



# MEET OUR NEW PHYSICIAN LEADER DR. JEFF BURNICH

JUNE 3, 2019

## **JEFF BURNICH, MD**

CHIEF EXECUTIVE ENTERPRISE PHYSICIAN

## **DENISE VANCE-RODRIGUES**

VICE PRESIDENT, BUSINESS DEVELOPMENT

## INTRODUCTIONS

# TODAY'S HOSTS



### **DENISE VANCE-RODRIGUES**

VICE PRESIDENT OF BUSINESS DEVELOPMENT

Denise Vance-Rodrigues is the Business Development Director of Canopy Health, a new alliance that consists of renowned Bay Area hospitals and nearly 5,000 medical providers. Denise works to help Canopy Health partner with existing healthcare plans and offer Bay Area residents a diverse range of transparent, easy-to-understand healthcare products.

Canopy Health's current focus is educating brokers, consultants, employers and members on the value of being part of the Canopy Health network. Denise supports this focus by drawing from her 30+ years of experience in the insurance industry spanning from major brokerage firms, carriers, and technology companies.

As Business Development Director, Denise partners with brokers and consultants to find the best Canopy Health product for their clients. She is also tasked with communicating Canopy Health's alliance partnerships to the market, and she works closely with the Canopy Health marketing team to better educate brokers and consultants about the changing landscape of healthcare delivery. Denise has developed a reputation for innovation within the healthcare industry, as her expertise has saved her clients millions of dollars while improving benefit levels for employees. She received a Bachelor of Science degree in economics from the University of San Francisco and has a GBA (Group Benefits Specialist).

## INTRODUCTIONS

# TODAY'S HOSTS



### **DR. JEFF BURNICH**

CHIEF PHYSICIAN ENTERPRISE EXECUTIVE

Dr. Burnich is a dynamic and forward-thinking senior healthcare executive with an impeccable record of delivering strong contributions of innovation, growth, profitability, and operational excellence. In his new role as Chief Physician Enterprise Executive of Canopy Health, Jeff is developing an effective physician engagement strategy that is both flexible and transparent, supporting better health outcomes for our members and improved affordability.

He has been a respected healthcare leader for more than 30 years and his previous roles include Senior Vice President and Executive Officer of Sutter Medical Network where he was responsible for providing executive leadership to its operations, support services, and development. He oversaw the operations of Sutter Physician Services, providing healthcare management and administrative services to provider groups and facilities, where he integrated a network of 5,200 physicians and managed \$5 billion of physician revenue.

Prior to his work at Sutter Health, Jeff served as Chief Medical Officer and Senior Vice President of System Care Management for Mount Carmel Health System in Columbus, Ohio. Mount Carmel is the second largest healthcare system in Central Ohio. Before joining Mount Carmel, he was in private practice as an internal medicine physician for more than a decade. Jeff's background as a physician and his extensive experience in executive and board leadership in the healthcare industry combined with his strong health plan experience across operations and knowledge of Medicare Advantage, make him an invaluable resource as Canopy Health continues to expand its portfolio of plans and reinvent healthcare in the Bay Area.

## AGENDA

# TODAY'S TOPICS

1. An Overview of Who We Are
2. Our Vision
3. Upcoming Events



## OVERVIEW

# WHO WE ARE

- A single network of alliance partners
- Established in 2015
- Owned by UCSF Health, John Muir Health, Hill Physicians, and Meritage Medical Network
- Focused on changing healthcare delivery in the Bay Area
- Licensed HMO in California with a Restricted Knox-Keene License (we do not sell direct to the market)
- Own the risk and pay claims so that our doctors can focus on providing the most efficient and effective care
- An alliance that moderates pricing to pass savings on to members through lower premiums
- Believe treatment is important, but a member's overall health and well-being is paramount
- Ultimately, Canopy Health exists to help people effectively manage their health care



## OVERVIEW

# HOW WE'VE BEEN SUCCESSFUL

### Canopy Health's Core Value Proposition

- Choice of providers and provider organizations with valuable, distinctive characteristics
- Seamless and cost-competitive care

### Canopy Health's Mission

- Canopy Health will improve member health and facilitate partner growth through a seamless collaboration of independent healthcare organizations





## OVERVIEW

# WE'VE GOT THE BAY AREA COVERED

Our Medical Groups allow referrals to each other's specialists, creating a single integrated network. All our doctors, hospitals, and care centers are at your service – no matter where you live, work, or play.

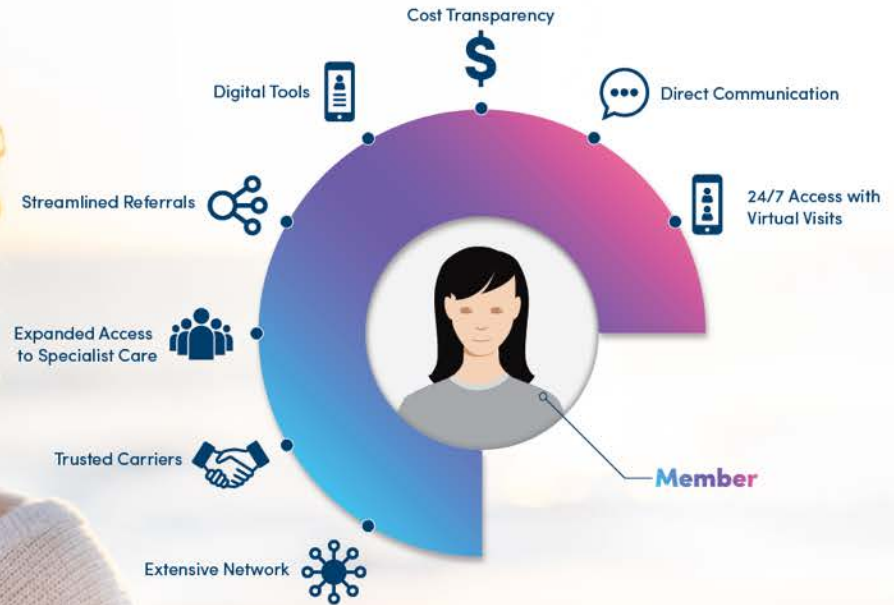
- **Dignity Health Medical Network – Santa Cruz (DHMN-SC)**
- **Hill Physicians Medical Group – East Bay, San Francisco, San Mateo, and partial Solano**
- **John Muir Health Physician Network – Alameda, Contra Costa, and partial Solano**
- **Meritage Medical Network – Marin & Sonoma**
- **Santa Clara County IPA (SCCIPA) – Santa Clara**

## HOSPITALS & MEDICAL CENTERS

- |   |   |
|---|---|
| 1. Alameda Hospital                       | 11. San Leandro Hospital                            |
| 2. Dignity Health Dominican Hospital      | 12. San Ramon Regional Medical Center               |
| 3. Dignity Health Sequoia Hospital        | 13. Sonoma Valley Hospital                          |
| 4. Good Samaritan Hospital                | 14. St. Mary's Medical Center                       |
| 5. Highland Hospital                      | 15. UCSF Benioff Children's Hospital Oakland        |
| 6. John Muir Medical Center, Concord      | 16. UCSF Benioff Children's Hospital at Mission Bay |
| 7. John Muir Medical Center, Walnut Creek | 17. UCSF Medical Center at Mission Bay              |
| 8. Marin General Hospital                 | 18. UCSF Medical Center at Parnassus                |
| 9. Regional Medical Center San Jose       | 19. Washington Hospital Healthcare System           |
| 10. Saint Francis Memorial Hospital       |   |



# REINVENTING HEALTHCARE





VISION

# VISION

1. Total Cost of Healthcare
2. Access to Care
3. Quality Outcomes

Q & A

# THANK YOU FOR JOINING US!

Please let us know if you have any questions.





## PRIMARY CONTACT

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