



## Our Keynote Speaker

**Jay Sheehy**  
**Head of HealthCare Reform**  
**PMO & Chief Underwriting Officer**

Jay Sheehy assumed overall responsibility for the HealthCare Reform Project Management Office (PMO) in September of 2011. He was significantly involved with HCR efforts prior to this with leading the Minimum Medical Loss Ratio (MLR) Event. This role was in addition to his ongoing responsibilities as the Chief Underwriting Officer at Aetna.

Jay was appointed as the Chief Underwriting Officer for Aetna Inc. in June 2010. In this role, Jay is responsible for the development of key management tools, strategies, policies/guidelines, enhancing controls and several other related activities. Additionally, Jay will be overseeing the overall people, development, succession planning, rotation programs and training on behalf of the Underwriting organization. Finally, he is also involved in numerous enterprise initiatives such as merger & acquisition support, compliance, product, and several others, as well as continuing to act as executive sponsor for several of our largest customers including the City of New York, the Department of Defense and the National Railroads Labor Conference.

Previously, Jay was Head of Underwriting for Aetna National Accounts where he led a team of more than 300 associates. During his tenure, the business grew dramatically and a holistic customer view was put in place. This integrated Specialty Product Underwriting responsibilities within the business segment, including Stop Loss, Pharmacy, Dental and, most recently, Life & Disability coverage. Jay joined Aetna in June 2002 from CIGNA HealthCare.

At CIGNA, Jay held several leadership positions. He headed the business segment responsible for sales to employers with fewer than 1,000 employees. Jay also served as Head of HMO Underwriting and Regional Vice President for the Southwest & West Underwriting Team. Prior to CIGNA, Jay worked for Prudential HealthCare in several different underwriting, financial and general management roles, both in Philadelphia and Chicago.

Jay graduated from Elizabethtown College with a B.S. in Economics. He is currently a member of the State of Arizona Life & Guaranty Fund Board of Directors and chairs the Finance Sub-committee. He has also supported a number of other industry related activities during his career.

## UTAH HEALTH INSURANCE ASSOCIATION MISSION STATEMENT

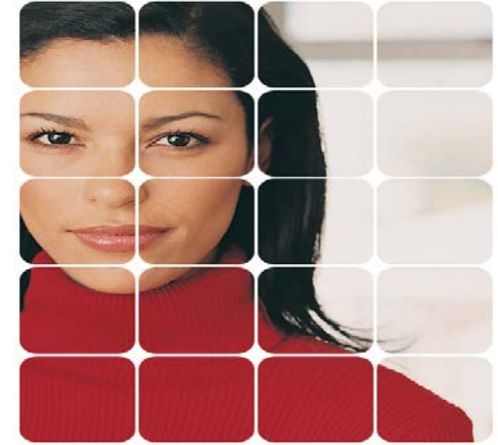
The mission of the Utah Health Insurance Association is:

- 1) To provide a common voice to legislators, the executive branch, regulators, and the media supporting the long term interests of health insurance for the benefit of employers, insured individuals, and their health insurers with the objective of:
  - Positively influencing the legislative process;
  - Advocating on behalf of insureds, employers, and insurers for the maintenance of a healthy insurance markets
  - Advancing competition and access to diverse products; and
  - Promoting regulatory consistency and effectiveness.
- 2) To educate policymakers and the public with respect to the unique aspects and issues of health insurance.
- 3) To provide a forum for discussion and development of relationships among Utah Health Insurance Association members.

UTAH  
HEALTH INSURANCE  
ASSOCIATION

To enroll online: [www.UHIA.info](http://www.UHIA.info)

5108 West Woodsmere Lane  
Herriman, Utah 84096  
Phone: 801-673-2861  
Email: [Congressman@aol.com](mailto:Congressman@aol.com)  
Fax: 801-877-2344



UTAH  
HEALTH INSURANCE  
ASSOCIATION



**2013 Education Conference**  
**ALL THINGS**  
**ACA!**

**THURSDAY**  
**DECEMBER 5, 2013**  
**9:00 AM TO NOON**

EMI Health Auditorium  
852 E. Arrowhead Lane, Murray, Utah

**3 Hours of CE Credit Available**

# AGENDA

8:30 - 9:00 a.m.	<b>Registration</b>
9:00 a.m.	<b>Welcome</b> David Leo President Utah Health Insurance Association
9:10 p.m.	<b>ACA – The Next Phase!</b> Jay Sheehy Aetna Chief Underwriting Officer Keynote Speaker
10:00 a.m.	<b>Break - Light Refreshments</b>
10:10 a.m.	<b>Meet the Commissioner &amp; Staff</b> Todd Kiser Commissioner Utah Department of Insurance
11:00 a.m.	<b>Break</b>
11:10 p.m.	<b>ACA &amp; Washington D.C.</b> Grace Campbell Regional Director America's Health Insurance Plans
NOON	Adjournment

- Presentation materials will be available for download on UHIA's website at [www.UHIA.info](http://www.UHIA.info).



## REGISTRATION & CANCELLATION POLICIES

Registration of \$90.00 will be accepted by mail or online up to 48 hours prior to the seminar date, space permitting. Payment must be included in order to guarantee registration. Door registration is accepted for a fee of \$125, if space is available, on a first-come, first-served basis. However, materials cannot be guaranteed. **Payment must be made at time of attendance; NO billing!**

Register and pay ONLINE at [www.uhia.info](http://www.uhia.info)

**Cancellations** must be confirmed by letter or email at least 2 business days prior to the seminar date and a confirmation email received by the registrant. If cancellation is made within the time period, the registration fee minus a \$10 nonrefundable fee will be returned to the registrant. No refunds will be given for cancellations made within 2 business days of the conference.

**Questions** regarding registration procedures or the program can be directed to Kelly C. Atkinson, Executive Director at 801-673-2861 or by e-mail at [congresman@aol.com](mailto:congresman@aol.com)

If you have a disability that requires special accommodations, please contact Kelly C. Atkinson 801-673-2861 at least three business days prior to the program.

### UHIA MEMBER COMPANIES

- Aetna/Altius Health Plans*
- EMI Health*
- Equitable Life & Casualty Insurance Company*
- Humana*
- Molina Health Care of Utah*
- Regence Blue Cross Blue Shield of Utah*
- WMI Mutual Insurance Company*



## Our Presenters

### Todd E. Kiser Commissioner Utah Department of Insurance

Todd E. Kiser was named commissioner of the Utah Insurance Department by Governor Gary Herbert on December 20, 2012. Kiser founded Kiser Insurance Agency in 1976 and has more than 35 years of insurance experience.

Representative Kiser was elected to the State Legislature in 2002 and served five terms in various positions with chairmanship responsibilities dealing with business, economic development, transportation, ethics, and taxation-related issues. Positions included: House Chair of the Business, Economic Development and Labor Appropriations Sub-Committee; Council of State Government West Leadership Academy; Member of the Council of State Government Executive Committee; Vice-Chair of International Trade Committee; Utah Sports Commission Board Member; Hogle Zoo Board Member; Sandy City Police Honorary Colonel; Chairman of Sandy City Planning Commission; and Chairman of Sandy City Community Program. He has also served for many years in the Boy Scouts of America.

Commissioner Kiser grew up in Texas and attended Ricks College in Idaho on a basketball scholarship. He moved to Salt Lake City and started a career in Real Estate and insurance. He is married to Julie Driggs. They have nine children and 22 grandchildren. He enjoys golf, motorcycles and his family.

### Grace Campbell Regional Director America's Health Insurance Plans

Ms. Campbell has more than 20 years of health plan experience, including for the past 11 years at United Healthcare/PacifiCare as Director of Regulatory Affairs in the Northwest. Previously, she was with Regence Blue Cross Blue Shield of Oregon in various operations roles.

## IMPORTANT:

All materials distributed at the educational seminar will be available for download at [www.UHIA.info](http://www.UHIA.info). Once the site has been accessed, please go to the Education Conference tab, and then click on the sub tab "Attendee Section Only". Type in the password "2013UHIA" and the information will be available for download. Thank you.