



**22<sup>nd</sup> Annual  
Claims Management & Leadership Conference**

**“CLIMBING TO NEW HEIGHTS OF LEADERSHIP”**



**Program Brochure & Conference Agenda**

# Leadership and Management Workshops to Address the Latest Challenges Facing Claims and Medical Operations.

## Waldorf Astoria Beach Resort & Spa

formally the Naples  
Grande Resort, is a full service destination resort in  
the heart of Naples, FL. Enjoy the resort's signature  
pools, private cabanas and pool-side dining, or taking  
a stroll along the resort's beautiful beaches.



Greetings:

On behalf of the Association of Workers' Compensation Claims Professionals (WCCP) we welcome you to the 22nd Annual Claims Management & Leadership Conference. "Climb to New Heights of Leadership" with three days of interactive Leadership and Technical workshops from the Industries' top executives and legal professionals.

## WCCP Board of Directors

**Jackie Hilston**/Chairperson  
The Zenith Insurance Company

**Melanie Stanisic**/President  
Darden

**Bob O'Halloran**/Vice President  
Summit Consulting, LLC

**Anthony "Tony" Edwards**/Treasurer  
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**Lorie Dove**/Secretary  
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**Victor Marrero**/Director  
Broward Sheriff's Office

**Tom Chasser**/Director  
Travelers Insurance Company

**Denice Ferencak**/Director  
Walt Disney World Resort

Today's business environment demands a new form of leadership that can communicate the right ideas and deliver effective results. The WCCP Claims Management & Leadership Conference is exclusively designed to help you meet those goals. This conference also offers the perfect opportunity for you to "feed your soul" with the right amount of down time to enjoy friends and colleagues at our Sunday Evening Wine & Cheese Welcome Reception and Monday Evening's Chairman's Reception.

Join us on Monday morning as we announce the recipient of our first **Annual WCCP "Rising Star" Recognition Award**. This award recognizes a senior level adjuster or newly appointed supervisor who exemplifies the professionalism to reach that next level in their career to become "**Tomorrow's Leader**". Please also join us on Monday morning as we congratulate William Ford and Sara Ravitz, this year's **Fran Brown Scholarship** recipients.

Each year as we begin our planning for next years conference, we are reminded that only through the generous support of our sponsors, the time and talents of our speakers, and the WCCP Board of Director's that this program is made possible. We also recognize in today's business climate, the decision that our attendees make to invest in their own leadership development is not a small sacrifice and for that we appreciate your commitment.

As you attend the events and workshops this year, we hope you'll consider the value this conference has for other managing claims and medical professionals within your organization and with whom you have relationships. Word of mouth is the strongest advertisement we can hope for, and the successes that we have achieved over the years are due in large measure to the recommendations of our attendees. We hope to continue the kind of programming that gains your respect and brings you and your associates back again next year.

Sincerely,

*Jackie*

Jackie Hilston  
Regional Vice President  
Zenith Insurance Company  
**Chairperson of the Board  
WCCP Association**

*Stacy*

Stacy Hosman  
**Executive Director  
WCCP Association**

See our exciting Speaker line-up from Keynote to intimate break-out workshops!



### Gary Guller

Just as Gary discovered his passion for alpine climbing, he lost the use of his arm in a mountaineering accident. After serious introspection, he began climbing again and in 2003, Gary led the largest cross-disability group ever to reach Mt. Everest Base Camp, at 17,500 feet. After setting this record, he went on to scale the peak, reaching summit and becoming the first person with one arm to summit Mt. Everest.

Join Gary as he shares his extraordinary experiences of determination, team-work and integrity, and how these traits can lead to personal and professional success for you and your organization. Gary will encourage each of us to look deep into ourselves, to set goals to maximize our potentials, placing fear and doubts aside to achieve success in every aspect of our lives.

Sponsored by:



Sponsored by:



**HERNANDEZ, HICKS & VALOIS**  
ATTORNEYS AT LAW

### Vicki Hitzges

As a former television news anchor and talk show host for the Dallas Cowboys weekly TV show, Special Edition and author of *Attitude is Everything*, Vicki's high energy presentation is sure to motivate and inspire.

Mentored by Zig Ziglar, Vicki will share perspectives and strategies that will provide lasting tools to create cultures of encouragement for any organization.

You'll love her energy, humor and stories. (And if you want to hear the inside scoop gleaned from her years of reporting on celebrities including President Bill Clinton, singer Bette Midler, comedian Bill Cosby or actor/director Ron Howard...just ask!)



## Keynote & General Session Presentations

### MONDAY, JUNE 10th

9:00 a.m. - 10:00 a.m.

#### Opening Keynote:

**"Climbing to New Heights of Leadership"**

**Gary Guller**, *Inspirational Keynote Speaker and Record-Setting Mountaineer*

10:30 a.m. - 11:30 a.m.

**"And How Exactly Do You Propose We Settle This Claim?"**

**Speakers:** *Robert J. Rodriguez, Managing Partner, Miller, Kagan, Rodriguez & Silver, PL; Jill Rosenthal, Medical Director, The Zenith Insurance Co.; Geoffrey Hudson, CEO, Axiom National, LLC; Glen Wieland, Esq, Orlando; Phillip Walls, Senior Vice President, myMatrixx.*

### TUESDAY, JUNE 11th

8:45 a.m. - 10:30 a.m.

#### Tuesday Keynote:

**"Put Away the Lawn Mower Charlie, Those Are Trees Out There"**

**Vicki Hitzges**, *Motivation and Communication Expert*

11:00 a.m. - 12:00 p.m.

**"Rapid Execution—Motivating Your Team!"**

**Jason Beans**, *Founder & CEO, Rising Medical Solutions*

### WEDNESDAY, JUNE 12th

8:30 a.m. - 10:15 a.m.

#### Wednesday Keynote:

**"Employee Engagement...Put a Ring On It"**

**Heather Vogel**, *Corporate Leadership and Human Resource*



# AGENDA AT A GLANCE

## Sunday, June 9th, 2013

8:00 a.m. - 2:00 p.m. **Golf Tournament**  
*Naples Grande Resort Golf Club*

2:00 p.m. - 4:00 p.m. **Conference Registration**

6:00 p.m. - 7:30 p.m. **Wine & Cheese Welcome Reception** *Sponsored by:*  
Enjoy your favorite wine, cheese and hors d'oeuvres while enjoying the sounds of our very own "industry band", Jill's Cashbox, on the Sunset Deck and Vista Ballroom



And...



A ONE CALL CARE MANAGEMENT COMPANY

## Monday, June 10th, 2013

7:00 a.m. - 8:30 a.m.  
**Sponsored Breakfast & Conference Registration**

8:30 a.m. - 9:00 a.m.  
**Welcome & Opening Remarks, Fran Brown Scholarship Award & "Rising Star" Recognition Award**  
*Jackie Hilston, Chairperson, WCCP*

9:00 a.m. - 10:00 a.m. (General Session)  
**Keynote: "Climbing to New Heights of Leadership"**  
*Gary Guller, Inspirational Keynote*

In this thought provoking session, Gary teaches us that "Anything is Possible". Gary's message will be a powerful reminder that no obstacle should remain unchallenged and that no person should be dismissed without the opportunity to prove what their passion and determination can accomplish. In Gary's own words, "It's okay to be great, but it's better to make other's greater".

10:00 a.m. - 10:30 a.m.  
**Sponsored Break**

10:30 a.m. - 11:30 a.m. (General Session)  
**"And How Exactly Do You Propose We Settle This Claim?"**

*Speakers: Robert J. Rodriguez, Managing Partner, Miller, Kagan, Rodriguez & Silver, PL; Jill Rosenthal, Medical Director, The Zenith Insurance Co.; Geoffrey Hudson, CEO, Axiom National, LLC, Glen Wieland, Esq.; A. Phillip Walls, R.PH., Senior Vice President, myMatrixx.*

This panel of experts will take us through a lively discussion, identifying MSA cost drivers preventing timely and effective resolution of that "Oh so complicated claim". Learn how educating the treating physician on rules guiding the MSA process in regards to medical documentation, drug utilization review, drug regimen modifications, and utilization of Structured Settlements will serve to accomplish just that.

11:30 a.m. - 12:30 p.m.  
**Sponsored Lunch**

12:30 p.m. - 2:30 p.m.  
**Afternoon Workshops/Breakout Sessions**  
*(See workshop agenda next page)*

5:00 p.m. - 6:00 p.m.  
**Private Cocktail Reception for Sponsors/Exhibitors**  
Acacia 1-3

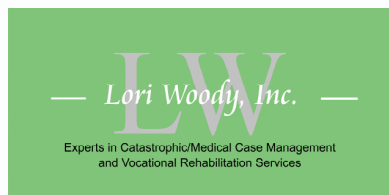
**Pick up your "official" WCCP Bingo Piece at the Private Sponsor Reception for a chance to win One of Two 50" LED Smart TV's**



6:00 p.m. - 9:00 p.m.  
**Sponsored Chairman's Reception**  
*Vista Ballroom & Sunset Deck*

Meet up with old friends and professional associates, and create new ones, as you enjoy a relaxing evening of great food, drink and music.

**Sponsored by:**



and....



**Enjoy a night of Jazz with Bay Breeze  
Brought to you by Lori Woody, Inc.**

# AGENDA AT A GLANCE

**Tuesday, June 11th, 2013**

**7:30 a.m. - 8:45 a.m.**  
**Sponsored Breakfast**

**8:45 a.m. - 10:30 a.m. (General Session)**  
**“Put Away the Lawn Mower, Charlie, Those Are Trees Out There!”**

*Vicki Hitzges, Motivation and Communication Expert*

“People Reach Out to People Who Reach Out”. Find out exactly what that means in this entertaining workshop that teaches us how to open gateways to new client and business relationships, while nurturing those we already have.

**10:30 a.m. - 11:00 a.m.**  
**Sponsored Break**

**11:00 a.m. - 12:00 p.m.**  
**“Rapid Execution—Motivating Your Team!” (General Session)**

*Jason Beans, Founder & CEO, Rising Medical Solutions*

Management level team building comes down to making everyone in your organization feel like a leader and giving employees the opportunity to make change happen across the organization. Find out how you can create a team culture that promotes and encourages the highest standards of excellence.

**12:00 p.m. - 1:00 p.m.**  
**Sponsored Lunch**

**1:00 p.m. - 3:00 p.m.**  
**Afternoon Workshops/Breakout Sessions**  
*(See workshop agenda next page)*

**3:00 p.m. Island Drinks with our Sponsors and Bingo Give-Away**  
*\*Must Be Present To Win\**  
*See Official Rules*



**Don't Miss Several Opportunities to Win one of two...**

**50" LED 1080p 120Hz TV's**

**Wednesday, June 12th, 2013**

**7:30 a.m. - 8:30 a.m.**  
**Sponsored Breakfast**

**8:30 a.m. - 10:15 a.m.**  
**“Employee Engagement...Put a Ring On It”**

*Heather Vogel, Speaker & Team Builder*

Employee turnover or worse, employee retirement-in-place, is a silent killer of business productivity – yet, it's a solvable problem. There are numerous ways to actively engage employees on all levels and build a culture of retention with short and long-term payoffs. Whether you call it inspiration, motivation, or even a kick in the pants, engagement is a relationship. It's that special connection employees feel that influences them to give greater effort to their work and to their “marriage” with the organization.

This session will focus on how employee engagement is a critical business strategy, especially in today's uncertain economic times. Participants will discuss what's causing engagement disconnects and learn about comprehensive retention tactics that will help secure the loyalty of high performing employees and motivate the rest to give their best.

**10:15 a.m. - 10:45 a.m.**  
**Conference Door Prizes & Adjournment**

**“WCCP Rising Star Recognition Award”**  
**Join us Monday morning to congratulate**  
**this year's winner!**



# WORKSHOPS AT A GLANCE

## Monday Workshops 12:30 p.m. - 1:30 p.m.

### What's "New" from the Department of Financial Services?

Hear what's new in Tallahassee, along with great reminders, to ensure that we stay on the same page as the Division. From the introduction of the new 5 Hour CE certification, to the elimination of limited lines licenses, Ms. Macon will provide the Bureau's overview pertaining to Health Care Provider violations, recent audit trends, application of Rule Section 69L-7.602(5)(j)5,F.A.C and area's still needing **your** focus and attention.

*Speaker: Pamela Macon, Department of Financial Services, Bureau of Monitoring and Audit*

## Monday Workshops 1:30 p.m. - 2:30 p.m.

### Breaking the Cycle of Entitlement

Hand's up for all of Bob's faithful "fans" who begin their day with a cup of coffee and a big cup of introspect, not to mention hilarity, "**From Bob's Cluttered Desk**". A question that Bob will ask each of us is, "How do we get better?" It is a question that can and should be asked at many levels in workers' compensation. How do we efficiently manage our workload? How do we improve care for the injured? And perhaps most importantly, the injured worker should be asking "How do I get better?" Join Bob as he helps you instruct your team in guiding the injured worker to that question, and helping them to find the answer.

*Speaker: Robert H. Wilson, President & CEO, WorkersCompensation.com, LLC*

## Monday Workshops 12:30 p.m. - 2:30 p.m.

### Fifty Shades of Permanent Total Disability

If you have ever worked with, or enjoyed the pleasure of hearing these talented and extremely knowledgeable professionals, you will understand that this session is a "don't miss" of the conference. When discussing the subject of Permanent Total Disability, only Frances and Linda can make you "laugh" when you want to "cry". During this interactive workshop, you will be provided proven strategies for defending a claim for PTB, while learning the ends and outs of utilizing a 501 (c) (3) non-profit placement program and reminded of the 10 mistakes your team should always avoid.

*Speakers: Linda Farrell, Esq., Partner, Boyd & Jenerette, P.A.; Frances Ford, Co-Founder, ReEmployAbility, Inc.*

## Tuesday Workshops 1:00 p.m. - 2:00 p.m.

### Is There Anything Wrong?

Adapting to work place challenges and changes can be more difficult than ever as a result of our country's economic slowdown. Often times, we are required to do "more with less", impacting the way we manage ourselves and communicate with others. With the changing demographics, varied ethnicities and belief systems, Alberto delivers a positive message which provides a great reminder to all of us to practice communication with empathy and compassion.

*Speaker: Alberto Felix, MA, CRC, LPC, QRP, CCM, Director at Aurora Case Management*

### §440.105(4), Florida Statute and the "L.L.P.O.F. Defense"

Or...as Allison and Kim fondly refer to as the "**Liar, Liar, Pants on Fire**" defense. Our first, and most important responsibility, in any workers' compensation claim is to provide the injured employee with every benefit they are entitled to under the FL Statute, **but...**what happens when that entitlement is in question? Join our legal experts, Allison and Kim, in this interactive workshop as they walk us through the steps in identifying the "Red Flags" of potential fraud, then guiding us in correctly utilizing the Fraud Defense in Florida's Workers' Compensation Claims.

*Speakers: Allison Hunnicutt, Esq., Partner, and Kim L. McCall, Esq., Marks Gray, P.A.*

## Tuesday Workshops 2:00 p.m. - 3:00 p.m.

### Healthcare Reform...How will it affect You?

We were told, "the bill would have to be passed for us to learn what is in it". The Patient Protection and Affordable Act is now three years old. Are you any better informed? What should you be doing to be better prepared for the impact the law may have on your workers' compensation program and employee benefit program? How will you address questions and concerns of your insured's and your own Risk Management department? These and other issues will be discussed as we begin to scratch the surface on this significant change in healthcare policy that is certain to impact many facets of our industry. Join us as two of Florida's leading defense attorney's and their client lead us in this interactive, and I'm sure spirited, panel discussion.

*Speakers: William H. Rogner, Esq. and Paul L. Westcott, Esq., Partners, Hurley, Rogner, Miller, Cox, Waranch & Westcott, P.A; Employer Representative (TBA)*

### WorkPlace Wellness and Injury Prevention

Physical activity has a significant potential to influence your health related quality of life, and a little bit of activity goes a long way. Wellness education and actions for better health do more than just prevent injury; they improve performance and quality of life. In our industry, we are surrounded by occupational accidents and constantly speak to the merits of Injury Prevention, Office Ergonomics, and Proper Body Mechanics. In this interactive and fun workshop, Raina will help us "practice what we preach".

*Speaker: Raina Trevenna, OTR/L, CHT, CPEP, CWCE, Founder, Designing Wellness*

Drop unused Drink Tickets in the fish bowl at the WCCP Registration Desk for a chance to win a...

**ASUS 16GB Tablet!**

- 1GB of RAM
- 1.0GHz VIA WM8950 CPU
- 16GB of Flash Storage
- Mali-400 Graphics
- 7" Widescreen Touchscreen
- 1024 x 600 Native Resolution
- Up to 32GB MicroSD Card Slot Expansion
- 802.11b/g/n Wi-Fi
- 1-Megapixel Front Camera, G-Sensor
- Android 4.1 Jelly Bean OS



# CONFERENCE EVENTS

Be sure to attend the  
**Chairman's Welcome Reception**

in the Vista Ballroom and Sunset Deck  
Monday Evening, 6:00 - 9:00 pm



brought to you by:



And..

**\*\*Entertainment\*\***  
**for the Chairman's Reception**

provided by: **Bay Breeze**

And Sponsored by:



Enjoy the Sounds of soft Jazz and R&B while you connect with old friends and new acquaintances!



And...



Invite you to the

**Wine & Cheese Reception**

On the **Sunset Deck and Vista Ballroom**  
Sunday Evening 6:00 - 7:30 p.m.

Catch up with friends and associates while  
enjoying the sounds of **Jill's Cashbox**

**Island Drinks with our Sponsors  
and Bingo Give-Away**

in the Royal Palm Foyer



Don't Miss One of Two Chances to Win ...

**50" LED 1080p 120Hz TV's**

This year we are once again proud to announce two winners of the Fran Brown Memorial Scholarship Award. For 2013, a \$2,000 scholarship will be awarded to William Ford and a \$1,000 scholarship will be awarded to Sarah Ravitz.

**William Ford**



**Sarah Ravitz**



**William** is the son of WCCP member, Daniel Ford of Orlando, FL, and **Sarah** is the daughter of WCCP member, Linda Ravitz of Tampa, FL.

Congratulations, William and Sarah!  
We wish you all the best!

**Fran Brown Scholarship Award & Sponsors**

The Fran Brown Memorial Scholarship Fund awards academic scholarships to graduating high school seniors of WCCP members who have solid records of academic and civic achievement and have been enrolled in a two or four year college or university. Scholarships are made possible through the generous support and financial contributions of WCCP members and sponsors.

Special recognition is given this year to the following firms and companies for their generous contributions in support of the Fran Brown Scholarship Fund:



and...





# SPEAKER BIO'S

**JASON BEANS** – Founder and CEO of Rising Medical Solutions Inc. – leads one of the nation's most innovative full-service medical cost containment and care management companies servicing the workers' compensation, group health, and auto and liability markets. Jason founded Rising in 1999 to protect the financial health of healthcare. His company accomplishes that mission everyday by removing excessive costs, duplicate billings, inappropriate charges and fraud from the healthcare system. Jason's entrepreneurial-fire has grown the company from a two-person dream into a 200-plus person reality. With this exponential growth, Jason still holds true to his hiring principles; seeking only the brightest minds to mesh with his company's strong core value driven culture. Jason invests heavily in his people and technology to develop the industry's most sophisticated solutions. On the immediate horizon for Rising: consumer power and transparency of quality and price in healthcare. *Inc. Magazine* has ranked Rising on its prestigious Inc. 5000 list of America's fastest growing companies for 2008, 2009, 2010, 2011 and 2012; *Crain's Chicago Business* has named Rising to its competitive FastFifty list of fastest growing companies in Chicago for 2010, 2011 and 2012; and the Private Company Index (PCI) has profiled Rising as a Top 10 Growth company for six consecutive quarters. Jason's serves on the Board of Directors for several companies, including: one of the fastest growing workers' compensation insurers in the US, a pharmacy benefits management company and a bank holding company. He is an Adjunct Professor at the University of Florida on Medicare Set Aside (MSA) Administration topics. Jason has a Master's degree from MIT's Entrepreneurial Master's Program and a Bachelor of Arts in Finance from Boston College.

**LINDA W. FARRELL** was admitted to the Florida Bar in 2002; Mrs. Farrell has practiced exclusively in the area of Workers' Compensation Defense with the highly regarded, statewide defense firm of Boyd & Jenerette, P.A. She became a partner with the firm in 2010 and was also appointed as the Practice Group Leader for Boyd & Jenerette's Workers' Compensation Department. Mrs. Farrell is AV rated by Martindale-Hubbell and was selected by Florida Super Lawyers in the "Rising Star" category in 2011. She has also been featured in *The Wall Street Journal* as one of "Florida's Top Young Attorneys" and as a "Legal Eagle" by *904 Magazine*. She has an "excellent rating" with Avvo and has been named a "Most Honored Professional." She was also selected two years in a row as one of Florida's "Legal Elite" by *Florida Trend Magazine* in the "Up and Coming" category (2007-2008). Mrs. Farrell was also proud to be named "Woman Lawyer of the Year" by the Jacksonville Women Lawyers Association in 2008. She is a Certified Instructor of Insurance Education by the State of Florida and lectures on a regular basis to clients and organizations such as the WCCP.

**ALBERTO FELIX** is currently the Director of Case Management and Vocational Services at Aurora Case Management. Prior to that, he served as the National Sales Executive for M Hayes, a leading managed care company providing nationwide services to insurance companies, self-insured and governmental entities specializing in Spanish Language Services. He began serving individuals with disabilities in 1987 at the University at Buffalo, NY where he earned his BA degree in Communication with an emphasis on Public Relations. He earned his MA in Counseling Psychology at Towson State University, Baltimore MD. From January of 1996 to July of 1997 he received training in the practice of psychiatric therapy at Johns Hopkins Hospital, Community Psychiatry Program where he specialized in counseling the Spanish speaking population. He has served on the Test Bias Sensitivity Review Committee for the Certification of Disability Management Specialist Commission. He has also held positions as a Bilingual Rehabilitation Consultant for Crawford & Company, as a Case Manager at the Maryland Department of Labor/Job Services and as a Public Affairs Reporter at Family Stations Inc. (WFBF).

**FRANCES FORD** has over 25 years' experience in the workers' compensation industry and is owner and co-founder of ReEmployAbility, Inc. She is a Board Certified Workers' Compensation claims professional. After founding ReEmployAbility in 2003, the Transition2Work Program was developed to help meet employer's needs in accommodating light duty work while recovering from an industrial accident. The program places injured workers in transitional, temporary positions with qualified national and community non-profit agencies until the worker can return to his or her full job duties. Transition2Work is currently the largest national provider of transitional duty services and has successfully assisted thousands of injured workers to return to work sooner while fulfilling a need in the community for volunteers. Throughout her insurance career, Frances has been committed to the development and education of worker's compensation claim professionals. She serves as an instructor for the WCCP Board Certification Program and teaches numerous CEU classes to claims organizations. Frances has worked with industry groups over her career to help enact legislative reforms and was extensively involved in contributing to legislation changes that were enacted in the 2003 Florida workers' compensation reforms. Frances has written articles published in *The Workers' Compensation Journal*, *Florida Underwriter Magazine* and was recently featured in *Risk and Insurance Magazine*. She is a graduate of Florida State University, a member of the Association of Workers Compensation Claim Professionals and a member of the International Association of Rehabilitation Professionals.

**GARY GULLER** is both a world-renowned, record-setting mountaineer, published author of *Make Others Greater: From Mt. Everest to the Board Room*, and professional motivational and inspirational speaker, celebrating 10 years of successful keynotes. In 2003, Gary was leader of the largest ever cross-disability group to reach Mt Everest Base Camp, at 17,500 feet. After setting this record, he went on to scale the peak, reaching the summit on May 23, 2003, and becoming the first person with one arm to summit Mt. Everest. Later the next year, Gary lead an expedition to the summit of the world's sixth highest mountain, Mt. Cho Oyu, located in Tibet. Gary has gone on to become a trusted keynote speaker and personal executive coach.

**VICKI HITZGES** started her career communicating with the public in the front office for the Dallas Cowboys. Years later, she hosted the Cowboys weekly TV show, Special Edition. In between time, she worked as a television news anchor/talk show host in Dallas, Texas where she interviewed U.S. Presidents, business moguls, movie stars, authors and athletes. Later, she became a publicist. One of her clients, motivational guru Zig Ziglar, urged Vicki to speak and personally mentored her. Within three months, she'd spoken around the world. She earned the Certified Speaking Professional (CSP) designation the first year she was eligible. CSP is the highest earned designation awarded by the Global Speakers Federation to recognize proven expertise and experience. Fewer than 7 per cent of speakers worldwide have earned this title. Vicki speaks across the U.S. and has spoken as far away as Qatar, New Zealand, Panama and Thailand. She's addressed banks, insurance companies, hotel chains, government groups, legal, health, retail, education, manufacturing, travel, auditing and accounting associations. Clients include Microsoft, Pepsi, Safeco, American Airlines, Cisco, both the FBI and the CIA, New York Life and Southwest Airlines.

**GEOFFREY C. HUDSON** is an entrepreneur and business leader with more than 20 years of experience in the property & casualty insurance, workers' compensation insurance and healthcare industries. Geoffrey attended The Florida State University in Tallahassee, Florida where he earned a Bachelor's degree in Economics. Geoffrey spent the first 12 years of his professional life in the property & casualty insurance industry, where he held his Agent, All-Lines adjuster and Series 6 licenses. He has worked with both carriers and TPA's in numerous roles of increasing and progressive responsibility. In 2003, Geoffrey turned his attention to a sales and sales management career in the healthcare industry, where he produced exceptional results. He has a strong track record of exceeding sales quotas and providing strong leadership as a sales manager. Roles include start-up and business plan development, capital sourcing, business development and sales force management. He has been recognized as a Top Performer who focuses on clients' needs while consistently exceeding sales objectives and forecasts. Geoffrey brings strong business acumen and a consultative selling approach to all of his professional pursuits. He has demonstrated success at capturing market share and accelerating corporate revenue growth.



# SPEAKER BIO'S

**ALLISON HUNNICUTT** is a partner with Marks Gray, P.A., of Jacksonville, Florida, Jacksonville's oldest trial practice firm. She has been licensed to practice law in all courts of the State of Florida since 1989 and in Texas since 1995. She attended Converse College in Spartanburg, South Carolina. She received her law degree from Emory University School of Law. Ms. Hunnicutt aggressively defends local, regional and national self and market-insured employers, their carriers and third party servicing agents in workers' compensation and employment matters statewide, including at the appellate level. Ms. Hunnicutt is a past chair and co-chair of the Florida Bar Workers' Compensation Rules Advisory Committee on which she served for 10 years. Ms. Hunnicutt is a Master of the Bench and a past President of the E. Robert Williams American Inn of Court, Jacksonville Chapter. She is AV rated and has been named a Florida Super Lawyer each year since 2007.

**PAM MACON** is Chief of the Bureau of Monitoring and Audit, in the Division of Workers' Compensation, Florida Department of Financial Services. She has over 24 years of experience in the workers' compensation arena including 20 years with the Division of Workers' Compensation. Ms. Macon began her career with the Division in the Bureau of Monitoring and Audit, in the Penalty Section and later managed the processing of claims forms, public records, and statistical analysis of occupational safety and health data within the Division's Bureau of Data Quality and Collection. Later, she assumed the leadership role for the Bureau of Employee Assistance and Ombudsman Office (EAO) which is a state-wide program responsible for providing information and assistance to injured workers, employers, insurance carriers, and health care providers in fulfilling their responsibilities under Florida's workers' compensation law. In her current role, Ms. Macon provides leadership and direction in ensuring claims-handling entities and insurers meet the requirements of Chapter 440, Florida Statutes and the Florida Administrative Code.

**KIM L. MCCALL**, of counsel with Marks Gray, P.A. in Jacksonville, devotes her practice to the defense of employers and insurance carriers in workers' compensation claims. She has over twenty-four years of experience and has been a seminar speaker on a variety of workers' compensation topics. She is admitted to practice in all Florida courts and is a member of the Workers' Compensation Section of the Florida Bar Association and the Jacksonville Bar Association. Ms. McCall received her B.S. from the University of Florida and her J.D. from the University of Florida College of Law.

**ROBERT J. RODRIGUEZ** is a renowned workers' compensation litigator in the state of Florida as well as the managing equity partner of Miller, Kagan, Rodriguez & Silver. As the managing partner, he provides vision and direction to all firm operations ensuring the firm's highest level of quality client service. In addition, he manages the Fraud Division at MKRS, maintains an active caseload, and is licensed to practice in the U.S. District Court for the Southern, Middle and Northern Districts of Florida. For all of his contributions to the workers' compensation field, Mr. Rodriguez has been recognized by the National Registry of Who's Who in Executives & Professionals. He was recently recognized by the South Florida Legal Guide as both a 'Top Lawyer in South Florida' as well as a 'Top Lawyer in Practice Area'. Mr. Rodriguez has been granted the highest rating for legal ability and ethical standards by the prestigious Martindale-Hubbell indicating his professional excellence. Despite his demanding schedule, Mr. Rodriguez continues to maintain an active speaking schedule on the topic of workers' compensation, regularly presenting to attorneys and professionals alike. He was a member of the Executive Council of the Workers' Compensation Section of The Florida Bar from 1996 to 2004, where he has served as the Vice-Chairman of the Professionalism Committee, Chairman of the Agency for Health Care Administration Liaison Committee, and as Vice-Chairman of the Legislation Committee.

**WILLIAM ROGNER** was a 1987 honors graduate of the Warrington School of Business Administration at the University of Florida. He went on to UF's Levin College of Law where he graduated, again with honors, in 1990. While at the University of Florida, Mr. Rogner was a member of the Lambda Chi Alpha social fraternity, Florida Blue Key, and the Justice Campbell Thornal National Moot Court Board. After graduation he practiced briefly with another firm before founding Hurley & Rogner, P.A. in 1992. Mr. Rogner became a Florida Bar Board Certified Workers' Compensation lawyer in 1996. Over the years Mr. Rogner became increasingly involved in appellate issues and he ultimately became a Florida Bar Board Certified Appellate lawyer in 1999. Admitted to the Florida Bar, the Middle and Northern Federal District Courts, and the Eleventh Circuit Court of Appeal, he continues to represent employers, carriers, and servicing agents, both at the trial and appellate levels. Mr. Rogner is AV rated by Martindale-Hubbell.

**DR. JILL ROSENTHAL, MD, MPH, MA, FACOEM** is the Senior Vice President and Medical Office for the Medical Management Department of Zenith Insurance Company. She has been practicing medicine for over 16 years and has received numerous awards throughout her career. In her current role with Zenith, she is responsible for oversight, direction and education of our physician partners in order to obtain the best medical outcomes. She works in close collaboration with Zenith's Claims Department to provide medical expertise to ensure appropriate and top notch medical care for our injured workers. Her interests within the scope of clinical practice include Compliance (OSHA, AHCA, and Florida Statutes), Determining Causation, Fitness for Duty, Quality Assurance, Stay-at-Work Opportunities, Urgent Care, Utilization Review and Work Fitness and Disability. Jill received her undergraduate degree from Duke University and her medical degree from the University of Illinois. She is an active member of many professional committees including the American College of Occupational and Environmental Medicine. In her spare time she loves running and participates in marathons and half-marathons.

**RAINA TREVENNA, OTR/L, CHT, CPEP, CWCE** is dedicated to education, empowerment and patient participation. Practicing for over 15 years as an Occupational Therapist, Raina has developed an innovative passion for healthier thinking and living. She achieved her Certification in Hand Therapy in 2002 and is specialized in the treatment of upper body injuries, including the most complicated pain syndromes and severe trauma cases. Certification as a Posture Exercise Professional provides her with an exceptional understanding of the structural make-up and functional dynamics of the human body. With experience teaching all across the globe, presenting regularly at conferences, developing courses at the university level, and a strong involvement in community based programs, Raina has become a highly respected educator in her field. Designing Wellness aims to make valuable health education readily available to everybody. Raina's vision is to provide knowledge for individuals to reconnect with their bodies, their health and become active participants in their wellness. Educate~Empower~Excel", describes the learning process that is the cornerstone of all Designing Wellness programs and why she believes they are successful at providing lifelong benefits.

# SPEAKER BIO'S

**HEATHER E. VOGEL, MHR, SPHR** is the founder and principal consultant of Vogel & Vogel, Inc. (VVI), a firm that provides clients with strategic HR/OD solutions that cultivate talent, optimize performance, foster outstanding results and strengthen competitive position. An award-winning advisor, trainer and motivator, Heather is passionate about nurturing potential. Having contributed millions of measurable value to employers and clients over her career, she is considered an authority in rehabilitating organizations and developing people. A respected and active thought leader in the HR/OD community, Heather has spoken at well over 85 national professional organizations, industry conferences and other events. Additionally, Heather is an adjunct professor with Webster University's George Herbert Walker School of Business & Technology University where she advises graduate students and teaches master's level courses in Human Resources, Management and Leadership. Heather is also the 2011-2012 president of the HR Florida State Council, Inc., a nonprofit organization serving over 15,000 HR professionals across the state of Florida. Prior to VVI, Heather developed her expertise with telecommunications and healthcare firms in New Jersey, New York and Florida. To her credit, Heather was one of only 70 certified facilitators selected to facilitate staffing sessions when a corporate merger and restructuring required the immediate downsizing of over 24,000 employees. A certified Senior Professional in Human Resources since 2000, Heather received her MA with Academic Distinction in Human Resources Development from Webster University and her BA with Liberal Arts Honors from Moravian College. In addition to numerous business-related awards, Heather is the recipient of the 2011 Webster University Faculty Member of the Year and the 2008 Sarasota-Manatee HR Association HR Professional of the Year.

**A. PHILLIP WALLS, R.Ph.** is a recognized healthcare executive in the Pharmacy, Healthcare Informatics and Workers' Compensation arenas. He is a forward thinking leader who has implemented ground-breaking clinical programs currently in use by the largest Workers Compensation carriers in the nation. In addition, Phil is a published author and clinical pharmacist with over 25 years of experience. Phil joined myMatrixx in 2006 as Senior Vice President of Pharmacy Operations. Phil is responsible for directing the development of pain management and medication protocols, building the systems to execute drug therapy reviews, and managing the operations of the myMatrixx mail service pharmacy and the retail prescription adjudication program. By working closely with healthcare providers and patients, Phil develops innovative cost containment strategies that help clients manage their drug expenses. He focuses on pain management since it is an area where patients may experience difficulties in being managed effectively. It is also an area where there are ample opportunities for effective changes to be implemented that will provide the best outcomes for patients and clients. Prior to myMatrixx, Phil held leadership positions with several pharmacy benefits management and healthcare-related companies. Most recently, he was the Vice President of Clinical Affairs at Health Information Designs, Inc., a leading health technology firm that provides clinical support services. His responsibilities included development of new clinical pharmacy products and identification of new market opportunities. From 1997 to 2005, Phil served as Vice President of Pharmacy Services at Prescription Management Services, Inc. (PMSI). During his tenure there, Phil was responsible for over 300 employees, and increased the mail service pharmacy business by over 100%. His responsibilities included virtually all areas of operations including their mail service pharmacy, the clinical pharmacy program, specialty services and accounts receivable.

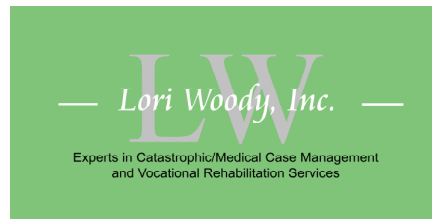
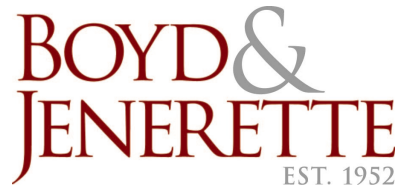
**PAUL L. WESTCOTT** graduated from Florida Southern College in 1985 with a Bachelor of Arts in Economics and Political Science. Paul then went onto graduate from Stetson University College of Law in 1988. He served as a member of the Stetson University Law Review. In 1997 Paul opened the Treasure Coast office for Hurley, Rogner, Miller, Cox, Waranch & Westcott. Paul has been practicing in workers' compensation defense for in excess of twenty years. He has been board certified in workers' compensation since 1999. Paul has had the privilege of speaking on a wide range of workers' compensation related topics.

**GLEN WIELAND** graduated from Presbyterian College in 1979 and obtained his law degree from the Cumberland School of Law at Samford University. In 1982, he began his law career with the firm of Walker and Buckmaster, P.A. representing employers, insurance carriers and plaintiffs in both personal injury and workers' compensation. In 1987, he joined Jim Kelaher and formed Kelaher & Wieland, P.A. representing only plaintiffs in both personal injury and workers' compensation cases. He became Board Certified in Workers' Compensation in 1990 and has remained Board Certified since that time. Al Hilado joined him as a partner in 1996 with Tom DeLattre becoming a partner in 2007. The firm is now known as Wieland, Hilado & DeLattre, P.A. Glen has twice served as President of the Florida Workers' Advocates and is still a member of the Board of Directors of that organization. He served as Chairman of the Workers' Compensation Section of the Academy of Florida Trial Lawyers (now known as the Florida Justice Association) and was asked to serve as an advisor to the Florida Division of Workers' Compensation on several occasions. He is currently on the Executive Council of the Workers' Compensation Section of the Florida Bar Association and is a Fellow in the College of Workers' Compensation Lawyers. He is also a member of the statewide Workers' Compensation Fraud Task Force. His father, Bill Wieland, served as a Judge of Compensation Claims for over 23 years. Glen has served his community as past Chair of the Orlando Area for the Homeless. He has been a member of the School Advisory Council for Conway Elementary School for 15 years. Glen is very active in his church serving as the attorney for St. Alban's Cathedral, The Diocese of the Eastern United States of the Anglican Province of America and for the Anglican Province of America. Glen is a frequent lecturer on workers' compensation issues and serves as a faculty member for the Trial Advocacy Seminar for the Florida Bar Association Workers' Compensation Section. He is a member of the Workers Injury Law and Advocacy Group (WILG).

**ROBERT H. WILSON** is a founding partner, President & CEO of WorkersCompensation.com, based in Sarasota, Florida. He has presented at seminars and conferences on a variety of topics, related to both technology within the workers' compensation industry, and bettering the workers' comp system through improved employee/employer relations and claims management techniques. He is the author of "From Bob's Cluttered Desk", a blog selected as a top workers' compensation blog by LexisNexis. With an extensive business management and human resource background, Bob brings a strong employer and corporate voice to the workers' compensation arena. Known for an extraordinary sense of humor, his presentations reflect both entertaining and practical advice for both people managing claims and the people "picking up the tab".

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