

WHO'S WHO IN HEALTH CARE, INSURANCE & BIOMEDICINE

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Celebrating 25 years as an employee benefits consulting firm, Neovia continues to be a true innovator in providing solutions for our clients with the attention, quality of care and concern needed in the ever changing world of health care. Our longstanding partnerships reflect a proven record of effective consultation. We remain passionate about delivering outstanding customer care with attention to every detail of the benefits process.

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Meet the top movers and shakers in health care, insurance, biomed

Who's Who in Health Care, Insurance & Biomedicine has received additional upgrades after a major makeover last year.

Our expanded special report gave the biomedicine industry its own sub-section in 2012, and for 2013 we've become a lot more active in tracking health care providers and business insurance brokers in their own categories.

The section takes on renewed importance as we are all re-checking our coverage and our providers now that the rollout of Obamacare and the inauguration of Covered California, the state's health care exchange, are underway.

Meanwhile in biomedicine, biotech giant Amgen took a huge step forward into cancer treatments when it agreed to buy Onyx Pharmaceuticals, a Bay Area firm, earlier this year.

The slow recovery that is taking place in the insurance sector continues as premiums rise, particularly for workers' compensation. But companies also are taking a close look at risk-management practices. Superstorm Sandy, the Colorado floods and increased awareness of cybersecurity issues all put a premium on finding the right coverage.

Getting down to specifics about this section, the health care portion of our special report includes hospital executives and top officials at clinics, hospitals and related companies.

The biomedicine sector includes executives and innovators in biotechnology, medical devices, health care software and related fields.

The insurance services section contains bios of the top executives or owners at insurance brokers and health insurance companies.



HENRY DUBROFF
Editor

Who's Who in Health Care, Insurance & Biomedicine is the result of directly contacting the region's largest health care providers, insurance brokers and major employers in the biomedicine field. We also widely publicized the section and the nomination process.

This section would not be possible without the support of our sponsors Neovia Integrated Insurance Services and St. John's Hospitals.

The section was produced by Special Reports Editor Erika Martin, who joined us this fall. She is a UC Santa Barbara graduate who recently was finishing up a fellowship in Spanish in South America. The cover was designed by Elizabeth Willhite, our advertising graphic artist.

The upcoming Tax & Financial Planning Guide will publish Nov. 22 and our Who's Who series will conclude for 2013 with Who's Who in Nonprofits and Foundations on Dec. 6.

Our signature special report, the Book of Lists, will publish on Dec. 27 and is included in the final issue of the year for all subscribers.

• Contact Editor Henry Dubroff at hdubroff@pacbiztimes.com.

About the Business Times

Pacific Coast Business Times is the weekly business journal serving Ventura, Santa Barbara and San Luis Obispo counties.

We have an award-winning news team and an experienced advertising staff. Subscriptions cost \$49.99 per year and include a copy of our annual Book of Lists.

UPCOMING SPECIAL SECTIONS:

- **2013 Tax & Financial Planning Guide:** Nov. 22
- **Who's Who in Nonprofits & Foundations:** Dec. 6
- **2014 Book of Lists:** Dec. 27

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A word from our sponsor

A message from Jeff Slay President and CEO of Neovia Integrated Insurance Services



Neovia is pleased to once again sponsor the Pacific Coast Business Times Who's Who in Health Care & Insurance Services.

Celebrating our 25th Year Anniversary, Neovia continues to make a difference for our clients, their employees and families in the benefits arena.

Even with the complexity of health care reform, Neovia guides our clients to successful outcomes using proprietary financial modeling tools. Neovia converts these compliance issues, cost impacts, and data into useable information for business decisions while still providing individualized service.

Neovia is proud to have been a part of the community for 25 years and we will continue towards our goal to provide a higher quality of health care and solutions for our clients.

We celebrate those who join us in making a difference!



A word from our sponsor

A message from Laurie Eberst SVP of Operations for Dignity Health Southern California West



As the healthcare pendulum swings with the implementation of the Affordable Care Act (ACA), new opportunities appear for executive leaders in all facets of our industry. The sweeping transformation we are in requires the foresight to envision the change and the courage to act.

There are numerous examples of the changes that are underway to meet new requirements. With value-based purchasing programs mandated by the Affordable Care Act, hospitals will be evaluated based on both cost and quality of care. This challenges us and hospitals nationwide to be innovative and create new models that enhance quality and boost patient satisfaction.

Also associated with the ACA, last month Californians began to sign up for health insurance through the new statewide health exchange, Covered California. As a result, many uninsured individuals have become newly eligible for coverage. For our hospitals and physicians this is a tremendous opportunity to extend healthcare services to more people and to expand our reach.

I think we would all agree that it is no longer "business as usual" in our hospitals, or in the healthcare industry as a whole. As with any new initiative, especially one with such a massive impact, the road to coverage will be bumpy. But the need in our communities is so great that navigating through this transformation is well worth the effort.

In the midst of healthcare reform, St. John's Hospitals look forward to working in partnership with our colleagues so that affordable, quality health care is available to all in our communities.

Sincerely,

Laurie Eberst

Laurie Eberst, Senior Vice President
Dignity Health Southern California West





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