

Speaker Biographies
Wearable Devices:
Lessons learned and promise for 21st century wellness
Tuesday, June 17, 2014

Debbie Witchey
Executive Vice President
Healthcare Leadership Council

Debbie Witchey is Executive Vice President of the Healthcare Leadership Council (HLC), a coalition of chief executives of the nation's leading healthcare companies and organizations. In her position, she directs HLC's extensive field organization and six regional directors in advancing a quality-driven healthcare system built upon the tenets of innovation, competition and cost-effectiveness. Ms. Witchey also leads HLC's work on coverage, wellness and workforces issues. She coordinated HLC's Health Access America campaign, aimed at providing coverage options for the Nation's more than 45 million uninsured. She also built and leads HLC's Medicare Today, a coalition of more than 400 organizations. Medicare Today educated 5.8 million beneficiaries about the Medicare prescription drug benefit and helped to enroll over one-half million Medicare beneficiaries during the initial enrollment period. The coalition continues to educate beneficiaries and other interested parties on Medicare coverage. Prior to joining HLC, Ms. Witchey worked in the community development field, most recently for five years as the director of the community health initiative for what is now Roper St. Francis Healthcare, a not-for-profit healthcare system based in Charleston, South Carolina. In this role, Ms. Witchey worked with a variety of funding partners to create innovative public-private partnerships to address top health concerns in the Charleston area. She has also served in the public sector at the United States Department of the Treasury for five years, ending her tenure as acting assistant secretary for management and deputy assistant secretary. Ms. Witchey is on the board of the Health Care Industry Access Initiative, the Safe Community Coalition and the board of visitors at The Fund for American Studies. She has an undergraduate degree in public policy with a concentration in health from Duke University and her master's in health administration from the Medical University of South Carolina.

Kera Mathews Smith
Wellness Program Administrator
BlueCross BlueShield of Tennessee

A native from Chattanooga, Kera Smith graduated from the University of South Carolina. She received cum laude recognition graduating with a BS in Marketing and Management with a minor in graphic design. She'll be finishing her Master's in Business Administration this fall. Ms. Smith has worked as the Wellness Program Administrator at BlueCross for four years to promote and create a culture of health and well-being. She's been on the front lines as the wellness program has developed, overseeing many of the current programs and incentive design.

David Pauer, MNO
Director, EHP Wellness
EHP Total Care
Cleveland Clinic

David Pauer is Director of Wellness for the Employee Health Plan (EHP) of Cleveland Clinic. EHP covers healthcare and wellness expenses for 85,000 Cleveland Clinic employees and their family members. David has been with Cleveland Clinic for eight years, first as a manager with the Employee Wellness department and now with the Employee Health Plan. David has dedicated his career to nonprofit health organizations. He previously was a director of development for HealthSpace Cleveland, the executive director of the Ronald McDonald House of Cleveland, and the assistant executive vice president of the American Diabetes Association, Ohio Affiliate. David earned a Master of Nonprofit Organizations degree, specializing in healthcare organizations, from Case Western Reserve University, and a Bachelor of Science in Community Health Education from The Ohio State University. David spent a year studying Spanish language, culture, and public health in Madrid, Spain in a program through Bowling Green State University. David serves as a volunteer on the board of directors for Clevelanders in Motion, Live Well Lakewood and the Lakewood Hospital Community Advisory Board.

Gerri Burruel
Vice President, Benefits
HR - Total Rewards
McKesson Corporation

Gerri Burruel joined McKesson in November, 2008 as the Director, Health and Welfare Benefits, Prior to joining McKesson, Ms. Burruel led the Benefits teams of Longs Drug Stores, Stanford University and Safeway.

An avid proponent of health care consumerism, an engaged patient and a culture of wellness, she has introduced new and innovative plan designs in these companies, including Consumer Directed Health Care plans, partnering with the business to assure alignment of the benefit plans with business goals and strategies.

At McKesson, Ms. Burruel led the team that introduced You. Even better. and successfully moved the health plans offered from 27 Build Your Own POS plans to three Consumer Driven Health Plans with comprehensive tools, care management programs, incentives and support services for employees. Most recently the focus has shifted to wellness and capitalizing on the You. Even better. brand. McKesson offers a robust wellness and activity program utilizing wearable devices to its suite of offerings which provides employees and their spouse or domestic partner the opportunity to earn points and credits for being active and engaged. Engagement levels have topped over 70 percent.