

TROY JOHNS

Phone:
Email:

June 9, 2023

Via Portal

Monique H. Williamson
moniquewilliamson@admin.nv.gov

RE: EXECUTIVE DIRECTOR, SILVER STATE HEALTH INSURANCE EXCHANGE

Dear Ms. Williamson:

It is a delight to introduce myself and explore the possibility of interviewing for the Silver State Health Insurance Exchange Executive Director position and working with the Exchange's impressive team.

I have admired the Exchange's role in delivering meaningful solutions to health care access challenges for some time and I believe I have a lot to offer the diverse Exchange stakeholders in the Executive Director leadership position. The need for affordable, fully integrated, whole person health care, that is available to the entirety of Nevada's residents has never been greater. The Exchange's ability to facilitate the delivery of quality health care coverage to the communities it serves and continuously innovate, makes it an ideal environment for a mission driven, executive leader accustomed the complexities of diverse stakeholders, and challenging market, regulatory, public policy and communication considerations.

My resume is attached. My experience in the healthcare vertical includes working for visionary organizations and teams driving market change. For them, I have:

- established new markets and expanded sales nationally
- developed and operationalized new distribution channels
- collaborated across disciplines, departments, organizations and agencies leading to employee benefits membership growth, client retention, and adoption of eHealth and software solutions
- volunteered for decades advocating services and leading non-profit initiatives providing services to the needful and underrepresented

My leadership experience in the healthcare vertical is extensive and positions me to quickly acclimate, and to collaborate with the Exchange's stakeholders to deliver sought after results and position for the inevitable market changes.

With my experience and drive focused on serving as the Exchange's Executive Director, I believe I would be an excellent strategic fit for the Exchange, its board and ALL the communities and stakeholders it serves.

It would be great to discuss the many ways I can help the Exchange increase the number of insured Nevadans.

I welcome the opportunity to speak with you.

Sincerely,



Troy Johns

Enclosures – Resume & Professional References

PROFESSIONAL SUMMARY

- Over 30 years of health care management and business development experience
- Certified Employee Benefit Specialist (CEBS), BS Finance and Certificate in East Asian Studies
- Worked as senior manager responsible for all elements of the marketing mix to establish brand and generate sales for health care startups
- Teamed to achieved product, rate and licensure filings with multiple state agencies, health departments and CMS
- Served as product, department and market spokesperson in healthcare leadership roles
- Advocate and non-profit volunteer leader addressing food insecurity
- Experienced seeker of early adopters and implementing strategic initiatives
- Established and managed multiple sales/marketing departments and distribution channels in health care vertical
- Developed and implemented joint marketing agreements reaching more than 260,000 physicians
- Hands on leader with product launch and implementation experience in national, regional, state-wide and local market expansions
- Strategic director, experienced in recruiting and aligning objectives with employers, governmental entities, health care organizations, primary care and specialty practices, payers, consultants, brokers and agents to achieve results
- Motivational and collaborative team player with expertise in building departments and developing sales, service and administrative talent
- Operationally oriented leader, dedicated to starting an effective implementation as part of the development process and business pipeline
- Performed pragmatic strategic roles in managed health care provider network development including behavioral health, dental, other specialties and facility network development
- Effective, experienced cross departmental collaborator driven to achieve excellence in process, product and people
- Entrepreneurial team member who will leverage the collective knowledge of board, associates, stakeholders and vast personal experience in the health care vertical to present a compelling value proposition and be accountable for performance and results
- Driven, creative leader that achieves team and team member growth, achievement and operational excellence

EXPERIENCE**Wybtrak, Inc.** Las Vegas, Nevada

August 2001 – Present

President

- Operationalized national and key account sales of Wybtrak software in health care vertical
- Directed and managed operations including sales, business development, support and domestic/international software development staff
- Developed new products, software upgrades and new marketing/sales channels
- Increased sales by over 100,000 provider record licenses
- Expanded market by generating sales in 28 new states
- Implemented dramatic debt and expense restructuring initiatives achieving significant reductions in long term debt, current liabilities and annual operating expenses

Independent Consulting Las Vegas, Nevada***Business Development & Marketing***

- Strategic marketing and tactical sales consulting to MCO (commercial and Medicaid HMO)
- Developed marketing/sales strategy for a regional document management firm to enter a new market in the health care vertical
- Developed client retention and business development strategy for MedWired Corp's buyer
- Co-produced marketing presentation to Arizona health care firms for data analysis/reporting firm

MedWired Corporation Las Vegas, Nevada & Phoenix, Arizona***Director of Business Development***

- Established sales and marketing distribution channels for this eHealth start-up (firm sold Feb. 2001)
- Developed/implemented joint marketing agreements reaching more than 260,000 physicians
- Implemented physician practice sponsorship model with major pharmaceutical company
- Trained pharmaceutical field reps on MedWired product for AZ joint marketing initiative

Intergroup of Arizona Phoenix, Arizona**Director of Marketing & Sales**

- Managed commercial marketing, sales and service for Maricopa County (greater Phoenix MSA)
- Responsible for annual revenue approaching \$200 million, 800 accounts and 147,000 members
- Concurrently served as interim statewide Director of Group Medicare Risk product and staff, responsible for \$25 million in revenue, over 80 accounts 5,300 Medicare members
- 1997 commercial new business and in-group growth of over 21,000+ new members
- Q1 1998 commercial new business and in-group growth of over 13,500+ new members
- Added 4 nationally recognized group Medicare Risk accounts
- Integrated and consolidated departments to enhance service to group Medicare Risk members
- Key role in developing NCQA presentations for auditors, plan achieved full 3 year accreditation

Independent Consulting Denver, Colorado**Sales, Marketing & Management Consultant**

Retained by: • Health care purchasing cooperative serving over 100,000 covered lives, • Regional Brokerage/consulting firm • Start-up company developing Internet solutions for health care organizations

Frontier Community Health Plans, Inc. Englewood, Colorado**Vice President, Marketing and Sales**

- Key member product development team (HMO, POS, Individual, RX, Medicaid and FEHBP), recruited sales director and service director, wrote/implemented marketing/sales plan
- Developed multiple distribution channels, including participation in Colorado's Cooperative for Health Insurance Purchasing (CHIP) and general agency distribution channels
- Marketed Frontier to major Colorado brokerage/consulting firms resulting in multiple account sales
- Key role in Frontier obtaining HMO Certificate of Authority in record time
- We positioned this start-up HMO for sale to a national MCO

MetLife HealthCare Network of Colorado Denver, Colorado**Metropolitan Life Insurance Company** Dallas, TX**Director, Sales & Marketing, Senior Sales Representative & Sales Rep**

- Recruited to build MetLife HMO sales/marketing department in Denver, Co
- Increased HMO membership by 21% establishing MetLife HMO as a competitive plan in Denver
- Developed multi-employer health benefits plan selected by Denver Metro Chamber of Commerce
- Restructured Dallas MetPlans group sales office saving division \$25,000 annually
- Top 10 LTD producer in division, self-funded pilot champion

Lincoln National Life Dallas, Texas**Employee Benefits Mgr. & Employee Benefits Sales Representative**

- Multi-line sales producer
- Marketing & sales lead for DFW HMO, PPO & DHMO network development
- Nominated for Rookie of the Year

EDUCATION

- Certified Employee Benefit Specialist (CEBS), International Foundation of Employee Benefit Plans and the Wharton School of the University of Pennsylvania - 1990
- Bachelor of Science, Finance, Indiana University - 1985
- Certificate of East Asian Studies, Indiana University - 1985

PROFESSIONAL

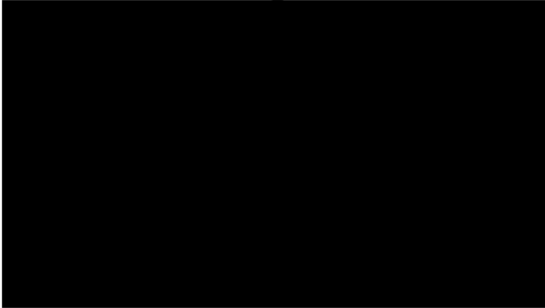
- President, Friends In The Desert Foundation, Inc. July 2020 - Present
- Trustee, Friends In The Desert Foundation, Inc. 2001-Present
- Treasurer of the Colorado Group Insurance Association (CGIA) - January, 1997
- President of the Dallas/Ft. Worth Chapter of the International Society of Certified Employee Benefits Specialists (ISCEBS) - January, 1992
- Secretary of the Dallas/Ft. Worth Chapter of ISCEBS – January-December, 1991

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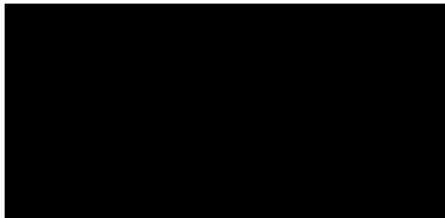
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**RE: EXECUTIVE DIRECTOR, SILVER STATE HEALTH INSURANCE EXCHANGE
PROFESSIONAL REFERENCES FOR TROY JOHNS**

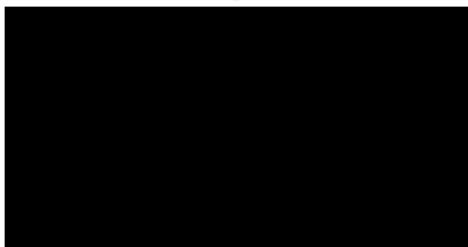
Patricia Cook-Craig, Associate Professor



Kevin Meier, CEBS, CLU, Director, Group Sales



Kevin D. Towery, Area Vice President



Paul Michaelson, Esq, Founder, Retired

