

December 8, 2019

Department of Administration
Agency HR Services
Attention: Gennie Hudson
400 W. King Street, Suite 460
Carson City, NV 89703

Dear Ms. Hudson,

This letter is to formally express my interest in the Interim Executive Officer position for the Public Employees' Benefits program. As the Operations Officer of PEBP since 2015, I have been heavily involved in all areas of the program. I currently oversee most of the agency units, including eligibility, member services, communications and IT as well as working closely with both quality control and the Chief Financial Officer. Also, I generally manage the human resources functions of the agency and tend to be in constant communication with the Attorney General's office regarding PEBP matters. Most significantly, I have had the opportunity to be part of the executive leadership of the program through my participation in policy decision making, legislative matters and strategic planning.

Prior to my experience at PEBP, I was both the Project Manager and Quality Control Officer at the Silver State Health Insurance Exchange. During my time at the Exchange, the agency was among the first to successfully transitioned away from a failing vendor on to a hybrid version of the federal platform. As the project manager, I had direct oversight of many insurance related programs such as plan certification and quality control. Indirectly, I played an integral role in many other parts of the program such as marketing, navigator assistance programs and broker training and certification. Most importantly, being part of the initial roll out of the Affordable Care Act provided immense experience and knowledge about federal and state insurance mandates.

During my tenure at PEBP I have placed heavy importance on modernizing the program and providing an improved member experience through enhanced communication and greater accessibility. I also believe that in order to continue providing high quality benefits to members, many of the strong relationships that have been developed with the advocacy groups must be maintained and relationships with other state agencies should be strengthened.

Thank you for taking the time to review my resume and consider my qualifications. I would be honored at the opportunity to continue to serve PEBP as its Interim Executive Officer.

Sincerely,

Laura Rich
Operations Officer

LAURA RICH



OBJECTIVE

To bring my strong sense of dedication, motivation and experience and knowledge of state and federal programs to the Public Employees' Benefits Program.



EDUCATION AND CERTIFICATION

Bachelor of Arts, LS (Elem. Education) | California State University Dec. 2004

Master of Business Administration | Western Governor's University, Jan. 2020

Certified Public Manager (CPM) | State of Nevada Apr. 2018



EXPERIENCE

Operations Officer | Public Employees' Benefits Program

AUGUST 2015 – PRESENT

- Oversee and direct all agency operations, including eligibility and enrollment, IT, member services, communications and program management. Motivate and lead 20+ staff to ensure high performance and continuous improvement.
- Participate in strategic planning and policy development.
- Presentations to the Board and public as well as presenting testimony to the legislature.
- Develop and participate in RFP's, negotiations and contracting.
- Direct project implementation, both internally and in coordination with other state agencies and outside organizations.
- Conduct ongoing vendor management.
- Coordinate with the Attorney General's office on agency related legal matters.
- Oversee communications program responsible for communicating program information to over 70,000 active and retired members and dependents.
- Oversee the Human Resources functions of the agency.
- Collaborate with EO and CFO on fiscal matters, including budget building, program utilization analysis, and legislative fiscal notes.
- Perform ongoing analysis, review and administration of the health plan to ensure compliance within all federal and state regulations.
- Participation in statewide and project steering committees.

Project Manager, Quality Assurance Officer | Silver State Health Insurance Exchange

AUGUST 2013 – AUGUST 2015

- Responsible, under the supervision of the COO, for the management of the day-to-day projects and operations of the agency. Managed and coordinated with federal partners

(CMS, HHS) on various programs and projects related to the implementation of the Affordable Care Act in Nevada.

- Managed and led staff, coordinated with federal and state agencies, consultants and vendors on several projects and ultimately transitioned Nevada on to a new technology platform.
- Development and oversight of health plan certification and Quality Control as well as administration of marketing campaign, broker certification and training programs, Navigator program, and several massive IT interconnectivity projects.
- Constant review and interpretation of proposed and enacted federal regulations in a constantly evolving regulatory landscape.
- Developed and presented reports and presentations to the Board, media and to the public.
- Coordinated with the offices of various elected officials to assist consumers requiring program assistance.
- Coordinated with various state agencies (DWSS, DHCFP, DOI) regarding all aspects of the SSHIX program and ACA implementation to ensure compliance, solvency, efficiency and consumer satisfaction.

Social Services Program Specialist II, III | Division of Health Care, Financing and Policy

APRIL 2012 – AUGUST 2013

- Responsible for supervision of the unit, including a team of staff and program management.
- Program oversight of Medicaid waiver programs to ensure CMS requirements.
- Participated on various committees.
- Program oversight of Medicaid estate recovery efforts.
- Managed various IT development projects and implementations.
- Evaluate and interpret statutes and regulations and develop program policies and procedures.

Elder Rights Advocate II | Division of Aging and Disability Services

AUGUST 2009 – APRIL 2012

- Conducted routine visits of long term care facilities to identify issues related to resident care. Coordinated with facility managers and administrators to develop strategies to rectify compliance concerns.
- Conducted independent investigations on facility complaints reported to the division.
- Provided outreach and educational presentations and trainings in community and facility settings.
- Educated families, residents, facility staff on Medicaid resources as well as Medicare and other community resources.



SKILLS

- Strong health care and Medicaid knowledge
- Solid understanding of State processes
- Bilingual; fluent in Spanish
- Proven ability to develop strong relationships
- Certified Public Manager (CPM) certification

Professional References:

Damon Haycock
Executive Director
Public Employees' Benefits Program

[REDACTED]
[REDACTED]

Heather Korblic
Executive Director
Silver State Health Insurance Exchange

[REDACTED]
[REDACTED]

Agata Gawronski
Executive Director
Board of Examiners for Alcohol, Drug and Gambling Counselors

[REDACTED]
[REDACTED]