





# REBECCA (BECKIE) CROES

Healthcare Innovator |  
Physician Empowerment  
Fanatic | Value-Based Care  
Zealot

 beckie.croes@gmail.com

 713 817 5428

 16210 Bradford Shores Dr  
Cypress, TX 77433

 linkedin.com/in/beckie-croes

## SKILLS

Servant Leadership  
Collaboration/Negotiation  
Adaptability  
Data-driven Decision Making  
Operational Excellence  
Business Acumen  
Relationship Building

## EDUCATION

### **Bachelor's Degree / ECONOMICS and POLITICAL SCIENCE**

Texas A&M University  
1986-1990

## PERSONAL

Active in community with  
leadership roles in church  
ministries, non-profit boards  
and fund-raising  
organizations.

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[www.eight2eightpursuits.com](http://www.eight2eightpursuits.com)

## PROFESSIONAL SUMMARY

Seasoned leader specializing in empowering and enabling the health care delivery system to provide value-based care to the benefit of patients, payers and providers. Proven ability to drive positive change and create value across disparate stakeholders. Seeking to leverage extensive experience to impact the health care industry and provider communities.

## RELEVANT EXPERIENCE

### **Senior Vice-President, Enterprise Strategy and Business Development**

*Cigna / March 2020 - Present*

- Focus on strategic relationships with delivery system partners to drive affordability, simplicity, and predictability in the health care system.

### **Senior Vice-President, Provider Engagement and Management Services**

*CareAllies, a Cigna company / June 2016 – March 2020*

- Founded CareAllies as a subsidiary organization to offer management services in a payer-agnostic manner to physician partners.
- Delivered solutions and services to more than 50 provider group clients to manage their value-based reimbursement arrangements with various private and governmental payers, including Medicare Advantage, commercial HMO/PPO, commercial ASO and full risk, Medicaid, and Medicare Shared Savings Programs. Increased number of clients receiving value-based incentive compensation from 40% to 70%.
- Managed over \$2.5B in annual managed care revenue, generating \$113M in annual management fees operated at 30% margin.
- Named Black Book #1 for Advisors and Consultants of Value-Based Care Solutions in 2018, 2019 and 2020.

### **Vice President, Delivery System/Corporate Contracting/Operations**

*Cigna-HealthSpring / October 2001 – June 2016 (various roles)*

- Pioneered provider incentive agreement structures.
- Formulated hospital and other provider contracting strategies. Provided leadership to implement strategies across the organization.
- Leveraged national presence to drive favorable contracting positions with supplemental benefit vendors, resulting in medical cost savings year over year.
- Implemented new technology solutions to enable scalability of provider engagement solutions to drive quality and performance ratings (STAR ratings).
- Established new markets to support growth, including presiding over the largest expansion in the Medicare Advantage network in the company's history.