






# ASHLEY K. THOMPSON, MPH

Health Policy, Government Relations and  
Community Engagement Leader

 515.537.6089

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## EDUCATION

### MASTER OF PUBLIC HEALTH

*magna cum laude*

Health Promotion and Behavior  
University of Georgia  
Athens, GA  
2004 – 2006

### BACHELOR OF ARTS

*magna cum laude*

Health Promotion and Education  
University of Northern Iowa  
Cedar Falls, IA  
2000 – 2004

Minors: Women's Health and  
Global Health  
Activities: UNI Cheerleading,  
Global Health Corps

### CERTIFICATE

Global Health Disparities and  
Cultural Competence in Health Care  
Global Health Corps  
Cedar Falls, IA  
2000 – 2004

## INTERNSHIPS

### GRADUATE PUBLIC HEALTH INTERN

Gwinnett Coalition for Health &  
Human Services  
Lawrenceville, GA  
2006

### UNDERGRADUATE HEALTH INTERN

Black Hawk County Health  
Department  
Waterloo, IA  
2004

## EXECUTIVE BIOGRAPHY

**Ashley K. Thompson, MPH**, is an accomplished transformational health care leader with nearly fifteen years of experience spanning across a rare mix of public, private and academic sectors.

Currently, Thompson serves as the Government & External Affairs Liaison for UnityPoint Health, one of the nation's largest nonprofit and nondenominational health systems. In this role, she leads UnityPoint Health policy, advocacy and community engagement efforts to ensure that individuals served under the Medicaid program and those with behavioral health, substance use disorder, chronic medical needs have access to care, social services and community-based support. In addition, Thompson provides public health policy, legislative and advocacy expertise to support the five affiliated UnityPoint Health Community Mental Health Centers and the 18 UnityPoint Health Community Network critical access and rural hospitals.

A lifelong advocate for community and public health transformation, Thompson is one of the founding members of the Clear Cell Sarcoma Caregiver Network and volunteers her time to a number of nonprofit organizations, most notably the Salvation Army Angel Tree Program, where she led a volunteer effort to provide food and Christmas gifts for over 500 Iowa families.

Thompson's commitment to educating the next generation of health care and public service leaders has afforded her opportunities to serve as both a keynote speaker and panelist at Georgia State University, Kennesaw State University, University of Southern Mississippi, University of Texas at Tyler, Des Moines University, Drake University and the Des Moines Area Community College.

A native of Iowa, Thompson and her husband Nate, Chief Executive Officer of Story County (Iowa) Medical Center, reside in Central Iowa with their goldendoodle, Banjo.



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## CIVIC LEADERSHIP

### COMMITTEE MEMBER

Iowa Healthiest State Initiative  
Nonprofit and Providers Committee  
2017-Present

### VICE PRESIDENT

Aspen Ridge Homeowners Association  
2017-Present

### COMMITTEE MEMBER

Sherman Hill Neighborhood  
Revitalization Steering Committee  
2016-2017

### PANELIST AND MENTOR

Des Moines University  
Graduate Executive Residency  
2015-2016

### LEAD ORGANIZER

Salvation Army Angel Tree Program  
2012-2014

### FOUNDING MEMBER

Clear Cell Sarcoma Caregiver Network  
2010-2011

### TEAM CAPTAIN

Forrest/Lamar County (MS) American  
Heart Association Health Walk  
2009-2011

### FOUNDER AND BOARD ADVISOR

University of Southern Mississippi  
Health Administration Student  
Association  
2008-2011

### TEAM CAPTAIN

Making Strides Against Breast Cancer  
2007

### MARKETING CHAIR

University of Georgia College of Public  
Health Student Association  
2005-2006

## EXPERIENCE

### GOVERNMENT & EXTERNAL AFFAIRS LIAISON

UnityPoint Health, West Des Moines, IA // Aug. 2016 – Present

Responsible for planning, coordinating and executing legislative and policy priorities and providing operational expertise in public and behavioral health for UnityPoint Health, one of the largest nonprofit and nondenominational health systems in the United States and the largest health care provider in Des Moines.

- Serve as a principal liaison between UnityPoint Health, lawmakers and lobbyists to identify and promote the health system's public and community health priorities.
- Identify and execute methods to shift legislation and public health policies that eliminate health inequalities in response to community-driven recommendations in Medicaid, behavioral health and rural health care.
- Lead development and execution of the inaugural UnityPoint Health Economic Impact and Community Benefit Study, which highlights the care delivery, community service, labor, tax and financial impact the health system has made in Iowa, Illinois and Wisconsin.
- Establish and deploy a comprehensive UnityPoint Health community partnership, contributions and sponsorship strategy to facilitate collaborations with nonprofit, service organizations serving underserved populations.

### DIRECTOR, COMPASS PRACTICE TRANSFORMATION NETWORK

Iowa Healthcare Collaborative, Des Moines, IA // June 2015 – July 2016

Responsible for the successful execution of the \$32.5 million Transforming Clinical Practice Initiative's Compass Practice Transformation Network, part of the single largest primary and specialty care physician and clinician improvement effort funded by the Centers for Medicare & Medicaid Services (CMS) and the U.S. Department of Health and Human Services (HHS).

- Led strategic, operational, recruitment and quality improvement efforts across a network of 8,600 physicians and clinicians in eight states.
- Provided management and accountability for meeting the goals and commitments of the Compass Practice Transformation Network by preparing physicians and clinicians to be successful in the Medicare Quality Payment Program and other alternative payment systems.
- Led the architectural design of the network's quality improvement data analytics reporting portal in partnership with Telligen, a national health care IT solutions company.
- Managed the network's staff of 50 managers, quality improvement advisors and analysts.



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## VOLUNTEERISM

American Cancer Society  
American Heart Association  
Boys & Girls Club  
Global Health Corps  
March of Dimes – Iowa Chapter  
Salvation Army – Angel Tree Program  
Susan G. Komen  
World Food Prize

## AWARDS

### OUTSTANDING PROFESSIONAL STAFF AWARD

University of Southern Mississippi  
College of Health  
2011

### FULL ACADEMIC GRADUATE SCHOLARSHIP RECIPIENT

University of Georgia  
2004 – 2006

### SCHOLARSHIP RECIPIENT

P.E.O. International  
2004

### STUDENT-ATHLETE COMMUNITY SERVICE AWARD

University of Northern Iowa  
Athletic Department  
2000 – 2004

### STUDENT HEALTH EDUCATOR AWARD

Global Health Corps  
2004

## EXPERIENCE, CONTINUED

### DIRECTOR, PATIENT AND COMMUNITY PARTNER ENGAGEMENT

UnityPoint Health, Fort Dodge and Waterloo, IA // Dec. 2013 – June 2015

*UnityPoint Health – Fort Dodge*

- Directed the UnityPoint Health – Fort Dodge Clinic and Accountable Care Organization (ACO) Patient Experience and Quality teams.
- Facilitated the successful achievement of National Committee for Quality Assurance (NCQA) Level III (highest) Patient-Centered Medical Home (PCMH) certification in the region's primary care clinic locations.
- Orchestrated collaborative partnerships with county health departments, federally-qualified health centers (FQHC) and community organizations to create direct pathways to social service support for underserved patients.
- Established Health Insurance Marketplace and Medicaid Expansion enrollment strategies, including patient education and enrollment services.

*UnityPoint Health - Waterloo*

- Spearheaded the formal affiliation merger between UnityPoint Health – Allen Hospital and Black Hawk-Grundy Mental Health Center, a community mental health center serving over 7,000 adults and children with behavioral health and substance use disorder conditions.
- Developed an executed UnityPoint Health – Waterloo Senior Leadership Team behavioral health strategic planning process to devise a regional strategy for the integration of primary care and behavioral health care.

### LEAD COMMUNICATIONS SPECIALIST, UNITYPOINT ACCOUNTABLE CARE

UnityPoint Health, West Des Moines, IA // Mar. 2012 – Dec. 2013

Led marketing, communications and media relations for UnityPoint Accountable Care, one of the largest ACOs in the country, serving over 325,000 patients.

- Created position statements, public comments and responses to media inquiries on state and federal proposed and final rules regarding ACOs and Medicare & commercial insurer value-based purchasing programs.
- Established the inaugural UnityPoint Accountable Care online educational platform, providing clinical performance education to over 2,700 participating physicians and providers.
- Administered federal CMS guidelines regarding Medicare Shared Savings Program physician and ACO communication to Medicare patients.
- Formulated national keynote speeches for the President and CEO of UnityPoint Accountable Care.



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## MEMBERSHIP

### MEMBER

Iowa Public Health Association  
2017 – Present

### MEMBER

Young Professionals Connection  
2012 – 2013

### MEMBER

Pine Belt Young Professionals  
2009 – 2011

### MEMBER

Society for Public Health Education  
2006 – 2011

### MEMBER

University of Georgia College of  
Public Health Alumni Association  
2010 – Present

## EXPERIENCE, CONTINUED

### HEALTH CARE CONSULTANT (CONTRACT)

Gordon Whyte & Associates, Thibodaux, LA // Aug. 2010 – Mar. 2012

*Consulting Client: The University of Texas at Tyler, Tyler, TX*

- Provided executive health care graduate program management, recruitment and marketing expertise during the development and launch of the Executive Master of Public Administration (MPA) program.

### HEALTH CARE CONSULTANT (CONTRACT)

G. Edward Tucker Consulting, Petal, MS // Aug. 2010 – Dec. 2011

*Consulting Client: Kings Daughter Hospital, Yazoo City, MS*

- Created an environmental assessment of the hospital's strategic plan and community health needs assessment and presented findings to the hospital's senior leadership and Board of Directors.

*Consulting Client: Homer Memorial Hospital, Homer, LA*

- Planned and facilitated the strategic planning retreat for the hospital's senior leadership team and Board of Directors, including the initial development of the hospital's community health needs assessment.

### PROGRAM MANAGER, EXECUTIVE MASTER OF HEALTH ADMINISTRATION

University of Southern Mississippi, Hattiesburg, MS // Feb. 2008 – Sept. 2011

- Managed operations, marketing, physician and clinician student recruitment, admissions, and budget for the university's only Executive graduate program, which generated \$1.7 million in revenue from 2008 – 2011.

### HEALTH AND WELLNESS DIRECTOR

Perimeter College-Georgia State University, Atlanta, GA // Dec. 2006 – Feb. 2008

- Established a comprehensive college health and wellness program, including the Student Government Health, Wellness and Medical Council.

### UNDERGRADUATE INSTRUCTOR IN PUBLIC HEALTH

University of Georgia, Athens, GA // July 2005 – May 2006

- Devised course curriculum and instructed four three-credit hour Introduction to Public Health courses for university students.

### HEAD VARSITY AND COMPETITION CHEERLEADING COACH

Northern University High School, Cedar Falls, IA // May 2001 – May 2004

- Coached the school's first state champion team (2002) and the first back-to-back state champion teams (2002 and 2003).



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## RECENT STATEMENTS OF SUPPORT

“Exceptional is the word that best describes Ashley. Her work and influence is extensive throughout UnityPoint Health, the communities we serve and the country’s health care industry. Ashley has proven herself to be our [UnityPoint Health] greatest asset and thought leader in patient advocacy and experience efforts. She embodies an incredible combination of intellect, creativity, energy and a sincere dedication to advocate for our most vulnerable community members. Ashley is THE exceptional professional and health care champion that is needed in our communities. She is an example for all of us.”

### **KATHY MOE, CAVS**

Director, Volunteer and Guest Services and Past Board President, Association for Healthcare Volunteer Resource Professionals-American Hospital Association  
UnityPoint Health

*Kathy and Ashley co-led the UnityPoint Health – Fort Dodge Patient Experience Program*

“Ashley is a person of high ideals and values who is committed to go ‘above and beyond’ to get the best results possible. She excels in developing synergistic strategies and leads by example. Ashley promotes teamwork and displays a high degree of honesty, loyalty and personal integrity. She has proven to have the perseverance, initiative and intellectual creativity to continue to excel as a leader. Ashley focuses on the ‘big picture’ of providing health care across the continuum, and yet she is caring and concerned for people and their individual needs. She is nothing short of exceptional.”

### **LINDA WHALEY, MS, RN**

Vice President, Clinical Services and Patient Experience  
UnityPoint Health

*Linda and Ashley both served on the UnityPoint Health – Fort Dodge Leadership Team*

“Ashley is one of the most capable administrators I’ve had the pleasure to work with. She is a consummate professional and had the confidence to excel in any undertaking. Her dedication to building communities and supporting health care professionals in delivering care are two of her many positive attributes.”

### **RAY NEWMAN, PhD, MBA, MPhil, CPA, FACHE, FHFMA**

Chair and Professor, Department of Population Health  
Sam Houston State University

*Dr. Newman is Ashley’s former supervisor at the University of Southern Mississippi*



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## RECOMMENDATION FOR BUSINESS RECORD FORTY UNDER 40 NOMINATION

I was thrilled to learn of Ashley Thompson's nomination for the Business Record's "Forty Under 40" award this year. I am writing to highly recommend Ashley for this prestigious award.

It's been an absolute pleasure to mentor Ashley since we met in 2010. Over the course of my 40+ year career, Ashley is one of the most remarkable and talented young people with whom I've ever worked. Ashley's down-to-earth nature and vast knowledge of the health care delivery system allows her to easily work with executives, lawmakers and patients alike. Further, her compassion for vulnerable Iowans with behavioral health, substance use and chronic health conditions is evident in her personal and professional involvement in leading the charge to transform our state's Medicaid program. For those Iowans in the Medicaid program, Ashley proudly serves as a voice and champion for ensuring they have access to care, community support and services to lead healthy and productive lives.

As one example of Ashley's commitment to service leadership, she has taken an active role in connecting Des Moines' Oakdale and Sherman Hill Neighborhood Associations with UnityPoint Health to collaborate in neighborhood revitalization efforts in and around the UnityPoint Health – Des Moines campus, including efforts to further new and existing partnerships. Ashley's professionalism, passion for civic engagement and an in-depth understanding of how social and environmental aspects impact the health of our communities makes her an invaluable leader.

I urge the Selection Committee to seriously consider Ashley's nomination for the "Forty Under 40" award. If chosen, I can assure you that she will be an outstanding member of the group.

Please feel free to contact me if I can be helpful in any way during your deliberations.

### DENNY LINDERBAUM

President & Chief Operating Officer  
UnityPoint Health – Des Moines Foundation  
515.241.5996 // [Denny.Linderbaum@unitypoint.org](mailto:Denny.Linderbaum@unitypoint.org)