

J. KEITH McMULLIN

jkeithmcmullin@gmail.com

LEADERSHIP

PROFILE:

Medical Fundraising: Led fundraising for health care initiatives and developed cause marketing programs to support medical research. (\$15M)

Population Health: Developed and launched health improvement initiatives for populations and Accountable Care Organizations (ACOs) with measurable outcomes for reduction of health risks, prevention of chronic conditions and lowering medical costs.

Brand: Developed and implemented strategies for health care marketing and product to build the brand and drive profitable growth in local and national markets.

EXPERIENCE:

BON SECOURS HEALTH SYSTEM, Richmond, VA

Senior Development Officer

2015 - present

Led medical fundraising for Bon Secours St. Mary's Hospital, hospice and homecare. Raised \$7M for the following:

- St. Mary's Hospital 50th Anniversary
- Community Hospice House
- Acquisition of Instructive Visiting Nurses Association (IVNA)

HEALTH DIAGNOSTIC LABORATORY, INC., Richmond, VA

Director, Population Health

2012 - 2014

For the Population Health division, led development and implementation of health improvement programs and go-to-market strategy that produced industry-leading outcomes.

- Developed and implemented prevention models for ACOs, health systems, specialty clinics, occupational health, corporations, first responders, secondary prevention
- Developed and managed top client relationships: Bon Secours Health System, Commonwealth of Virginia, Markel Corporation, VCU Health System
- Developed all clinical communications: research, clinical pathway, sales tools, presentations, proposals, videos, participant engagement communications, event collateral
- Developed aggregate reporting for health and cost outcomes. Example: For the Bon Secours ACO, 34% of participants reduced risk for diabetes. 42% of participants lost weight. 96% of participants reported high program satisfaction. \$3.7M of cost avoidance for diabetes alone.

ANTHEM, INC.

Parent company of Anthem Blue Cross and Blue Shield and Comprehensive Health Solutions (formerly Health Management Corporation), Richmond, VA

Regional Vice President, Product and Marketing

2001 - 2011

Charged by Executive Leadership to build a new team to develop and launch marketing communications to sell health improvement programs nationally. In two years, membership tripled and revenue increased from \$110M to \$320M.

- Developed integrated marketing strategy for 37 clinical products and programs

- Managed cross-functional teams to launch 100+ products nationally
- Built new infrastructure and created sales tools for 2,000+ sales people, including value proposition, elevator speech, presentations, sales kit, training materials
- Created member engagement collateral to communicate complex disease management products simply and effectively to engage consumers for proven outcomes
- Utilized research to guide marketing and product strategy: segmentation, member satisfaction, customer view point, competitive intelligence, data analytics
- Led new Clinical Communications team responsible for member engagement, health improvement strategy, incentives, new media, health care reform communications

At President's request, led Virginia's Marketing Communications team for four lines of business. Anthem Blue Cross and Blue Shield is Virginia and the Nation's largest health insurance company in commercial membership.

- Served on Executive Leadership Team as marketing and product lead
- Developed and implemented strategic plans for brand, product, member and employer communications, brand advertising, research
- Managed creative, print and fulfillment processes for marketing materials: newsletters, brochures, speaking points, white papers, enrollment materials
- Led marketing and training for launch of CDH Lumenos, company's largest product launch
- Created brand advertising campaigns in support of brand initiatives, including TV, print, radio, Web (2005: \$7,000,000)
- Company and industry awards: Pinnacle Award (2), Best of Blue (3), Best Practice (5), Changing & Achieving, Corporate Philanthropist of the Year

Led Community and Social Responsibility, including an innovative cause marketing strategy.

- Raised more than \$7M for fight against cancer and cardiovascular disease
- Managed foundation and sponsorship. Implemented system to evaluate all proposals.
- Led cross-functional team to integrate sponsorship, sports marketing, community relations, associate volunteerism, public relations and media advertising
- Represented the company externally with community leaders and nonprofit organizations
- Project examples: AnthemLIVE!, Anthem Blue Goo — The Race 2 Slime Cancer, Anthem LemonAid. In 2006, **AnthemLIVE!** featured James Blake v. Andy Roddick with John Mayer. Negotiated agreements for free performances with tennis pro James Blake, No. 1 U.S. men's tennis player Andy Roddick, and two-time Grammy Award winner John Mayer. Managed all aspects of marketing, sponsorship, operations. Event helped Anthem raise \$4 million for cancer research. Traditional sports marketing ROI for Anthem: 13 to 1.

VENTURE, Richmond, VA
Vice President

1993 - 2001

Produced city-wide events that annually attracted more than 500,000 people, including NCAA, Millennium Eve, Grand Opening of Richmond's Riverfront, The Big Gig. Managed strategic planning, sponsorship sales, marketing, advertising, public relations, operations and fundraising for the development of Brown's Island into an event venue.

PUBLICATION: *MISSING MARY: A Crash Course in Alzheimer's Dementia* published in 2016

EDUCATION: **UNIVERSITY OF VIRGINIA**, Charlottesville, VA
BA, member of UVA Rowing Association (Varsity Crew Team)