



Biographies of Speakers

Online Tools for Consumer-Directed Health Plans

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ELIZABETH BIERBOWER

Elizabeth Bierbower is Vice President of Product Innovation for Humana. Ms. Bierbower is responsible for the Product Development activities at Humana, including the introduction of Humana's SmartSuite and SmartSelect product lines and web-based tools that help engage consumers in both choosing and using their healthcare. She came to Humana from Highmark Blue Cross Blue Shield in Pittsburgh, Pennsylvania, where she served as Vice President for Program Management and Vice President for Healthcare Strategy Implementation. She was responsible for developing and managing the organization's strategic business and e-commerce initiatives. Prior to joining Highmark, she worked for The Newbury Group in Wexford, Pennsylvania, as a managing consultant and served HealthAmerica Pennsylvania, Inc. as its Chief Operating Officer in Pittsburgh, Pennsylvania. Ms. Bierbower earned a master's degree in Public Management, graduating with highest honors, from Carnegie Mellon University. She received a Bachelor of Arts degree in Sociology from Carlow College.

GARY CLAXTON

Gary Claxton is a Vice President and the Director of the Health Care Marketplace Project at the Henry J. Kaiser Family Foundation. The Project provides information, research, and analysis about trends in the health care market and about policy proposals that relate to health insurance reform and our health care system. Prior to joining the Foundation, Mr. Claxton worked as a senior researcher at the Institute for Health Care Research and Policy at Georgetown University, where his research focused on health insurance and health care financing. From March 1997 until January 2001, Mr. Claxton was the Deputy Assistant Secretary for Health Policy at the U.S. Department of Health and Human Services, where he advised the Secretary on health policy issues including: improving access to health insurance, Medicare reform, administration of Medicaid, financing of prescription drugs, expanding patient rights, and health care privacy. Other previous positions include serving as a consultant for the Lewin Group, a special deputy in the Office of the Assistant Secretary for Planning and Evaluation, an insurance analyst for the National Association of Insurance Commissioners, and a health policy analyst for the American Association of Retired Persons.

ERIC FENNEL

Eric Fennel is Vice President for Information Technology at Lumenos. Mr. Fennel is responsible for Lumenos' Reporting and Data Analysis function as well as providing support for ongoing Web product development activities. He has more than 11 years of health care and technology experience. Prior to joining Lumenos in June of 2000, Eric orchestrated the redesign of Congressional Quarterly's

subscription-based legislative information Web site. He previously served as an Accreditation Manager with the National Committee for Quality Assurance (NCQA) and a member of the team responsible for first integrating HEDIS performance measures into NCQA's managed care accreditation program. Mr. Fennel has a Master's of Business Administration from George Mason University and a Bachelor's degree from Dickinson College.

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