

June 11, 2013

The Des Moines Business Record
100 4th Street
Des Moines, IA 50309



www.ihconline.org

To Whom It May Concern,

This letter is to recommend Laura Jackson for the Des Moines Business Record 2013 "Women of Influence" Award. I've known Laura for over five years and am well acquainted with her abilities, contributions, and character.

The Iowa Healthcare Collaborative is dedicated to exceptional health care quality and safety for Iowans. Our vision is an Iowa health care culture of continuous improvement in quality, patient safety and value that provides the most effective and efficient care in the nation. Laura joined our Board of Directors in 2010. Representing the payer community, she has become a critical voice of the patient and employer on the Board. She has worked hard to bring the improvement initiatives of Wellmark into alignment with the new realities of the provider world to maximize benefit. In these challenging times of health care transformation, her vision, collaboration, and commitment have catalyzed real health care improvement in this state.

Laura personifies influence. She brings the most out of teams with her encouragement, creativity, and drive, and creates an environment where you think no problem is impossible. She is well reasoned and truly collaborative. I learned to seek her opinion before introducing statewide health care improvement initiatives to maximize effectiveness.

Laura has made a big impact on this community over the last five years. Her transition to the Executive Vice President position at Wellmark introduced a new era of improved provider relations. She spearheaded the Blue Zones initiative, introducing an innovative and inspiring model for community wellness. Navigating a close alignment with Governor Branstad's Healthiest State initiative, she demonstrated the ability to bring alignment across into multiple communities to maximize influence. Today many Iowa communities are working to build a healthier Iowa through proactive strategies to reduce chronic disease and improve disease prevention.

Obviously, the "Women of Influence" designation is competitive and each year honors Des Moines' best and brightest. Laura Jackson is one of the best and brightest leaders I've ever met. She is an ideal candidate for your list of 2013 honorees and receives my absolute highest recommendation.

Sincerely,

A handwritten signature in dark ink, appearing to read "Thomas C. Evans".

Thomas C. Evans, MD

President and CEO
Iowa Healthcare Collaborative



IHC
Iowa Healthcare Collaborative
A Partnership for Quality, Patient Safety & Value

www.ibconline.org