

Expanding Price Transparency Tools Beyond Price Shopping

Presenter Bio

Patrick Feit, Director of Customer Success, Castlight Health

Mr. Feit leads Castlight's Customer Success team in the Western U.S. He is also responsible for the team supporting the Anthem Engage Digital Health Platform. Mr. Feit joined Castlight 4 years ago and brings more than 20 years of leadership experience in engagement marketing, incentives and software-as-a-service technologies. Prior to Castlight, Mr. Feit led sales and product marketing teams at YA|Engage, a leading consumer incentive marketing agency.

Presenter Bio

**Robert Honaker, Anthem Blue Cross Regional Vice President,
Account Management**

Mr. Honaker currently leads the Anthem account management team for the CalPERS account. He started in this role in 2007 after managing the team responsible for selling, servicing, retaining and enhancing the relationship of Labor Trust and Managed Care Services. Mr. Honaker joined Anthem Blue Cross in 1984 as a claims supervisor and became the manager of all Major Account Operations in Oakland and Rancho Cordova, responsible for managing all claims and customer service activities.

Over the course of Mr. Honaker's tenure at Anthem he has been responsible for the creation and installation of new products. Included in this activity was the first Anthem Blue Cross Point of Service program, the development of the Managed Care Services product, the collaborative delivery of State Compensations Insurance Fund's Hospital PPO product, and a variety of innovative administrative enhancements.

Mr. Honaker received his Bachelor of Arts degree from Westminster College in Pennsylvania. Robert is an Eagle Scout.
