

January 8, 2015

Des Moines Business Record
Attn: Forty Under 40 Selection Committee
100 4th Street
Des Moines, Iowa 50309

Dear Forty Under 40 Selection Committee:

I am writing to recommend Gretchen for the Business Record's 16th annual Forty Under 40. Gretchen joined Delta Dental of Iowa as the Dental Wellness Plan Director in 2014. Gretchen is responsible for implementation and ongoing operations of the Dental Wellness Plan which provides dental benefits to over 120,000 underserved adult Iowans through the Iowa Health and Wellness Plan.

In her role as Dental Wellness Plan Director, Gretchen is raising awareness and increasing the understanding of Delta Dental's mission and vision among various stakeholders. Gretchen joined Delta Dental of Iowa at the beginning of implementation of the Dental Wellness Plan. In her role, she oversees 10 staff members that provide daily operational services to DWP members and providers. Externally, she partners with dental providers, Iowa Medicaid Enterprise, Iowa Department of Public Health and The University of Iowa to effectively represent Delta Dental of Iowa to improve the oral health of Iowans through the Dental Wellness Plan. She has successfully transitioned and trained new staff; provided leadership for collaborative work between operations and technology staff to implement program enhancements; and reduced administrative challenges while maintaining program integrity.

Prior to joining Delta Dental of Iowa, Gretchen served as the Bureau Chief for the Family Health Bureau at the Iowa Department of Public Health for almost three years. In that capacity, she had a proven record of success in working with diverse groups to create partnerships and implement programs affecting nearly one million Iowans. Gretchen oversaw 32 staff members and \$26 million dollars in program budgets. Prior to her role as the Bureau Chief, Gretchen was an Executive Officer for the Family Health Bureau working on programs such as Early Childhood Iowa and the Title V Maternal and Child Health Block Grant.

Outside of her professional responsibilities, Gretchen has a passion for community service and is an avid runner. Since 1999, Gretchen has been involved with the Marshalltown Assistance League, Marshalltown High School Roundhouse Fundraising Committee, and Iowa River Hospice Fundraising Committee. She organizes an annual 5K road race, Mike's Race, to provide financial support for the medical needs of a young man in the community affected by a long term illness. As a mother, Gretchen is also very involved in her three sons' activities including booster club, coaching and volunteering at their school.

I would highly recommend Gretchen Hageman for the 2015 Forty Under 40 class. She exemplifies the qualities of a young leader in the Des Moines community from her civic involvement, to her professional contributions and her commitment to her family.

Sincerely,



Cheryl Harding, VP and Chief Operating Officer
Delta Dental of Iowa

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