

Health Benefit Exchange – Covered California: Impacts to California Marketplace

Presenter Bio **Ken Wood, Senior Advisor for Products, Marketing and Health Plan Relationships, Covered California**

Mr. Wood, a former Chief Operating Officer of Blue Shield of California, joined Covered California in 2013. He has an extensive and unique health care background including senior leadership positions in health plans in California and across the country. Most recently, he served as Chief Executive Officer of North Hawaii Community Hospital from 2010 to 2012, and was senior advisor and board member to Vimo, Inc., a web-based health brokerage firm, from 2006 to 2009.

As Senior Advisor, Mr. Wood oversees product development, development and support of Covered California's brand, mass media and direct marketing for all programs, sales of the exchange's employer products, and both the contractual and strategic relationships with the qualified health plans that are selected to participate in Covered California.
