



“Proactively Managing Obesity at Your Organization”

Program Schedule

- 8:00 am Registration, Continental Breakfast & Networking
- 8:30 am Welcome & Introductions
- 8:35 am Presentation by Kathy Brady, Founder and President, CMB Health Inc.
- 9:35 am Q&A Session
- 10:00 am Closing Remarks & Adjournment

Featured Speaker

Kathy Brady

Founder and President, CMB Health Inc.

email: kathy@cmbhealthinc.com

Phone: 215-588-8136

Kathy Brady, President and Founder of CMB Health, Inc., has more than 25 years of experience in strategic health and disease management development; creating proactive employer health management programs and innovative techniques to achieve positive health and organizational outcomes. She has consulted with large to mid-size corporations, healthcare systems, law firms, manufacturing, pharmaceutical companies, payers, and wellness vendors; including Johnson & Johnson, Horizon Blue Cross Blue Shield, Einstein Healthcare Network, Stern & Eisenberg PC. Kathy also works with executives, defining and strategizing critical organizational capabilities that align talent strategy with business strategy.

Featured Speaker (continued)

Kathy Brady

She developed targeted outreach engagement methods and tracking techniques to address high risk plan members' chronic conditions for Johnson and Johnson, which have been adopted as standard operating procedures. Moreover, she created a prototypical methodology to analyze health statistics to determine and maximize return on investment, the subject of featured article in FORTUNE magazine. Most recently, she was responsible for the construction of a comprehensive wellness and disease management strategy for a northeast regional healthcare system self-funded health plan. Plan members were encouraged to engage in their wellness and make changes that affect their overall well-being. Kathy partnered with hospital administration, physician leadership, onsite pharmacy to develop quality healthcare programs, improve access to care and the creation of a dynamic culture of wellness. The collaboration resulted in increased preventive and condition based care gap compliance by 60%, over a 5-year period; increase in preventive care compliance by 50% for mammograms, colonoscopies, pap smears, and annual physical examinations within a 1-year period.

Kathy's philosophy is to address the employer and patient health lifecycle through a single approach, using cutting edge technology, marrying real-time encounter and historical data for care collaboration and connectivity; incorporating the latest technology that is nimble in its capacity to engage and educate all risk levels to advocate, assist, clinically care, and motivate each member. She is enthusiastic about collaborating and educating with local hospitals and providers more effectively to enhance employer health strategies to provide consistent quality care, health information and reduce health plan cost.

Kathy is on the Board of the Association for Corporate Health Risk Management (ACHRM). ACHRM provides over 1000 progressive employers leading-edge healthcare cost containment strategies through implementation groups, workshops, webinars, and other initiatives. Kathy a certified health coach, received her Bachelors in Science, with a Major in Health Education from Temple University. Kathy is pursuing her Masters in Health Administration.

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