



The State of New Hampshire
Insurance Department
21 South Fruit Street, Suite 14
Concord, NH 03301

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David J. Bettencourt
Commissioner

November 7, 2023

His Excellency, Governor Christopher T. Sununu
and The Honorable Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

In accordance with RSA 94:6, the Insurance Department respectfully requests to place Leigh Curtis at Step 4 for the position of Health Reform Coordinator (9U611), unclassified salary grade EE, earning \$90,577.00 annually, effective upon the first day of the first pay period following Governor and Council approval. Funding is 100% agency income.

EXPLANATION

The Health Reform Coordinator is responsible for managing projects in support of the Insurance Department's strategic objectives relating to health insurance reform initiated by Federal or State regulatory activity.

Ms. Curtis offers a strong background in the insurance industry and would be a great addition to the Insurance Department for the Health Reform Coordinator position. Ms. Curtis has experience working for multiple major medical carriers in the New Hampshire market and maintains a life and health insurance producer license. Ms. Curtis's experience as a health insurance educator and community outreach specialist will transfer effectively to the needs of the Department. The Health Reform Coordinator requires project management and collaboration skills, Ms. Curtis has demonstrated that experience in her two most recent positions.

The Insurance Department is seeking approval from Governor and Council to compensate Ms. Curtis' unclassified position at the annual salary of \$90,577.00 with a starting date of December 1, 2023. The source of funds is 100% agency income.

Respectfully submitted,

A handwritten signature in blue ink that reads "D.J. Bettencourt".

David J. Bettencourt
Insurance Commissioner

LEIGH CURTIS

Summary

Dedicated professional with extensive experience in the health insurance sector, encompassing a wide range of competencies. Highly organized in managing and executing projects within cross-functional areas. Strong communication, presentation, and problem-solving skills. Proven ability to educate and simplify complex topics to diverse audiences. Demonstrated flexibility to shifting goals and priorities. Passion for outreach, education, and client service particularly in senior and underserved populations in the health care space.

Experience

E Provider Collaboration Manager

Anthem Blue Cross Blue Shield, Manchester NH (hybrid/remote)

Jan 2023 – Present

- Provide operational and program management for contracting, implementation, maintenance and issue resolution for intricate payment innovation programs. Schedule value-based contract discussions and refine internal processes to create contract change amendments for multiple lines of business.
- Create training materials and QRGs for the administration of multifaceted value-based programs in a matrixed environment. Build library of program resources and playbooks for onboarding of future associates, where none existed on a local, tactical level.
- Lead current behavioral health incentive program implementation and coordinate with internal teams and external groups to ensure previous earnings were properly implemented. Collaborate with specialty program team, network contractors and Carelon partners to drive efficiencies in program administration.
- Execute steps for complex program configuration intake process. Align with program structure teams to systematically update provider payment terms across several platforms. As one of two new team members, establish an issues tracker to reconcile past errors and complete overdue system work.
- Develop and maintain program and contact files and prepare provider communications on program changes, market performance and updates. Prepare and disseminate monthly payment data file with sensitive attributed patient information by LOB to multiple healthcare systems.

Medicare Community Outreach and Territory Developer

Jan 2020 – Jan 2023

- Managed the implementation and ongoing development of New Hampshire's Medicare branding and value proposition to stakeholders. Developed outreach and retention strategies to help drive sales, uncovered new marketing opportunities and met enrollment goals. Promoted virtual and in person sales seminars with customized, targeted mailings to health care consumers and community leaders.
- Cultivated relationships with key influencers, community-based organizations, and health centers to promote product awareness. Primary customer contact for 75+ organizations and advocacy groups that support elder, disabled and low-income populations. Supported internal and external marketing campaigns to increase sales activity. Contributed to ongoing member retention initiatives.
- Identified and penetrated new venues as future partners to grow sales. Supported brokers and field staff in scheduling and analyzing sales and marketing events. Liaison with broker channel team and trained brokers/broker managers on field sales standards. Provided partners with compelling print and electronic marketing materials.
- Responsible for full execution of event sponsorships and fundraisers. Analyzed potential funding opportunities and other support initiatives and made recommendations to leadership for ROI. Ensured compliance with CMS regulations while representing Anthem BCBS in the field.

Outreach and Education Specialist

Community Health Options, Lewiston, ME (remote)

Sept 2014 - Dec 2019

- Conducted broad member outreach, engagement and communications activities to increase awareness of government health programs. Managed editorial and advertising calendars, tracked placements, and reviewed results. Created and edited marketing and educational collateral. Directed internal SMEs and fulfillment/design partners in development of print and digital materials. Expanded electronic communication capabilities by producing and distributing member, broker, and provider quarterly e-newsletters and targeted email campaigns.
- Developed strategic focus every year and implemented outreach activities to advance understanding of products, services and programs. Designed and facilitated more than 18 educational events per year with diverse public and private sector groups. Conducted presentations on our value proposition, insurance literacy concepts and health care reform. Provided customized programming via a multi-channel approach.
- Cultivated partnerships with key local and regional organizations to engage underserved populations. Provided financial sponsorship and presented key messages to health access partners. Represented CHO at annual meetings, wellness coalitions, governmental workgroups, and conferences.
- Lead focus groups to gain competitive intelligence insight into best practices and process improvement opportunities across departments. Appointed to Open Enrollment communications QA team.

Health Educator

Harvard Pilgrim Health Care, Wellesley, MA

Jan 2006 – Sept 2014

- Delivered 400+ high quality employee wellness events to key accounts. Favorably represented HPHC at employer groups, community settings, and industry events to promote offerings and engagement with employee health programs.
- Directed large scale, longitudinal biometric screening program at HPHC's most high-profile account. Increased participation by 9% each year; consistently received outstanding feedback on both the participant and management level. Lead the successful implementation of an innovative nutrition program to create lasting behavior change.
- Ensured client satisfaction with the worksite program through quantitative and qualitative feedback. Delivered flexible reports to external and internal stakeholders. These include aggregate program data, future opportunities to impact employee health, and recommended enhancements to overall program strategy, promotion and communication, and participation incentives.
- Worked closely with Sales department, brokers and consultants to attract and retain accounts by designing and customizing relevant health and wellness programs.

Education



University of Massachusetts Amherst

B.A., Psychology

Licenses & Certifications



Insurance Producer (Health and Accident/Sickness) - State of New Hampshire