**Vicki L. Signor**

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**SENIOR OPERATIONS / BUSINESS DEVELOPMENT EXECUTIVE**

*Strategic Planning / Strategic Alliances / New Business Development / Finance & Budgeting*

*Account Management / Multi-Site Operations / Start Up Leadership*

Performance-driven, results-oriented Senior Management Executive offering over 30 years of comprehensive achievements in every facet of the health insurance industry. Leverage business insight across diverse economies and cultures to optimize business results. Recognized for ability to integrate innovative, low-cost solutions that drive exceptional operational performance, increased productivity, and budget results. Definitive leader with recognized expertise analyzing and revitalizing existing business structures to drive revenues, profits and growth. Proven success in business operations through rich combination of product development, network contracting, sales and retention, relationship management, operations, change and strategic management.

**TRACK RECORD OF SUCCESS**

* Lead collaborative, cross-functional teams to transform complex business concepts into attainable business strategies
* Build and leverage relationships across the industry to optimize business results
* Achieved quantifiable successes in process management and business simplification while maximizing operational performance using Lean and Six Sigma methodologies
* Effectively manage business processes to exceed customer expectations while achieving aggressive business goals

**CAREER BACKGROUND**

**Wellmark Blue Cross and Blue Shield,** Des Moines, Iowa 2011-2013

*A mutual insurance company that provides health insurance coverage to more than 2 million members*

**Executive Vice President, Operations**

Executive leader for Wellmark's Operations Division responsible for the day-to-day operations of the company for Iowa and South Dakota, with responsibility for claims, customer and provider service, administration of the Federal Employee Program, Inter-Plan Programs, and the operations business and technical support teams.

**Wellmark Blue Cross and Blue Shield,** Des Moines, Iowa 2011-2013

**Senior Vice President, Operations**

Executive leader for Wellmark's Operations Division responsible for the day-to-day operations of the company for Iowa and South Dakota, with responsibility for claims, customer and provider service, administration of the Federal Employee Program, Inter-Plan Program,s and Wellmark’s third party administrator, First Administrators, Inc., headquartered in Sioux City, Iowa

**Wellmark Blue Cross and Blue Shield,** Des Moines, Iowa 2008 - 2011

**Vice President**

Executive leader for Wellmark's Claims Administration business operations comprised of 285 employees. Established performance metrics and goals, productivity standards, realignment and efficiency initiatives, and process improvement programs that consistently improved performance results and customer satisfaction. Championed and led change that resulted in the smooth implementation of reorganization plans that support corporate strategic direction. Created and maintained a culture of trust, respect and inclusion where all differences are appreciated and leveraged to improve performance. Functional areas of management include claims administration, customer and provider service for individual and group customers, group and member enrollments, Inter-Plan Programs administration, and resolving inquiries and appeals for health and flexible benefit product lines.

***Selected Achievements:***

* Streamlined processes and realigned staff for direct line of sight accountability, resulting in an 80% reduction in pending inventories over 22 months.
* Led the Claims Division quality management and LEAN transformation, resulting in an administrative cost reduction of 8.15% ($1.79M) over 22 months.
* Exceeded performance objectives set for the Division on a quarterly, semi-annual and annual basis.
* Championed culture improvement initiatives over 24 months, resulting in the movement from a Passive/Defensive culture to a Constructive Culture where Humanistic-Encouraging and Self-Actualizing cultural styles prevail within the Division.
* Prepared and presented Inter-Plan Program results and compilation of Operational Best Practices at the annual Plan Presidents’ meeting, which is exclusively attended by Chief Executive Officers, Chief Financial Officers, Chief Operating Officers, Chief Information Officers, and Chief Medical Officers – 2009 & 2010.

**Wellmark Blue Cross and Blue Shield,** Des Moines, Iowa 2005 - 2008

**Director, Inter-Plan Programs**

Inter-Plan (BlueCard) Executive for Iowa and South Dakota, representing Wellmark’s position and needs on a variety of Blue Cross Blue Shield Association (BCBSA) governance committees and national workgroups. Championed system and business interfaces that support Wellmark, Inc. and other Blue Plan customers via BCBSA-sponsored programs and served as the primary contact for all Inter-Plan Program business. Executive leader for Wellmark’s highly-regulated BlueCard claims department, comprised of 85 employees. Developed and implemented performance metrics, productivity goals, and inventory management expectations that aligned with the national performance scorecard and moved Wellmark into the high performance Blue Plan category.

***Selected Achievements:***

* Positively influenced the development of national programs, policies, guidelines, and standards by leading and participating on national committees and workgroups.
* Received the 2008 Richard L. Guffey Leadership Award for significant personal leadership and support of Inter-Plan business across the nation.
* Provided strategic and tactical support of performance improvement initiatives that led Wellmark to receive the 2007 Plan Performance Award, which is awarded to one Blue Plan for consistently exceeding Inter-Plan Performance benchmarks.
* Exceeded performance objectives set for the BlueCard Claims department on a monthly, quarterly, semi-annual, and annual basis – 2005, 2006, 2007 and 2008.
* Pioneered the “Corporate Disaster Q & A” document, a disaster recovery plan that provides answers/solutions to difficult questions/situations customers and stakeholders inquire about in the wake of a disaster, such as the 2008 flood.
* Prepared and presented Inter-Plan Program results and a compilation of Operational Best Practices at the annual Plan Presidents’ meeting, which is exclusively attended by Chief Executive Officers, Chief Financial Officers, Chief Operating Officers, Chief Information Officers and Chief Medical Officers – 2007 & 2008.

**Wellmark Blue Cross and Blue Shield,** Des Moines, Iowa 1999 - 2005

**Director, Claims Administration**

Directed all facets of the Iowa claims administration process, comprised of 158 employees. Developed and implemented performance standards by function, productivity goals, inventory management goals, and a performance dashboard. Supported new business development endeavors, from start-up through daily operations and by shutting down targeted product lines. Extensive experience resolving long-standing problems via crucial conversations and action plans, negotiated compromises, and innovative solutions. Functional areas of management include claims administration, third-party liability, and claim adjustments for health and dental lines of business.

***Selected Achievements:***

* Selected by Senior Leadership team to serve on a new business acquisition team responsible for evaluating potential business acquisition opportunities through on-site detailed review, data collection, interviews, process walks, followed by an extensive written recommendation.
* Within first year as the Director, consistently exceeded financial and quality objectives on a monthly, quarterly, semi-annual and annual basis – 2000, 2001, 2002, 2003, 2004, and 2005.
* Achieved quantifiable success in business simplification, process efficiency, waste reduction and job enrichment, measured by low turnover of high-performing employees

**Wellmark Blue Cross and Blue Shield,** Des Moines, Iowa 1993 - 1999

Various Leadership Positions

**Des Moines General Hospital,** Des Moines, Iowa 1990 – 1993

*Former major hospital*

**Clinic Director and Physician Recruiter – 13 Physician Clinics**

**Wellmark Blue Cross and Blue Shield,** Des Moines, Iowa 1977 - 1990

Various Leadership Positions – 1986 through 1990

Various Professional Positions through 1985

**ACADEMIC PREPARATION**

**William Penn University,** West Des Moines, Iowa

**Bachelor of Arts, Business Administration, GPA 3.89**