



2013 Medicare Marketing Guidelines Biographies

Bohaker, Milagros

Health Insurance Specialist, CMS Atlanta

Mila is an account manager in the Atlanta RO. She began with CMS at the Puerto Rico Field Office and is bilingual. She is currently on the Marketing PCT as RO lead. Last year she served a 4 month Marketing detail with CO.

Fletcher, Cindy

Health Insurance Specialist, Division of Medicare Health Plans Operations, CMS Kansas City

Cindy Fletcher is a health insurance specialist with the Division of Medicare Health Plans Operations in the Kansas City, Missouri regional office for the Centers for Medicare & Medicaid Services. She currently works as a caseworker, marketing reviewer, and serves on the Consortium Training Team. Prior to coming to CMS, Cindy taught college composition for three years, and was a corporate trainer for a durable medical equipment company. Cindy graduated from Southwest Missouri State University (now Missouri State University) with a Bachelor of Arts degree in English Literature, and received her Masters' degree in Composition/Rhetoric. Her passion is dressage, and she shows her mare competitively in regional events.

Hoogerwerf, Tim

Senior Analyst, Health Plan Management System (HPMS), Division of Plan Data, CMS Baltimore

Tim Hoogerwerf is a Senior Analyst with the Health Plan Management System (HPMS), and has been with CMS for 11 years. He is responsible for several HPMS Modules and associated functional areas, among which are Marketing, Auditing, Compliance, PACE, and Surveillance, as well as contractor oversight.

Kehm, Jennifer

Health Insurance Specialist, Division of Surveillance, Compliance & Marketing, CMS Baltimore

Jenny Kehm works for the Centers for Medicare & Medicaid Services (CMS) Baltimore office in the Division of Surveillance, Compliance & Marketing. Ms. Kehm began her CMS career 9 years ago, where she focused on serving beneficiaries through education and outreach. She has extensive experience working with beneficiaries, partners, congressional representatives, and Medicare plans.

Over the years, Ms. Kehm has held a variety of positions within CMS including Colorado State Lead, Account Manager, audit lead and marketing policy expert. She is a graduate of the University of Maryland and holds a Masters degree in integrated marketing communications from the University of Denver.

Thomas, Chevell

Health Insurance Specialist, Division of Surveillance, Compliance & Marketing, CMS Baltimore

Chevell L. Thomas has been a health insurance specialist with the Department of Health & Human Services in the Centers for Medicare & Medicaid Services for thirteen years. In that capacity, he has provided technical assistance to states in developing, implementing, and monitoring health care delivery systems for disabled and low-income, elderly populations; developed Federal regulations and policy affecting Medicaid, Medicare, and CHIP (Children's Health Insurance Program) beneficiaries nationwide; conducted training for CMS staff and the managed care industry on the Medicare Advantage and Prescription Drug Plan programs; and currently works with health plans on interpreting Medicare managed care marketing guidelines and implementing their marketing strategies.

Mr. Thomas is currently in the dissertation phase of his doctoral studies in health policy at the University of Maryland, Baltimore County. He holds an Ed.S. in transition special education from the George Washington University, an Ed.M. in teaching and curriculum from Harvard University, and B.S. degrees in physics and engineering physics from Morgan State University. In his spare time, he enjoys relaxing with his sons, Tavin and Savon, and his wife, Colette.

Whissiel-Wren, Vashti

Health Insurance Specialist, CMS Seattle

Vashti Whissiel-Wren has worked as a Health Insurance Specialist with CMS for the past 4 years. In the past year she spent a good deal of time working with the Marketing Policy team streamlining the 2013 Marketing Guidelines.