

Western Health Advantage



Sue Haddad, CFO

A top-performing and visionary leader, who is committed to achieving profitability and success for an organization. Possesses a proven record in driving financial performance and leading innovative strategies to achieve key objectives. Leverages excellent interpersonal skills to cultivate strong partnerships and foster collaboration with cross-functional teams. An accomplished and dedicated finance executive, with demonstrated expertise in financial operations, department management, budget management, financial reporting, billing, accounts receivable, presentations, talent development, negotiations, and strategy development.



WHA helps people obtain quality health care in the Northern ca communities we serve. Western Health offers affordable coverage to employer groups, individuals, and families, for every stage of life. We help our members stay healthy and facilitate the care they need when they need it.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Grow Membership

Improve margin

Improve Data and Analytics

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Cognizant

Salesforce

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

77

WHO DO YOU REPORT TO?

CEO

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$150 to \$300 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Data and Analytics

Benchmarking

Value Base - Risk Management/ Quality/ Medical Cost Spend

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Arcadia - comprehensive population health tool to support Health Plan

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

1 year

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$20M

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Implementing integrated financial management systems for real-time premium billing and reconciliation	A
Leveraging advanced analytics for cost optimization and contract modeling	D
Automating claims processing to increase auto-adjudication rates and reduce manual intervention	A
Deploying predictive modeling tools for risk assessment and high-cost claimant identification	B
Integrating value-based care payment models into financial systems	C
Utilizing fraud, waste, and abuse detection platforms to minimize financial losses	B
Adopting cloud-based claims administration solutions for scalability and flexibility	A
Enhancing interoperability between financial, claims, and member management systems	B
Implementing real-time financial and operational dashboards for decision support	C
Strengthening regulatory compliance with automated audit and reporting tools	D
Leveraging mobile and portal technologies for improved stakeholder engagement	B
Utilizing AI and machine learning for anomaly detection in claims and payments	A
Centralizing data from disparate systems for unified analytics and reporting	C
Investing in cybersecurity to protect sensitive financial and member data	B
Deploying business intelligence tools for scenario modeling and forecasting	D
Integrating digital engagement tools to improve member transparency and satisfaction	A
Adopting SaaS and BPaaS models to reduce IT overhead and enable rapid scaling	B