



Healthy Connections During A Pandemic

Speaker Biographies

**Jessica Erb,
Senior Vice President
Tivity Health**

Jessica Erb is Tivity Health's Senior Vice President of Client Relations responsible for client satisfaction, strategic growth, and partnership development for Tivity Health's expansive book of customers. As a member of Tivity's Senior Leadership Team, Jessica drives the overall roadmap for ensuring customer renewal and portfolio expansion through her Client Relations team.

A seasoned healthcare industry professional, Jessica is known for her strategic and disciplined approach to advancing business priorities and growth. Jessica has been with Tivity Health for over 17 years, holding a variety of leadership positions throughout her tenure with the organization. Prior to Tivity Health, Jessica served in public health roles at American Cancer Society and the Georgia Institute of Technology.

Jessica earned her Bachelor of Science degree from the University of Illinois and a Masters of Public Health from Emory University. She is an active member of Women Business Leaders of the U.S. Health Care Industry.

**Ellen Harrison, RN, MBA
Senior Vice President, Market Strategy and Operations - Population Health Mgmt
HMS**

Ellen Harrison, RN, MBA is the Senior Vice President of Operations & Market Strategy at HMS, where she's focused on the company's Population Health Management product portfolio.

She brings over 20 years of experience in strategic planning, managed care operations and consulting experience with demonstrated results leading teams to build and redesign health care solutions, provider incentive systems and developing successful quality, cost and utilization improvement programs for commercial, government and senior populations.

A results-driven healthcare professional, Ellen has extensive leadership, communication, problem-solving and analytical skills, as well as a proven ability to successfully lead change and manage complex systems with multiple stakeholders.

Her experience includes professional consulting engagements including acting-COO of Portland-based Network for Healthcare Improvement, a grant-funded member organization that facilitates regional quality improvement programs across the country through private and government funding. Previously, Ellen also served as Vice President of Medical Management for Martin's Point Health Care, where she directed care management, quality improvement and provider network strategy and contracting for Tricare and Medicare Advantage products and coordinated integrated population health management resources for the MPHIC medical practices. During her tenure, Martin's Point achieved NCQA accreditation and a Medicare Advantage 5 Star rating for two consecutive years. Other senior roles include VP of Shared Decision Making Products at a national disease management firm, Sr. Vice President of HMOs for Trigon Blue Cross and Blue Shield, Virginia and Vice President and General Manager for CIGNA Healthcare of Connecticut.

Ellen is a registered nurse with a bachelor's degree in Nursing from Syracuse University, and an MBA with a concentration in healthcare from the University of Connecticut.

Peter Ross
CEO & Co-Founder
Senior Helpers

Peter Ross is the current CEO and Co-Founder of Senior Helpers. In 2004, he co-founded Senior Helpers alongside Tony Bonacuse based on the belief that seniors should be able to age at home with dignity despite age-related illnesses and mobility challenges. Today, Senior Helpers is the premier provider of in-home care and has hundreds of franchised and owned businesses that have cared for tens of thousands of seniors.

In addition to Senior Helpers he founded three other franchise brands, "Doctors Express" and the "Assisted Transition" franchise brands, now known as Care Patrol. He has devoted his career to helping in-home care excel and to improving service at all levels.

Prior to joining SH, he spent 20 years in senior level Sales and Marketing positions at ADP, Ernst & Young, and Intuit. For the past 6 years, Peter Ross has served as President of the Home Care Association of America, from which he received the Sheila McMackin Leadership Award, one of the highest distinctions in the home care industry. During the last 3 years he has been a CEO member of the Healthcare Leadership Council.