



46th Annual Healthcare Roundtable

Leaping to Value in Health Benefits

February 29, 2024

Speaker biographies

Matt Ohrt, Co-Founder and Chief Healthcare Officer at Self Fund Health



Growing up on a farm in Iowa, Matt learned the value of hard work, integrity, and problem-solving. Throughout his career, Matt has served as an influential executive leader, working for companies such as Toyota Motor Manufacturing, Badger Mining (#1 Great Place to Work in America awards), and recently, as the Vice President of HR & Medical Services for Merrill Steel in Schofield, WI. He is a proven transformational leader in areas of employer healthcare, lean manufacturing, and work culture.

Matt has become known in Wisconsin for his work at Merrill Steel as the VP of HR, in which he led the company on a five-year healthcare improvement journey to implement a number of healthcare services at no cost to employees and their families, such as onsite clinics, a mobile clinic (converted ambulance), physical therapy, chiropractic, MRI, bundled orthopedic surgeries, and a world-class wellness program.

Outcomes included frozen premiums for 6 consecutive years, \$5.5M in total cost savings (employees and their families saved \$1.7M), reduced pharmacy costs, and reduced STD/LTD/Life costs. Additionally, these efforts had very favorable effects on recruiting and retention.

In 2018 Matt founded the Healthcare Best Practice Group. Today, there are about 1,000 employers and 2900 free-market-minded individuals who participate.

For his success in providing healthcare solutions for employers:

- Matt was chosen as the HR Professional of the Year in 2019 by the Central Wisconsin Society of Human Resources Management (SHRM);
- In 2020, Matt received the Healthcare Transformation Award for Wisconsin;
- Also, in 2020, Matt was given the National Employer/Purchaser Healthcare Award, an award previously won by Disney, Boeing, and Walmart.
- In 2022, Matt was selected by the Free Market Medical Association to receive the “Be the Beacon” Award.



Most recently, Matt wrote a book called: “Save Your Company, Don’t Feed the Beast - The Employer Healthcare Success Formula.” Based on his research of the 6 mature employer healthcare success stories in which employers saved millions of dollars, while greatly improving their health plan, Matt developed a practical and understandable guide for all employers to transform their health plans.

Matt and his wife Denise live in Mosinee, Wisconsin, and serve as Champion Foster Parents for Marathon County. They currently have 5 children, ranging from 25 to 5, and are actively adopting children out of the social services system. In 2018, they founded NOAH; a nonprofit foster closet that freely collects, stores, and gives supplies, equipment, toys, and clothing to foster parents in Wisconsin.

- In 2020, Matt and Denise were selected to receive the Governor’s Foster Parents of the Year award.

Matt’s education includes an AS degree from Highland Community College, a BS degree in Psychology from Western Illinois University, a MA degree in Industrial/Organizational Psychology from the University of Tulsa and he has completed half of the course credits, working toward a Ph.D. in Organizational Leadership. Additionally, Matt holds a Healthcare Certification from the Validation Institute, a Lean Manufacturing Certification from the University of Michigan, a Six Sigma Black Belt certification, a Martial Arts Black Belt certification, and he is a graduate of Zappos Culture Camp.

Matt Ohrt and Jon Baran have joined forces to start Self Fund Health, a new company designed to help brokers and employers be able to write their own healthcare success stories. Self Fund Health combines traditional TPA, PBM, Direct Primary Care, and Direct Contracts under a single technology platform to dramatically simplify what’s needed for employers to succeed. By implementing similar approaches, progressive employers across Wisconsin have saved 10-30% on overall healthcare costs.

Mark Fendrick, MD, Director of the Center for Value-Based Insurance Design at the University of Michigan



A. Mark Fendrick, M.D. is a Professor of Internal Medicine in the School of Medicine and a Professor of Health Management and Policy in the School of Public Health at the University of Michigan. Dr. Fendrick received a bachelor’s degree in economics and chemistry from the University of Pennsylvania and his medical degree from Harvard Medical School. He completed his residency in internal medicine at the University of Pennsylvania where he was a fellow in the Robert Wood Johnson Foundation Clinical Scholars Program.

Dr. Fendrick conceptualized and coined the term Value-Based Insurance Design (V-BID) and currently directs the V-BID Center at the University of Michigan www.vbidcenter.org, the leading advocate for



development, implementation, and evaluation of innovative health benefit plans. His research focuses on how clinician payment and consumer engagement initiatives impact access to care, quality of care, and health care costs. Dr. Fendrick has authored over 250 articles and book chapters and has received numerous awards for the creation and implementation of value-based insurance design. His perspective and understanding of clinical and economic issues have fostered collaborations with numerous government agencies, health plans, professional societies, and health care companies. Dr. Fendrick is an elected member of the Institute of Medicine of the National Academy of Sciences, serves on the Medicare Coverage Advisory Committee, and has been invited to present testimony before the U.S. Senate Committee on Health, Education, Labor and Pensions and the U.S. House of Representatives Ways and Means Subcommittee on Health.

Dr. Fendrick is the co-editor in chief of the American Journal of Managed Care and is an editorial board member for 3 additional peer-reviewed publications. He is also a member of the Institute for Healthcare Policy and Innovation at the University of Michigan, where he remains clinically active in the practice of general internal medicine.

Steven Smith, JD, Member at Hinkle Law Firm



Since joining the firm in 1998, he has focused his practice on helping employers understand and comply with the many different laws that affect the benefits they provide to their employees, including ERISA, HIPAA, COBRA, the Internal Revenue Code, and the Affordable Care Act. He is a frequent public speaker, has been recognized in The Best Lawyers in America, and, since 2003, has been a contributing author to the book, *Group Health Plans: Federal Mandates Other Than COBRA and HIPAA*, which is published by the Employee Benefits Institute of America (EBIA).

Prior to joining the firm, he served as in-house counsel for Thorn Americas, Inc., for more than seven years and as a research attorney at the Kansas Court of Appeals for two years.



Chris Seagle, Vice President, Head of Portfolio Strategy at Coherus Biosciences



Chris Seagle is the Vice President, Head of Portfolio Strategy at Coherus Biosciences leading activities related to launch readiness and post-launch commercialization for biosimilars and novel therapeutics. In this role, he also works as part of the business development and licensing (BD&L) team. His background in market access and pricing for US and global pharmaceuticals is foundational to creating broadest patient access and commercialization speed.

Prior to Coherus, Chris has held market access and commercial leadership roles with PTC Therapeutics, AbbVie, EMD Serono, and Sanofi. He completed his PhD in Biomedical Engineering and an MBA both at the University of North Carolina at Chapel Hill.

Sarah Ikenberry, Senior Communications Advisor for the Office of Therapeutic Biologics and Biosimilars at the Federal Drug Administration (FDA)



Sarah Ikenberry is a Senior Communication Advisor for the Office of Therapeutic Biologics and Biosimilars (OTBB) in the Food and Drug Administration's (FDA) Center for Evaluation and Research (CDER) where she provides communication advice and support to senior leaders and the agency about communicating strategic priorities, initiatives, and educational information about biosimilar and interchangeable products internally and externally. She also manages stakeholder education and outreach activities related to biosimilars for the agency. Sarah has a Master of Arts in Communication from Johns Hopkins University.



Jane Cheshire Gilbert, CPA, CGBA, Senior Federal Strategies Liaison at the Teachers' Retirement System of Kentucky



Jane Gilbert is currently the Senior Federal Strategies Liaison and previously the Director of Retiree Health Care for the Teachers' Retirement System of the State of Kentucky (TRS) and has served TRS retirees since April 2002. She serves as a leader in the areas of health insurance cost containment, project management, risk management and federal health care solutions for the retiree health plan covering 38,000 Medicare eligible retirees.

Ms. Gilbert served in management and directorship positions for a Louisville Kentucky law firm and cost containment company, The Rawlings Company, from 1989 through 2002. Prior to serving at The Rawlings Company, she worked as an accountant for a national CPA firm.

Ms. Gilbert graduated with honors from Bellarmine University in Louisville, Kentucky, with a Bachelor of Arts in Accounting in 1987, became a CPA in 1992, and achieved her Certified Government Benefits Administrator (CGBA) designation in 2012, now Lifetime status. Ms. Gilbert served on the Board of the State and Local Government Benefits Association, is a proud member of the Public Sector Healthcare Roundtable and she currently serves on the Board and as Co-Chair of the Kentuckiana Health Collaborative.

Chris Syverson, CEO at the Nevada Business Group on Health



Serving as the Chief Executive Officer of Nevada Business Group on Health/Nevada Health Partners, Chris leads a group of public and private employers in direct contracting for health care services as well as employee and community health.



Chris has held senior leadership in diverse organizations from Health Care (Washoe Medical Center - now Renown), to Automotive (Porsche Enterprises, Incorporated), to High Tech (Intuit), to Municipal Government (City of Sparks, Nevada).

Chris serves as Board Chair of the National Alliance of HealthCare Purchasing Coalitions. With the National Alliance, Chris has worked diligently in several affinity groups, including assisting in the development of the first Advanced Primary Care Market Survey, and is currently leading the High Cost Claimant Advisory Group. Chris also serves as the Vice Chair of the Nevada Community Board for CoMagine Health, and serves as Chair of the Nevada Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease (CWCD).

Chris has a degree in Managerial Sciences from the University of Nevada Reno, as well as a Certificate in Public Administration, Certificate in International Employee Benefits, Member, and Certified Compensation Professional, American Compensation Association – granted Lifetime Achievement Award, Member, Society of Human Resource Managers, Member, Senior Human Resources Forum.