

Bios for Presenters

Tim Hogerwerf

Tim Hoogerwerf has worked as a systems analyst on the Health Plan Management System (HPMS) in the Center for Beneficiary Choices (CBC), Division of Health Plan and Provider Data (DHPPD) at CMS since the Fall of 2000.

Tim's HPMS modules include the HPMS Monitoring and Marketing Modules (both MA and PDP), PACE, TAMS, Contract Management, as well as providing support to a variety of HPMS modules and initiatives.

Sandra Bastinelli

Sandra Bastinelli has over 26 years clinical and leadership experience, with 16 years in the home health, community and hospice industry. Ms. Bastinelli held clinical management, leadership and program development positions in non-profit and for-profit single and multi-site home health and hospice agencies that were state licensed and Medicare/Medicaid certified. In addition, prior to joining CMS she was a surveyor for over 5 years with the Joint Commission on Healthcare Organizations. Along with her consultant work in the industry, Sandra has worked in 42 States.

She has written articles and has spoken nationally on quality improvement and outcome measures and regulatory compliance.

Sandra is currently working in the Medicare Managed care side of CMS operations. She is the Acting Division Director of Special Programs which houses the Special Needs Plans, PACE and other Managed Care demonstrations.

She received her Bachelor's degree in Nursing and a Master of Science degree in Adult Health Education.

Gloria Parker

Gloria Parker is the Director, Division of Plan Management. She is a graduate of the Council for Excellence in Government. Gloria has enjoyed a successful career in the Medicare Managed Care environment serving in several capacities: Central Office Plan Manager, CO Special Assistant, Atlanta Regional Office Branch Chief for both Managed Care and Survey and Certification areas. Gloria came to CMS to establish a streamlined application process. This effort was a critical building block for the implementation of the MMA. She established an application workgroup to develop the requirements and guidance for transitioning M+C organizations to Medicare Advantage organizations. She is involved in the automation of an on-line application and tracking tool; and the identification and implementation of efficiencies in the review and approval of Applications. She also has responsibility for the administration of the Medicare Advantage marketing program. Gloria has proven to be a most value asset to the Medicare Advantage Group with her extensive experience in the managed care arena.

John Price

John's responsibility over his last seven years with the CMS Region III/Philadelphia Regional office has included reviewing marketing material for eleven different MAO contractors, and lead review for two Multi-Regional Teams (MRTs). Additionally, he has made contributions to the marketing process as a member of the CMS Marketing Product Consistency Team (PCT), and the CMS Health Plan Management System Marketing Module PCT. Prior to CMS, John spent several years in the private sector working in health plan operations.

Robin Magwood

Robin Magwood is a Senior Health Insurance Specialist for the Centers for Medicare and Medicaid Services. She holds a Bachelor of Arts degree in Political Science from the University of Maryland Baltimore County, and a Master of Business Administration degree from the University of Phoenix. Robin is highly skilled and experienced in a variety of business entities. She began her government tenure as an Intern for the Department of Defense. She has a diverse healthcare administration background. She developed and implemented CMS's Provider Evaluation program used to evaluate the effectiveness of the agencies Provider Communications efforts. She has been involved in a variety of high level initiatives to include the development and publishing of the Agencies Chief Financial Officers Annual Report. In her current position she is involved in the administration and implementation of the Marketing activities that support the Medicare Advantage program. Her continuous exposure to a wide variety of business functions allows her to bring innovative and cost effective solutions to the table. She is an enthusiastic initiator and builds momentum and excitement for whatever the vision. She is an advocate for philanthropic organizations and is a current member of the Board of Directors of the Friend of the Family, a non profit organization that oversees family support centers aimed at helping young parents educate and raise children.

Michelle Mills

Michelle Mills is a Managed Care Operations Specialist and Marketing Lead in the Chicago Regional Office. Michelle has a M.A. in social and health policy from the University of Chicago. She has worked for CMS since December 2004.

Vernisha L. Robinson

Vernisha Robinson is a Managed Care Operations Specialist in the Medicare Advantage Branch at the CMS Atlanta Regional Office. In this capacity, Vernisha serves as a plan manager for several Medicare Advantage Organizations and active participant on many workgroups such as the Multi-Region Team, Enrollment PCT, and CMS Training Team.

Ms. Robinson received her Bachelor of Science in Health Information Management at Clark Atlanta University.