TOWNSMANAGER)

I have you previously been a member of a Board, Committee or Commission (either in Acton or elsewhere)? If so, please list the Board name and your approximate dates of service: \_\_\_\_\_

SEE ATTACHED LIST -

Do you have any time restrictions? I PREFER EVENING MEETINGS

Are you a United States Citizen? YES

Are you a Documented Resident Alien of Acton? ??

How long have you lived in Acton? 51 years

In Massachusetts? 55 years

Present occupation and employer (Optional: attach resume): \_\_\_\_\_

PRESIDENT, STOW LABORATORIES

Do you or your employer have any current or potential business relationship with the Town of Acton that could create a conflict of interest? NO

Education and special training: ISS ME

Please list below any additional information or comments that may help in the matching of your interests with the most appropriate Board/Committee, such as civic experience, special interests/hobbies, etc.: \_\_\_\_\_

WROTE AND PRESENTED THE RESOLUTION SUPPORTING THE ANS AT THE 11-12-2014 STR -

12-5-2014 -- from Charlie Kadlec

To : VCC

Via fax to Town Hall, 978-929-6350

Attachment to VCC Application

List of Boards, Committees, Task Groups etc that I have served on from 1964 to date (not in chronological order) :

Town

- Finance Committee
- Public Safety Facilities Steering Committee
- Fire EMT Advisory Task Group
- Acton Re-Engineering Task Group
- Sewer Action Committee Financial Task Group
- Town Manager Screening Committee

Schools

- High School Council
- Committee for the Gifted and Talented
- High School Renovation Financial Task Group

December 23, 2014

To: The Selectman Liaison for the Acton Nursing Service Task Force

Subj: VCC Recommendation for Ellen Feinsand

The Volunteer Coordinating Committee has interviewed Ellen Feinsand for a position on the Acton Nursing Service Task Force. Ellen has lived in Acton for over 30 years. She is currently President of D & G Consulting, a firm that she founded. She has a BS in Business, an M Ed in Education and an MBA in Finance. Her career in Financial Services has focused on Retirement planning and finances, and she is currently pursuing a Certificate in Gerontology from the University of Massachusetts.

Ellen has read the Acton 2020 plan and the ANS Consultant's report. She wants to be involved because of her interest in Gerontology and feels that she can make a contribution because of her background in Marketing. She is interested in helping to create a network to increase reimbursement and making an impact on achieving the Task Force Goals. She is also very interested in influencing the referring sources for the clients. Ellen has no apparent conflict of interest and has the time to support the committee.

Therefore, the VCC recommends moving her name forward for further consideration for appointment to the Acton Nursing Service Task Force.

Charlie Aaronson  
For the VCC



VOLUNTEER COORDINATING COMMITTEE

# VOLUNTEER APPLICATION

TOWN HALL  
472 MAIN STREET  
ACTON, MA 01720

TELEPHONE (978) 929-6611  
FAX (978) 929-6350  
EMAIL [VCC@ACTON-MA.GOV](mailto:VCC@ACTON-MA.GOV)

Residents interested in serving on a Town Board, Committee or Commission are requested to complete this form and send it to the Office of the Town Manager at Town Hall.

(Please print or type)

Date: December 8, 2014

Title Mr. Mrs. <u>Ms.</u> Dr.	First Name <u>Ellen</u>	Last Name <u>Feinsand</u>
Street Address <u>7 Knowlton Drive, Acton, Mass. 01720</u>		
Phone Number(s) <u>978-263-8738</u>	(Business) <u>978-263-4933</u> (Cell) <u>508-846-6114</u>	Email Address <u>feinsand@rcn.com</u>

Please indicate below, in order of preference, the Board, Committee or Commission that is of interest to you: Acton Nursing Service Task Force

Have you previously been a member of a Board, Committee or Commission (either in Acton or elsewhere)? If so, please list the Board name and your approximate dates of service: NO

Do you have any time restrictions? Yes, work part-time, classes some evenings

Are you a United States Citizen? Yes Are you a Documented Resident Alien of Acton? \_\_\_\_\_

How long have you lived in Acton? 30+ years In Massachusetts? 38 years

Present occupation and employer (Optional: attach resume): President, D&G Consulting Inc.

Do you or your employer have any current or potential business relationship with the Town of Acton that could create a conflict of interest? NO

Education and special training: MBA-Finance, Career in Financial Services - focus on Retirement

Please list below any additional information or comments that may help in the matching of your interests with the most appropriate Board/Committee, such as civic experience, special interests/hobbies, etc.:

Currently pursuing Certificate in Gerontology from University of Massachusetts-Boston.

Thank you for your interest. If you have questions or would like more information, please contact a member of the Volunteer Coordinating Committee at [vcc@acton-ma.gov](mailto:vcc@acton-ma.gov).

Current membership may be obtained through the Town Manager's office at Town Hall, [manager@acton-ma.gov](mailto:manager@acton-ma.gov) / (978) 929-6611.

*The space below is for use by the Volunteer Coordinating Committee and the appointing body to record the status of your application.*

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**VCC Interview**

Applicant Called \_\_\_\_\_

Schedule Date & Time \_\_\_\_\_

Recommendation \_\_\_\_\_

Board, Committee or Commission

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Appointing Body**

Selectmen / Manager / Moderator

Interview Date \_\_\_\_\_

Appointed Date \_\_\_\_\_

Term \_\_\_\_\_

Member / Alternate / Associate

**Notification of Appointment**

Recommendation Sent \_\_\_\_\_

Received by VCC \_\_\_\_\_

Committee Notified \_\_\_\_\_

Applicant Notified \_\_\_\_\_

No Openings at this time

## D & G Consulting, Inc

7 Knowlton Drive  
Acton, Massachusetts 01720  
Phone 978-263-4933  
Cell 508-846-6114

### Resume of Ellen Feinsand

<b>Core skills profile</b>	<b>1997-Present Consulting for financial services - D &amp; G Consulting, Inc.</b> Quantified business potential of Pension Protection Act of 2006 Built Rollover business plan – annual \$300+ billion Rollover market; new distribution channels Developed retirement income strategy for the growing pre-retiree and retiree market
<b>Marketing executive for new business and product development</b>	<b>1992-1997 Marketing financial services - Fidelity</b> Built Rollover IRA business in Retail & Institutional –from \$12B to \$30B in four years Opened new institutional channels for retail products – yielded \$30M in the first year Led strategic pricing change - increased Transfer Agent fees by 15% (\$50M) in the first year
<b>One of the top retirement product professionals at Fidelity—where retirement assets were 50% of the business</b>	<b>1988-1992 Managed retirement products - Fidelity</b> Built self-employed assets - from \$2B to \$6B in three years Developed proposal to enter small 401(k) market - over \$10B in assets at Fidelity Developed customized after tax payroll savings program - \$28M in initial pilot Grew transfers/rollovers to 70% of IRA business - from 30% prior to 1986 tax law <b>1984-1988 Developed retirement/insurance/savings products - Fidelity &amp; Keystone</b> Created institutional rollover services for tax law compliance - tripled sales first year (Fidelity) Launched first telemarketed variable joint life product - won \$41M in first year sales (Fidelity) Extended variable annuity line - expanded share in individual/business markets (Keystone) <b>1981-1984 Led annuity client service operations - Keystone</b> Expanded variable annuity distribution - started internal broker/dealer for sales force Refined client service - established mechanisms for customer feedback and staff training Managed variable annuity service team - reduced client defections by 20% over 18 months
<b>Career chronology</b>	<b>Fidelity Investments, Boston, MA</b> <b>1986-1997</b> Vice President, Retail Marketing - increased Rollover IRA assets 250%. 1992-1997 Marketing Manager, Retail Retirement Marketing - tripled self-employed plans. 1988-1992 Product Manager, Insurance Products - introduced variable insurance product. 1986-1988 <b>Keystone Provident Life Insurance Co., Boston, MA</b> <b>1981-1986</b> Product Manager, Variable Annuity - increased assets 15%. 1984-1986 Client Service/Operations Manager - built team to support product. 1981-1984
<b>Education</b>	<b>MBA, Finance, Boston University, 1980</b> <b>M Ed, Education, Tufts University, 1974</b> <b>BS, Business, State University of New York at Albany, 1973</b>

**D & G Consulting, Inc**

7 Knowlton Drive  
Acton, Massachusetts 01720  
Phone 978-263-4933  
Cell 508-846-6114

## **D & G Consulting, Inc.**

### **Marketing Experience for Your Business Success**

Since 1997, D & G Consulting has been providing marketing business expertise in strategic marketing, communications, product and management to investment, insurance and banking firms. Planning and execution are essential. Changes in the market are inevitable.

We do our homework every day to stay on top of market, legislative and regulatory changes to meet the demands created by market opportunities and deadlines. We keep our knowledge base, strategic thinking and tactical services on target to meet your business goals:

- **increased sales and market share**
- **improved margins**
- **reduced time-to-market**
- **new product and service development**

In today's financial services marketplace, your firm's success depends on your penetration of the over \$20 trillion retirement market. With over \$5 trillion in Defined Contribution assets and over \$5 trillion in IRA assets, it is essential to have a strategic focus on gaining share of this large market. In 2012, retirement savings accounted for 36% of all household financial assets in the United States.

Retirement income security is routinely cited as the primary financial need among workers and retirees. Retirement accounts are the largest asset for many Americans, second only to their primary residence. For the 75+ million baby boomers retiring over the next decades, it is an opportunity for your firm to provide products and services that will help secure their retirement future. D & G Consulting can work with you to reach your potential in the retirement market.

We are your professional source for retirement market, product and service expertise. Our depth of experience in this growing and evolving market is borne out by proven results. Please take a moment to review the summary of our achievements and qualifications, and consider the option of having D & G Consulting take on your retirement business marketing project.

## Our Services

### Strategic Marketing

- *Retirement Business Strategy* Quantification of business potential for retirement opportunities including product mix, market segmentation and investment requirements for the direct and intermediary channels
- *Rollover Business Plans* Creation of enterprise-wide Asset Retention/Rollover programs for eligible Defined Contribution plan assets integrating retail and institutional areas
- *Retirement Income Strategy* Development of strategy and programs for the growing pre-retiree and retiree market including annuity investment option on a Defined Contribution platform

### Communications

- *21<sup>st</sup> Century Retirement Realities* Designed and delivered series of educational workshops for pre-retirees and retirees at Brandeis University and Tufts University
- *Financial Advisor Education and Training* Creation and delivery of presentations on timely retirement and legacy planning issues; experienced National Sales Meeting speaker for top producers at Wirehouse, Insurance and Financial Planning firms
- *Client Education and Sales Communications* Development of breakthrough tools and campaigns; delivery of presentations on Retirement Income, IRA, Rollover and Defined Contribution plan offerings

### Product

- *Development* Institutional Rollover services for Plans Sponsors and Participants in all Defined Contribution plan segments
- *Launches* New 403(b)(7), 401(a) and 457(b) products for the tax-exempt market; Roth IRA and Coverdell Education Savings Accounts to meet legislative requirements
- *Management* Pricing, positioning and marketing plans to increase market share for Retail Retirement products

### Management

- Temporary Executive Services
- Project Management Services
- Cross-Enterprise Project Management

## D & G Consulting, Inc

### Our Clients

AllianceBernstein  
American Century  
AXA Equitable Life Insurance Co.  
Bank of America  
Citigroup  
Dreyfus Corporation (Mellon)  
Fidelity Investments  
Guardian Life Insurance Co.  
ING – US Financial Services  
Investors Group (of Canada)

Metropolitan Life Insurance Co.  
Morgan Stanley  
Natixis Global Asset Management  
Putnam Investments  
State Street Global Advisors  
State Street Research & Management (part of BlackRock)  
TIAA-CREF  
T. Rowe Price  
Wachovia (Wells Fargo)

### Experience of Ellen Feinsand

**Career**

**D & G Consulting, Inc., Acton, MA** **1997-Present**  
President & Founder – built and lead retirement consulting business

**Fidelity Investments, Boston, MA** **1986-1997**  
Vice President, Retail Marketing – increased Rollover assets 250%.  
1992-1997  
Marketing Manager, Retail Retirement – tripled self-employed plans.  
1988-1992  
Product Manager, Insurance – introduced variable insurance product.  
1986-1988

**Keystone Provident Life Insurance Co., Boston, MA** **1981-1986**  
Product Manager, Variable Annuity – increased assets 15%. 1984-1986  
Client Service/Operations Manager – built team to support product.  
1981-1984

**Itek Corporation, Lexington, MA** **1976-1980**  
Financial Analyst, Treasury – monitored pension plans for all employees

**Education**

MBA, Finance, Boston University, 1980  
MA, Education, Tufts University, 1974  
BS, State University of New York at Albany, 1973

December 23, 2014

To: The Selectman Liaison for the Acton Nursing Service Task Force

Subj: VCC Recommendation for Adrian Hancock

The Volunteer Coordinating Committee met on December 22, 2014 and interviewed Adrian Hancock for a position on the Acton Nursing Service Task Force. Adrian has lived in Acton for 32 years is now semi-retired engaged in pro-bono consulting for local non-profits. He has an MBA from Harvard and his career was in management consulting with McKinsey and Company where his specialty was in mid-tech and high-tech marketing. His interest is in helping the ANS return to prosperity by providing his non-medical skills in network development and marketing.

Adrian has the time to devote to this task and has no apparent conflicts of interest. He has indicated that he wants to help get "stuff" done and is happiest doing "real" work.

Therefore, the VCC recommends moving his name forward for further consideration for appointment to the Acton Nursing Service Task Force.

Charlie Aaronson  
For the VCC



VOLUNTEER COORDINATING COMMITTEE

# VOLUNTEER APPLICATION

TOWN HALL  
472 MAIN STREET  
ACTON, MA 01720

TELEPHONE (978) 929-6611  
FAX (978) 929-6350  
EMAIL [VCC@ACTON-MA.GOV](mailto:VCC@ACTON-MA.GOV)

Residents interested in serving on a Town Board, Committee or Commission are requested to complete this form and send it to the Office of the Town Manager at Town Hall.

(Please print or type)

Date: Dec 18, 2014

Title Mr. Mrs. Ms. Dr.	First Name Adrian	Last Name Hancock
Street Address 3 Guswood Road, Acton		
Phone Number(s) Home: 978.263.9856		Email Address anhmass@gmail.com

Please indicate below, in order of preference, the Board, Committee or Commission that is of interest to you: Task force for ANS. Specifically hands-on strategic and tactical analytical and marketing work for Acton Nursing Service

Have you previously been a member of a Board, Committee or Commission (either in Acton or elsewhere)? If so, please list the Board name and your approximate dates of service: No public board. Previously co-chair of ABSAF (several years, mid- to late- 90's). Previously Board member of public company and board member/company secretary of US subsidiary of foreign company. (early and mid 90's)

Do you have any time restrictions? No (within reason)

Are you a United States Citizen? Yes Are you a Documented Resident Alien of Acton? \_\_\_\_\_

How long have you lived in Acton? 32 years In Massachusetts? 37 years

Present occupation and employer (Optional: attach resume): Semi-retired. Engaged in pro-bono consulting for local non-profits, marketing for start-up, sound engineering for audiobooks.

Do you or your employer have any current or potential business relationship with the Town of Acton that could create a conflict of interest? No

Education and special training: MBA. Long career in management consulting and mid-tech, high-tech marketing.

Please list below any additional information or comments that may help in the matching of your interests with the most appropriate Board/Committee, such as civic experience, special interests/hobbies, etc.: \_\_\_\_\_

Prepared pro-bono tactical marketing analysis and plan for ANS in July 2012. I believe that ANS can take advantage of pro-bono business assistance in areas that do not involve actual healthcare delivery and associated issues of confidentiality and regulation.

Thank you for your interest. If you have questions or would like more information, please contact a member of the Volunteer Coordinating Committee at [vcc@acton-ma.gov](mailto:vcc@acton-ma.gov).

Current membership may be obtained through the Town Manager's office at Town Hall, [manager@acton-ma.gov](mailto:manager@acton-ma.gov) / (978) 929-6611.

*The space below is for use by the Volunteer Coordinating Committee and the appointing body to record the status of your application.*

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**VCC Interview**

Applicant Called \_\_\_\_\_

Schedule Date & Time \_\_\_\_\_

Recommendation \_\_\_\_\_

**Appointing Body**

Selectmen / Manager / Moderator

Interview Date \_\_\_\_\_

Appointed Date \_\_\_\_\_

Term \_\_\_\_\_

**Board, Committee or Commission**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Member / Alternate / Associate

Recommendation Sent \_\_\_\_\_

**Notification of Appointment**

Received by VCC \_\_\_\_\_

Committee Notified \_\_\_\_\_

Applicant Notified \_\_\_\_\_

No Openings at this time

December 23, 2014

To: The Selectman Liaison for the Acton Nursing Service Task Force

Subj: VCC Recommendation for Brenda Gowing

Brenda Gowing has submitted an application to serve on the Acton Nursing Service Task Force. It is normally the practice of the VCC to interview and vet volunteer applicants in person. In this case we had difficulty in arranging a conflict free time to meet. However, Brenda is already known to several members of the VCC and has also provided us with a resume that is rich with the qualifications and examples of results that satisfy the requirements of the Charge for this committee and make her a very attractive applicant.

Brenda has lived in Acton for 11 years and is a self-employed healthcare management consultant with expertise in the creation of healthcare networks. She has a BA in English and Psychology from Indiana University, a Harvard Graduate Certificate in Business and Administration and attended the Education Program for Strategic Leadership at Babson College.

She has not previously served on a volunteer Board, Committee or Commission but has been visible and participated in the deliberations on various issues at the Acton Town Meetings. Brenda is a supporter of the Acton Nursing Service and has been active in promoting the formation of this committee. She has no apparent conflict of interest.

Therefore, the VCC recommends moving her name forward for further consideration for appointment to the Acton Nursing Service Task Force.

Charlie Aaronson  
For the VCC



VOLUNTEER  
COORDINATING

## VOLUNTEER APPLICATION

TOWN  
HALL 472 MAIN  
STREET  
ACTON, MA 01720  
TELEPHONE (978) 929-6611  
FAX (978) 929-6350  
EMAIL [VCC@ACTON-MA.GOV](mailto:VCC@ACTON-MA.GOV)

Residents interested in serving on a Town Board, Committee or Commission are requested to complete this form and send it to the Office of the Town Manager at Town Hall.

(Please print or type)

Date: 5 December 2014

Title <b>Mrs.</b>	First Name Brenda	Last Name Gowing
Street Address 93 Harris Street, Acton, MA 01720		
Phone Number(s) 781.254.7971 (mobile) ; 978.264.0921 (landline)		Email Address brenda.bg.gowing@gmail.com

Please indicate below, in order of preference, the Board, Committee or Commission that is of interest to you: \_\_\_\_\_

I am requesting to participate on the Acton Nursing Service Task Force.

Have you previously been a member of a Board, Committee or Commission (either in Acton or elsewhere)? If so, please list the Board name and your approximate dates of service: \_\_\_\_\_

This will be the first time I am officially on a volunteer board.

Do you have any time restrictions? Not available Monday or Friday evenings.

Are you a United States Citizen? Yes

Are you a Documented Resident Alien of Acton? \_\_\_\_\_

How long have you lived in Acton 11 (wonderful) years In Massachusetts? All told, 41 years.

Present occupation and employer (Optional: attach resume): Self-employed healthcare management consultant. Please see attached CV for more detail My area of expertise is the creation of healthcare networks.

Do you or your employer have any current or potential business relationship with the Town of Acton that could create a conflict of interest? Self-employed

Education and special training: Harvard trained in business and administration. Focused training on corporate-wide project and program roll-out. Executive education (through employers.)

Please list below any additional information or comments that may help in the matching of your interests with the most appropriate Board/Committee, such as civic experience, special interests/hobbies, etc.: \_\_\_\_\_

I am specifically interested at this time in the Nursing Service Task Force. Downstream, I'd be interested in the Cultural Counsel. I have a strong background in the arts (theatre, music, singing in the Nashoba Valley Chorale.)

7/27/2012

Thank you for your interest. If you have questions or would like more information, please contact a member of the Volunteer Coordinating Committee at [vcc@acton-ma.gov](mailto:vcc@acton-ma.gov).

Current membership may be obtained through the Town Manager's office at Town Hall, [manager@acton-ma.gov](mailto:manager@acton-ma.gov) / (978) 929-6611.

*The space below is for use by the Volunteer Coordinating Committee and the appointing body to record the status of your application.*

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<b>VCC Interview</b>		<b>Appointing Body</b>	
Applicant Called	_____	Selectmen / Manager / Moderator	
Schedule Date & Time	_____	Interview Date	_____
Recommendation	_____	Appointed Date	_____
		Term	_____
<b>Board, Committee or Commission</b>			
_____		Member / Alternate / Associate	
_____		Member / Alternate / Associate	
_____		Member / Alternate / Associate	
_____		Member / Alternate / Associate	
		Notification of Appointment	
Recommendation Sent	_____	Received by VCC	_____
		Committee Notified	_____
		Applicant Notified	_____

No Openings at this time

## Brenda Gowing

93 Harris Street  
Acton, MA 01720

781.254.7971  
[brenda.bg.gowing@gmail.com](mailto:brenda.bg.gowing@gmail.com)

### OBJECTIVE

***Leadership position developing business through provider partnerships and healthcare delivery innovation***

### SUMMARY OF QUALIFICATIONS

- ***Expertise in healthcare reform and government regulations*** resulting in ability to build smarter, cost efficient networks that meet federal and corporate expectations while championing preventive care, technology enablers and quality initiatives.
- ***Creator of new, multi-state healthcare network products*** that delight clients and grow business. Ensure access and availability of preferred doctors and hospitals, thus attracting and retaining members.
- ***Designer of network products that integrate all healthcare delivery spectrums*** including commercial, behavioral health, dental, and senior care to create streamlined systems with increased profitability.

### PROFESSIONAL EXPERIENCE

**Silver Fox Healthcare Strategies, LLC, Present Day**

**Principal and Creative Director**

***Agile, effective and responsive leadership. Envisioning tomorrow's healthcare solutions today. Partnering with clients to develop customized, sustainable healthcare network solutions. Talents include business development, healthcare contract negotiation, strategic operations, conflict resolution and professional coaching. Expertise with dual eligible network and ACO creation.***

**DentaQuest, Charlestown, MA, 2011 – September 2012**

**Regional Director, Provider Relations, Dental Management**

Recruited to create organizational structure, targets, goals and reinvention for possible for network management functions for the eastern seaboard through Virginia. Directed all provider relationship management functions, including compliance, system design, claim cost, strategic planning and client/state "C-Level" Presentation.

- ***Extensive provider-side experience readying for Healthcare Reform and impact for Dental healthcare delivery systems. Presentation at major dental conferences to engender the value proposition of preventive care and rethinking healthcare delivery systems***
- ***Developed new regional network performance review processes to allow for cross-functional review and strategies of financial, quality and operational performance and implement. Redefined the dental value proposition to "bend the trend" to preventive care***
- ***Created virtual teams to deliver the value proposition of preventive care, economic diversity and healthcare reform readiness.***
- ***Responsible for regional system roll-out with oversight of client, provider and enterprise interface.***

**Blue Cross Blue Shield of MA, Boston, MA, 2008 - 2010**

**Senior Manager, Contract Development, Contract Development and Underwriting**

Responsible for member and customer healthcare contracts during intense healthcare reform activity related to the "Massachusetts Model." Redesigned department workflows, assessed and redeployed resources and instilled cultural change.

## **Blue Cross Blue Shield of MA, continued**

- **Extensive project leadership for Massachusetts Model Healthcare Reform initiatives**, charged to create healthcare networks and benefit programs. Worked to develop protocols for mental health parity transition that were compliant and met the diverse needs of Sales and Operations. Developed rapid on-boarding and deployment program, allowing department to meet the challenge of a 128% increase in project based deliverables related to healthcare reform.

- **Directed cross-functional teams to manage regulatory changes and customer demand for dental, commercial, municipal and health & welfare markets**. Brought contract management, finance, and operations together to design, review, and approve all implementation issues. Resulted in extraordinary capability to manage diverse product portfolio at a time of fast-paced change.

- **Drove highly visible strategic initiatives** enabled integration of provider perspectives, operation pragmatics and regulatory interpretation of the rapidly evolving healthcare reform regulations, translating into implementable workflows for on-time delivery.

## **United Health Group, Waltham, MA, 2006 -2008**

### **Director, Network Management, Evercare**

Responsible for oversight of New England Network management healthcare operations including credentialing, provider data management and network negotiation

- **Expertise in developing successful networks** based on market need, regulation and provider partnership. Preparing professionals to build needed networks through implementation of mission statement, goal setting, team building and negotiation strategy coaching.

- **Oversight of regional Medicare Annual Notification Process** requiring ability to meld product offerings with regulatory requirements while preserving “member-friendly” descriptions

- **Oversight on inter-segment Network “purchase orders,”** identifying key hospital contracts regionally, network negotiation and issue resolution across segments and states

- **Oversight of network builds for dental, behavioral health and community health centers.** Through skill and diplomacy, created new network access for senior and traditional adult Medicaid populations.

## **Private Healthcare Systems, Waltham, MA, 1996 - 2006**

### **Program Manager, Network Education and Communication**

Responsible for creating and overseeing delivery of national educational and communication programs for healthcare negotiators. Managed budget; supervised staff.

- **Initiated metrics and surveys to demonstrate URAC compliance and improved results** of training programs and policy and procedure roll-out.

- **Selected by the Executive Vice President, Network Management** to implement nationwide project involving network re-contracting

- **Designed national credentialing program, networking contracting and provider data analysis** for implementation of Deloitte re-engineering initiative. Selected after a 6-month tenure to be on team that enabled (results).

- **Created intranet learning tools for policy and procedure adaptation, strategic initiatives and national, cross-functional mentorship programs**

**Prior to 1996: Roles include Director of Admissions & Utilization Management, Behavioral Health**

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## **EDUCATION**

Babson College Executive Program for Strategic Leadership  
Graduate Certificate in Business and Administration (GCBA)

Harvard University, Cambridge, MA, 2004

Bachelor of Arts in English and Psychology, Cum Laude

Indiana University, Bloomington, Indiana, 1982

December 23, 2014

To: The Selectman Liaison for the Acton Nursing Service Task Force

Subj: VCC Recommendation for Howard Sussman

The Volunteer Coordinating Committee met on December 22, 2014 and interviewed Howard Sussman for a position on the Acton Nursing Service Task Force. Howard has lived in Acton for 30 years is now retired. He has an BS in Electrical Engineering and his career was with NEC in memories and memory systems where he was a senior manager and spent 10 years as the director of strategic marketing. He has served on the Board of Directors for JEDIC (Japan Electronic Data Interchange Council.)

Although he is not a user of the ANS he is interested in Acton citizens receiving the best care possible. He believes his assets include developing solutions by listening to customers, understanding their needs and solving problems. He thinks of himself as a detail oriented person and a problem solver.. His perception is that ANS is a winner. The job is to figure out how we market, advertise and get the word out. He has no apparent conflict of interest and has the time to devote to this task force. His stated focus was "On the task force or not, how can I help?"

Therefore, the VCC recommends moving his name forward for further consideration for appointment to the Acton Nursing Service Task Force.

Charlie Aaronson  
For the VCC

Sent to VCC 12/9/14



VOLUNTEER COORDINATING COMMITTEE

### VOLUNTEER APPLICATION

TOWN HALL  
472 MAIN STREET  
ACTON, MA 01720

TELEPHONE (978) 929-6611  
FAX (978) 929-6350  
EMAIL [VCC@ACTON-MA.GOV](mailto:VCC@ACTON-MA.GOV)

Residents interested in serving on a Town Board, Committee or Commission are requested to complete this form and send it to the Office of the Town Manager at Town Hall.

(Please print or type)

Date: Dec. 6, 2014

Title <del>Mr.</del> <del>Mrs.</del> <del>Ms.</del> <del>Dr.</del>	First Name Howard	Last Name Sussman
Street Address 23 Lothrop Rd Acton, Ma 01720		
Phone Number(s) 978 263 0175		Email Address sanyo.hs@ix.netcom.com

Please indicate below, in order of preference, the Board, Committee or Commission that is of interest to you: \_\_\_\_\_  
Acton Nursing Service

Have you previously been a member of a Board, Committee or Commission (either in Acton or elsewhere)? If so, please list the Board name and your approximate dates of service: no

Do you have any time restrictions? no

Are you a United States Citizen? yes Are you a Documented Resident Alien of Acton? no

How long have you lived in Acton? 30 years In Massachusetts? 30 years

Present occupation and employer (Optional: attach resume): retired  
(previous - semiconductor industry - 10 years director strategic marketing, 25 years senior manager engineering)

Do you or your employer have any current or potential business relationship with the Town of Acton that could create a conflict of interest? no

Education and special training: BS Electrical Engineering

Please list below any additional information or comments that may help in the matching of your interests with the most appropriate Board/Committee, such as civic experience, special interests/hobbies, etc.: \_\_\_\_\_

An interest in, a background of problem solving, and the available time to devote to help

(My wife, also retired, is a RN, OTR)

Thank you for your interest. If you have questions or would like more information, please contact a member of the Volunteer Coordinating Committee at [vcc@acton-ma.gov](mailto:vcc@acton-ma.gov).

Current membership may be obtained through the Town Manager's office at Town Hall, [manager@acton-ma.gov](mailto:manager@acton-ma.gov) / (978) 929-6611.

*The space below is for use by the Volunteer Coordinating Committee and the appointing body to record the status of your application.*

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**VCC Interview**

Applicant Called \_\_\_\_\_

Schedule Date & Time \_\_\_\_\_

Recommendation \_\_\_\_\_

**Appointing Body**

Selectmen / Manager / Moderator

Interview Date \_\_\_\_\_

Appointed Date \_\_\_\_\_

Term \_\_\_\_\_

**Board, Committee or Commission**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Member / Alternate / Associate

Recommendation Sent \_\_\_\_\_

**Notification of Appointment**

Received by VCC \_\_\_\_\_

Committee Notified \_\_\_\_\_

Applicant Notified \_\_\_\_\_

No Openings at this time