The best way to predict the future is to create it.
- Abraham Lincoln

Career Portfolio of Brock Vestrum

My Purpose & Passion

Mission:

To empower individuals and organizations by helping them make informed, impactful decisions. I specialize in connecting consumers with solutions that align with their core needs and aspirations, driving both personal and organizational success.

Vision:

To design and implement innovative strategies that enable organizations in optimizing their product delivery. I focus on defining success metrics that create measurable value for both consumers and organizations, ensuring alignment and sustainable growth.

Value:

I commit to setting ambitious, results-driven goals that foster positive growth for both my clients and myself. By bringing passion, energy, and a solution-oriented mindset to every project, I prioritize collaboration and maintain a focus on making a meaningful, lasting impact.

StrengthsFinder: Brock's Top 5

Below are the results of my StrengthsFinder 2.0 assessment,
a Gallup tool that has helped millions discover their true strengths.
I do my best work in these themes.
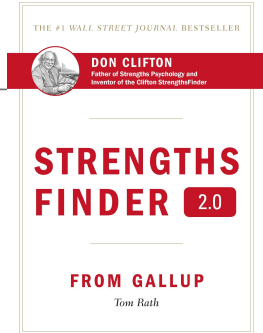
1) **Context** - By carefully examining circumstances, opportunities, and problems I can grasp the complexity of most situations.

2) **Includer** - I truly enjoy the company of others and gravitate to teamwork rather than individual. My genuine care about the people I meet make me an ambassador of their goodwill.

3) **Restorative** - I guide people by offering them my advice and suggestions. I am eager to upgrade my skills and broaden my knowledge base by continually looking for things I can do much better.

4) **Harmony** - I welcome new opportunities to launch into conversations with newcomers. I am determined to give equal attention to the important parts of my life.

5) **Connectedness** - I help people understand how they are linked across all levels of culture and help people overcome obstacles.

THE #1 WALL STREET JOURNAL BESTSELLER

DON CLIFTON
Father of Strengths Psychology and
Inventor of the Clifton StrengthsFinder

STRENGTHS FINDER 2.0

FROM GALLUP
Tom Rath

Navigating the Product Landscape

Product Titles held

- VP & Director of Operations
- Director of Product
- Director of Product Development
- Sr. Product Owner
- Sr. Product Manager
- Sr. Program Manager
- Sr. Scrum Master
- Agile Coach
- IT Project Manager
- Business Analyst
- Content Manager
- Community Relations Assistant

Driving through a tree in Redwoods National Park (northern California). Gunnar enjoying the view.

Product Execution

- Product Backlog Refinement
- Release Planning
- Agile Coaching
- Sprint Management
- DevOps Excellence
- Product Roadmaps
- Business Process Analysis
- QA & UAT
- Regression Testing
- Velocity & Story Pointing
- User Stories
- A/B Testing

Impacting Lives: Selected Company Consultant Portfolio

My XXY | Chromodiversity™ Foundation

Project Success Stories

- Developed and implemented a **comprehensive Software Development Life Cycle** (SDLC) framework at Workit Health, a $110 million company. Led the introduction of Agile methodologies, weekly releases, DevOps, ITIL management, and QA processes. As Product Owner, Scrum Master, and Agile Coach, I drove a 178% increase in productivity over the first 6 months, and a 140% increase over 2 years.

- Successfully **launched the first end-to-end Social Determinants of Health (SDoH) search and referral product** at Change Healthcare. This technology connects 125,000 members monthly with Care-Based Organizations (CBOs) to address and overcome healthcare barriers.

- Led the **first Behavioral Science segmentation and hyper-personalization strategy for dual-eligible** Medicare and Medicaid members. Redesigned omni-channel capabilities and transitioned from a managed server platform to cloud-based AWS S3, driving a 10% increase in conversion rates.

- Incorporated **AI and Machine Learning into creating a Chatbot response system** for Workit Health to respond and connect members with actionable steps for managing their treatment plans.

- Directed **multi-channel member engagement programs** at Altegra Health for a New York-based health plan, expanding member engagement from 10,000 to 495,000 lives over 3 years.

- Delivered **$100K in savings at Advantmed by replacing a costly vendor IT solution** with the Elevate! platform. This integrated care management initiatives, including a dynamic 75-question HRA I designed to stratify risk, identify healthcare intervention opportunities, and connect members with their healthcare providers.

Selected Healthcare Projects*

Client Type	# of Programs Created	Program Type(s)	Estimated Member Volume	Estimated Revenue (Salesforce)	Client Growth Notes
Medicare Advantage Plans	50+	Medicare Advantage Renewal & Recrt	2,165,000	$3-5 million	After Altegra acquired Warm Health, coordinated transitionioning of all active Member Engagement programs from file based to API operational transactions, over 75 plans with 2 million+ members.
Commercial BCBS	3	Appt Scheduling	450	$25,000	Guided first automated member engagement program with risk analytics from Outcomes Health, a newly acquired company by Altegra.
Commercial BCBS	5	HRA, Appt Scheduling	20,000	$495,000 (per year 2 yr contract)	First Smart Appointment Scheduling launch for Medicare, spurned launch for Commercial LOB
Commercial HP	1	HEDIS Gap Closures	20,000	$42,240	HEDIS Program, we connected over 900 clinics to the program.
Medicare HP	5	HRAs, Renewals, HEDIS Gap Closures	274,000	$25,000	5 new IVRs, increased to 3 LOB's after initial HEDIS rollout due to success of program and investment in Member Engagement solutions.
Medicare HP (Puerto Rico)	3	Appt Scheduling, HEDIS Gaps, HRA, Flu Shots	15,000	$44,000	Increased to 14 Health plans with Smart Connect programs, programs delivered mainly in Spanish, worked closely with translation and translators

*Client names masked for security purposes

Selected Healthcare Projects*

Client Type	# of Programs Created	Program Type(s)	Estimated Member Volume	Estimated Revenue (Salesforce)	Client Growth Notes
Risk Bearing Entity of HPs	5	Quality Improvement Programs (CDM)	43,000	$30,000	Vendor-to-Vendor, client managed 12-15 health plans and utilized our services for automated communications and transfers to live agents, clinicians, and social service programs.
Health Insurance COOP	10	HRA & Appt Scheduling	232,000	$552,000	Led Smart Appointment Scheduling project for first exchange market client. Created new ROI reports that were used enterprise-wide on Member Engagement Projects.
Medicare, Medicaid, & Commercial HP	30	Med Adherence, HRA, Quality Improvement, STAR, HEDIS	456,000	$125,000	Started as new client with less than 10,000 members in a pilot Medication Adherence program, grew close to half a million unique lives touched over 3 years. Improved retention rates for Med Adherence high risk members by 15%
Medicaid HP	4	HRA & Scheduling Appts	35,000	$104,750	Smart Appointment Scheduling, helped improve product from previous SMAS experience and from reports I generated showing improved success rates over time as product evolved.
Commercial HP	2	HEDIS Gap Closures, Quality Improvement	25,000	$52,235	Launched HEDIS calls, chronic conditions (CAD, Diabetes, CHF), and quality improvement programs.
Medicare HP	1	Recertification program	31,000	$20,000	Launched Recertification program aimed at increasing retention rates among medicare members.

*Client names masked for security purposes

Selected Portfolio Product: Health Risk Assessment (HRA)

Program Purpose: HRAs provide participants with a summary of their health risks and lifestyle behaviors and offer suggestions on how to reduce risk for disease.

Target Audience: Onboard new members, assess population risk, and target additional care management needs.

Brock's Impact: Designed questionnaire with 74 permutations through dynamic content based on member's data intake and variable selections. Product customized by data import AND through variable answer branching, bringing detailed and actionable data to payer, provider, and patient.
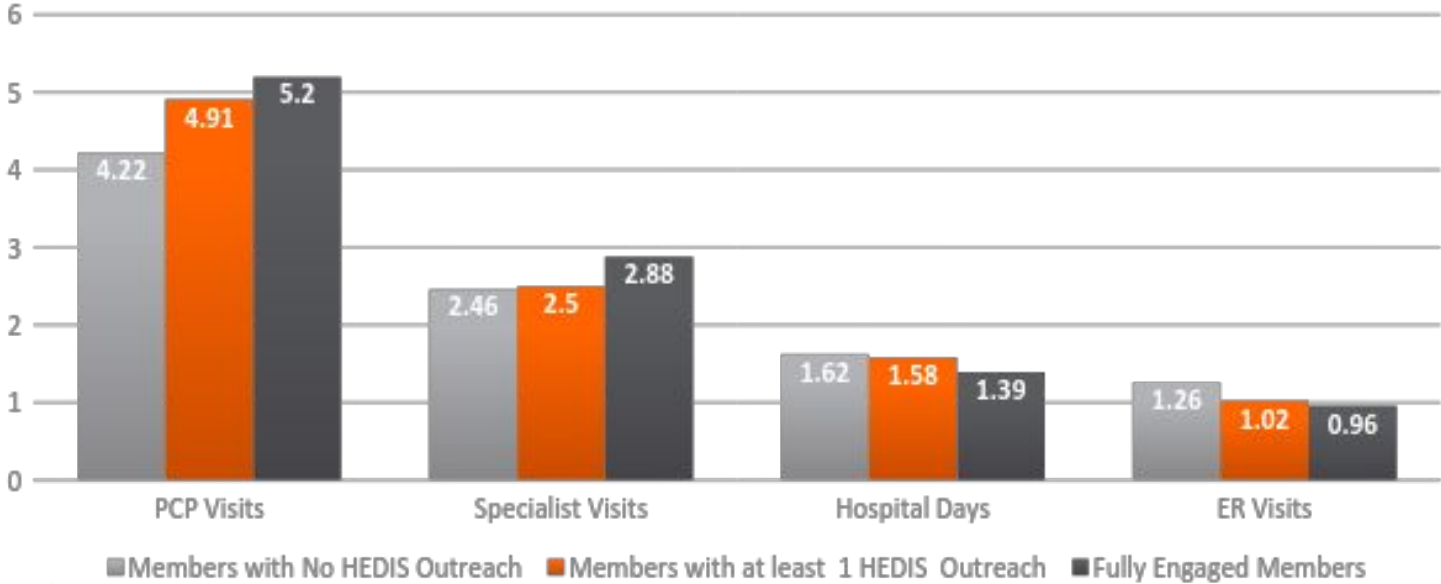

Solved Business Problems:

➢ Filled gaps on members with no historical data

➢ Stratified risk of a member population from an individual and whole standpoint

➢ Identified barriers to care including why members are not compliant and providing options for more tailored care

Buyers Value: Setting the Table - Define Success

Brock's Impact: Helped deliver program for AZ Medicare diabetic members with gaps in care. The program was successful because we identified the measures for success in advance. That is, we sought an **INCREASE** in PCP and Specialist visits. And a **REDUCTION** in hospital days and ER visits. By knowing this, we were able to construct a product that led the member through a decision-making process that was easy to understand, relevant, and timely.

Utilization Statistics

	PCP Visits	Specialist Visits	Hospital Days	ER Visits
Members with No HEDIS Outreach	4.22	2.46	1.62	1.26
Members with at least 1 HEDIS Outreach	4.91	2.5	1.58	1.02
Fully Engaged Members	5.2	2.88	1.39	0.96

Regulatory & Compliance: How I Analyzed Legislation for Opportunities

CMS announced the selection of seven core measure sets that must support multi-payer and cross-setting quality improvement and reporting across our nation's health care systems.

➢ Under Medicare, the Quality Payment Program requires a partnership with patients and professional organizations to develop measures that are meaningful, applicable, and useful across payers and health care settings.

➢ The Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) established payment incentives for physicians and other clinicians based on quality, rather than quantity, of care.

➢ Partnering with patients and caregivers as a key consideration for having the voice of the patient, family, and/or caregiver incorporated throughout measure development.

➢ Increased focus and coordination with federal agencies and other stakeholders to lessen duplication of effort and promote person-centered health care.

I have visited 48 of the country's US State Capitol buildings. Can you name any of these above?

Final Thoughts & Thank You!

With my eXtraordinarY eXperience team that I lead a nonprofit with benefiting kids with Chromosomal Differences. Showing kids how to overcome obstacles; empowering and inspiring kids' lives with life-changing support.

Connecting people with their passions is what I enjoy the most. My career has evolved around my strengths: connecting with individuals from all walks of life and finding common ground while working toward a common purpose. We process thousands of decisions a day, how can I help make those decisions easier?

In my career, I've obtained several traits through both success & failure. My Top 5 (in no particular order) are:

1. Invest in Relationships
2. Trust in Yourself
3. Lead Without Needing Permission
4. Have a High Tolerance for Failure
5. Be Forward Thinking

Always in search of a relevant quote, this one is a favorite.

"The important thing is not to stop questioning. Curiosity has its own reason for existing."

- Albert Einstein