

## Options for Wellness Platforms and Programs

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**Presenter Bio**    **Seth Serxner, Ph.D., MPH, Chief Health Officer and Senior Vice President, Population Health Prevention Solutions, Optum**

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Seth Serxner brings the breadth of his experience in academia, industry, and consulting to his role as Chief Health Officer and Senior Vice President of population health for Optum Prevention Solutions. His versatile skill set ensures processes and outcomes that improve health for clients in all markets.

His deep knowledge of behavior change, population health, and measurement allow him to visualize and deliver on program innovation. He has more than 25 years of experience in health and productivity management and has published more than 30 articles and chapters.

Seth came to Optum from Mercer's Total Health Management specialty, where he served as partner and senior consultant for nine years. During his tenure there he established himself as a national expert on behavior change, program design, and measurement.

He spent a decade each in academia and private industry before becoming a consultant. He was Vice President of research at StayWell, where he established the industry-leading market research program for developing and marketing consumer health materials and programs. He has held academic positions with the University of Hawaii Medical School, the Cancer Research Center of Hawaii, and the University of California, Irvine.

Seth earned a Master of Public Health from the University of California, Los Angeles and a doctorate degree from the University of California, Irvine, where his research focused on health promotion and disease prevention in social ecology.

He is a board member for the Health Enhancement Research Organization and Population Health Alliance and a board member, executive committee member, and Vice President of the C. Everett Koop Health Project. He also sits on the editorial review board of the American Journal of Health Promotion and is a reviewer for peer review journals such as the Journal of Occupational and Environmental Medicine and Health Affairs.

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**Presenter Bio**    **Beena Thomas, MPH, Vice President, Client Solutions, Optum**

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Beena Thomas is a recognized innovator and thought leader in the area of population health. She brings her commitment to promoting a healthy corporate culture to her work as Vice President, Client Solutions, with a specialty in health and wellness, for Optum.

Beena's specialty areas include assisting strategic clients in developing strategies and recommending enhancements to their employee health and welfare benefit programs. She leverages her expertise in market intelligence and competitive analysis when consulting with large employers and creating go-to-market solutions.

Throughout her career, Beena has been on the forefront of the wellness industry. Prior to joining Optum in April, 2011, she held various roles in the healthcare technology sector and managed care. She spent 10 years at WellPoint/Anthem in sales, human resources, and product strategy leadership positions. As WellPoint's first Wellness Director, her responsibilities included developing and expanding a national total health management strategy for 42,000 employees across the United States and directing a national women's health strategy.

Beena holds a Bachelor of Science in Biology from Georgia State University and a Master of Public Health from East Tennessee State University. She completed the American Health Insurance Plans' Executive Leadership Program (ELP) and obtained ELP certificates from Northwestern University's Kellogg School of Management and The Wharton School of University of Pennsylvania. Beena serves on the National Business Group on Health's board for the Institute on Innovation and Workforce Well-being and Corporate Health and Wellness Association. She is also a member of the Health Enhancement Research Organization's Think Tank.

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**Presenter Bio**    **Margaret Kelly, National Vice President, Account Management, Employee-Government, Education, and Labor, Optum**

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Margaret is the National Vice President of Account Management for the Employee-Government, Education, and Labor division at Optum. She has over 30 years of experience in the insurance industry with the last 17 years focused in healthcare. This includes oversight for account management and sales and providing guidance and strategy for services such as Disease Management, Wellness, Total Population Health and Behavioral Health.

Margaret has served in executive sales and director roles in leading healthcare organizations and has overseen implementations for large state clients.

Margaret currently serves on the board of directors for Prototypes, a not-for-profit organization whose mission is to rebuild the lives of women, children, and communities impacted by substance abuse, mental illness, and domestic violence.

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