

# WHA Staff Updates



**Over the last several months we have added new staff members and adjusted current staff roles to better serve our members and clients.**



## NEW ADDITIONS

**Cathryn Benedict**, Population Health Manager  
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Cathryn joined WHA's Community Care Alliance (CCA) team in February 2019. She has worn many hats in the course of her career culminating in a well-rounded understanding of the operations and people within practices and health systems. Cathryn is excited to bring this experience to CCA where she will utilize her skillset to forge relationships as a trusted advisor, skilled coach, and facilitator for CCA's two Accountable Care Organizations. As the Population Health Manager, she will mentor practice teams to identify, analyze and develop strategies to enhance operations, workflows and culture to advance clinical outcomes, optimize patient experiences and shift workflows to meet value-based care delivery care outcomes. Cathryn's passion is to bring health to practices resulting in HAPPINESS at the workplace!



**Nicholas Trumbo**, Marketing Coordinator  
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Nicholas joined the WHA team in January 2019. In his new role he provides graphic design, website development, email marketing, collateral development and much more. He is a Colorado native who loves the community involvement of small, rural towns. He is currently living with his growing family in Palisade, Colorado, where he spent most of his young life. He earned his BFA in graphic design and has over five years of experience in design, print, and marketing. He is proud to be a part of such a dedicated team and is looking forward to learning more about the wants and needs of our members.

# ADJUSTMENTS TO EXISTING STAFF

**Bobbie Orchard**, Director of Marketing  
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Many of our members have worked with Bobbie over the last 12 years. Before moving into her current role as Director of Marketing, she was the Office Manager for WHA, providing Board and leadership team support. As the Director of Marketing she is responsible for the overall branding and communications strategy for WHA and its family of companies. Over the years she has been in consistent communication with both members and our Corporate Partners, so it has been a natural transition for her to become the lead contact for our Corporate Partners. This change will ensure that our contracts and subsequent programs deliver the best value to our members. In addition, Bobbie has revamped and streamlined the process on how we communicate WHA value to members. If you have an idea for a new program or service, please reach out to Bobbie for vetting potential new partners.



**Pilar Mank**, Director of Outreach  
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Many of our members and clients have worked with Pilar for the last 12 years within the Revenue Cycle arena that Healthcare Management provides. Pilar has been a road warrior, after hours help line and more for many of you. In her role as Director of Client Relations, she provided exceptional customer service and outreach to our members and clients, developed many new client relationships for the organization, and facilitated the WHA Revenue Cycle Peer Network group. Moving forward, Pilar will transition into the role of Director of Outreach. In this new role she will continue to lead the Revenue Cycle group, facilitate the CFO Peer Network group, provide outreach services to increase member awareness of WHA menu of services, act as the go-to resource for healthcare industry trends and information, provide dedicated customer service to ensure member retention, and spend more time in your facilities.



**Cassie Fanning**, Outreach Coordinator  
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Cassie has been Pilar's right hand for the last year as the Client Relations Coordinator. She always has a smile and is ready to help. Cassie will be making the transition with Pilar and will now be our new Outreach Coordinator. She will be a key component to ensuring our members are well-taken care of.

**Summer Markley**, Executive Assistant  
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Summer has been Angelina Salazar's (our new CEO) right hand since 2016. She has been instrumental in helping Angelina build a new and enhanced Leadership Academy curriculum and many more projects. In January 2019, Summer was promoted to the Executive Assistant role for WHA. In this new role she will continue to support Angelina and the leadership team, assist coordinating Leadership Academy and serve as the Executive Assistant to the WHA Board of Directors and committees.



**Lindsay Holman**, Human Resources Coordinator  
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Lindsay has been with WHA since 2012 - she was our very first Peer Network Coordinator. In 2015 she became the Executive Assistant for WHA and assisted WHA's senior leadership team and Board of Directors. Over the last several months, Lindsay has transitioned into the role of HR Coordinator. In her new role she will assist Elizabeth Hanckel (VP of Workforce Strategies) with the day-to-day HR functions for WHA's employees. Over the last several months Elizabeth and Lindsay have implemented a brand-new online HR system to streamline payroll, benefits, timekeeping and more for employees.