



January 10, 2016

Business Record

40 under 40 Nominations

Nominee: Katie Bonner

Please accept this nomination of Katie Bonner to be recognized in the 18th annual, 2017, 40 under 40 group. Katie has been instrumental in the build, development, and design of the marketing department since UnitedHealthcare entered the Medicaid market in late 2015. As the Director of Marketing and Community Outreach, Katie is responsible for oversight of the state of Iowa. Katie, and her team, has been charged with initiating and developing relationships within the community in order to engage and educate Medicaid-eligible individuals to live healthier lives. As part of her focus on relationships and building awareness of healthy living, Katie is focused on introductions to community leaders and stakeholders who share the same passion.

In 2016, Katie was able to forge a partnership with the Special Olympics of Iowa and Iowa State University to highlight an honorary athlete of the game. The outcome of this partnership was the highlight of her year. Through the sponsorship, ten members of the Special Olympics had the opportunity to be honored and recognized for their athletic involvement. In addition, the sponsorships afforded the opportunity to highlight the Special Olympics and the great initiatives they are committed to within the state. In order to educate and engage members, Katie has implemented social media for the UHC brand within Iowa and is responsible for all content. Further, Katie has initiated a digital strategy process in order to reach members through email campaigns and through the use of text messaging, while simultaneously reducing cost and driving operational efficiencies.

In addition to the day-to-day tasks and oversight of marketing and community outreach, Katie is our Culture Ambassador for the state and has led, developed, and facilitated culture training to all UnitedHealthcare Iowa employees. In only a few short months, Katie presented the UnitedHealthcare cultural pillars and shared the cultural values to over 700 individuals.

Katie exemplifies the qualities and achievements worthy of the 40 under 40 recognition.

A handwritten signature in black ink, appearing to read 'Kimberly S. Foltz', written in a cursive style.

Kimberly S. Foltz

CEO, UnitedHealthcare Community Plan of Iowa