Kelly Boggs, MBA
Director of Network Engagement, Aspirus Network, Wausau
Joined ACHE in 2008

Why would you like to serve on the Chapter Board?
I bring a diverse background to the board. I have worked in finance, physician recruitment, business development and insurance contracting.

Prior board or volunteer experience
ACHE-WI Board, Portage County Youth Soccer (PCYS) Board, Medical College of Wisconsin Central WI Campus-RAAC

What do you feel you can offer to this board that will assist in achieving the mission of the chapter?
I work outside of Milwaukee and Madison and bring a rural health system perspective. I currently work for a Network and have developed trusting relationships with system leaders and private practices. Networking is one of the biggest benefits of ACHE and developing more networking opportunities to offer to ACHE-WI members is my highest priority. As a Leadership Development Program co-chair I have pushed for growth within the program and opportunities for alumni to continue being involved.

Please list 4 points relative to your healthcare experience to include on the ballot

- Leadership and mentoring
- Patient experience
- Value based contracting
- Business development

Indicate areas in which you are interested in working:

- Leadership Development Program

Kelly A. Boggs

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Business Development, Strategy and Marketing

Inspiring Leader| Entrepreneurial | Relations | Collaboration
Data Analysis| Project Management | Change Management

High energy professional with a proven record of setting vision, developing strategy, and building highly engaged and motivated teams to deliver exceptional business results. Ability to connect the dots and articulate the vision to establish common ground. Recognized for collaborative spirit and being a resource across all levels of the organization.

- **Relationship Development:** Winning approach to creating meaningful working relationships.
- **Value Based Care:** Implementation and redesign energies.
- **Physician Recruitment and Physician Relations:** Physician alignment activities, strategic growth opportunities, liaison and retention efforts.
- **Strategic Planning:** Experience in program expansion and growth including development of strategic opportunities through physician collaboration, joint venturing and joint venture models**.**
- **Financial Acumen:** Use of planning, budgeting, and financial systems to ensure results in revenue enhancement strategies and expense management.
- **Tough Negotiator**: Ability to establish mutual respect and leverage while negotiating to a win-win outcome.

Work History

ASPIRUS NETWORK, INC **2018-Present**
Director, Network Engagement

- Clinically Integrated Network operations and leadership.
- Relationship development and alignment with private practices, Aspirus leadership and commercial payors.
- Leader for communication and marketing channels to ANI membership including newsletter, website, member forum and networking events.
- Round on members for strategic alignment. The “face” of ANI.
- Responsible for vetting new members, contracting and the orientation process.
- Strategic planning and project management including; CMS compliance, star ratings and patient satisfaction vendor selection and implementation, annual report, managed care contracting, service line utilization, health plan network adequacy etc.

ASCENSION, WI **2013-2018**

Director, Physician Relations-Business Development/ Physician Recruitment/Physician Relations

- Leader for business growth planning and removal of barriers across Ascension, WI.
- Led a team of six Account Executives and one Strategic Analyst who developed growth plans for individual doctors, hospitals and service lines.
- Vetted and purchased million-dollar, multi-year software for referral management (Crimson Market Advantage).
- Strategic planning for growth across the system.
- National committee member for: new associate orientation, learning council, physician recruitment, external marketing website including star ratings and provider profiles, implementation of credentialing software and standardization of terminology.
- Managed the design and implementation of a system-wide referral directory www.ascension.org/wiproviders.
- Relationship development with internal and external providers, physician leaders and hospital presidents.
- Created programs for referrals that complied with STARK.
- Contract negotiations.

MARSHFIELD CLINIC **2010-2012**

Administrative Fellow

- Fellowship under the Director of Education which included Graduate Medical Education, Student Programs, Corporate Education, and Media Relations.
- Capstone project was to spearhead the creation of a dental residency program (application to CODA), which was ultimately approved.
- Managed a team of residency coordinators for Graduate Medical Education (GME).
- Strategic planning--created a plan for organizational structure and the creation of new positions.
- Co-authored a chapter in a book *"Integration of Medical and Dental Care and Patient Data"*

Johnson Controls

Regional Solutions Account Executive **2008-2010**

- Performance contract sales--operational and energy savings to health care industry.
- C-level relationship development and contract negotiations.
- Led the strategy and key account planning for Wisconsin.
- Target Account Selling (TAS)

MORTGAGE INDUSTRY **2002-2008**

Wholesale Regional Account Executive/Sales Manager

- Responsible for wholesale mortgage sales to banks and brokers.
- #1 sales representative in Wisconsin 2003-2005.
- Leader for developing relationships and selling mortgage software on a national level.
- Established strategic relationships for interfaces with partner companies.
- Negotiated rates with brokers to develop a loyal network.
- Hired, trained and mentored a team of ten Account Executives across two states.

Education | Training

- MBA, Healthcare Management emphasis, University of Phoenix, 2008
- BS, Public Administration and Political Science, University of Wisconsin-Stevens Point, 2001
- College semester abroad, Australia, Fiji Islands and New Zealand, McQuarie University, 2000
- Crucial Conversations, 2017
- Landmark Education, 2003-2013
- Dale Carnage training, 2010-2011
- Memory Training Seminar, 2008
- SPIN Selling, 2008

Volunteer | Memberships

- American College of Healthcare Executives (ACHE), 2008-Present
    - Working towards FACHE in 2020
    - ACHE board member, 2018-2020
    - Education committee member, 2017-2019
    - Leadership Development Program co-chair, 2018-present
    - Co-Author of a Chapter Innovation Grant- received January 2019
    - UW-Milwaukee mentor, Undergraduate Healthcare Administration Program, 2016-2017
    - ACHE Leadership Development Program, 2016-2017
- Portage County Youth Soccer (PCYS)
    - Rec Committee 2019
    - PCYS Board Member 2019-2021
- Medical College of Wisconsin, RAAC member for the Wausau regional campus admissions, 2015-2018
- Ignite Portage County, member (young professional), 2015-2018
- Portage County, Financial Counselor through UW Extension 2015
- Junior Achievement, volunteer, 2012-Present
    - JA-Business Challenge 2018-2019