

SEPTEMBER 2021

# PRINCIPLES AND PARTNER CREDENTIALS



HB&L

HODGKINS BECKLEY & LYON

*Healthcare Management and Benefit Consultants  
Specializing in Higher Education*

Founded in 2006 | Hodgkins Beckley Consulting LLC, DBA Hodgkins Beckley & Lyon  
Founded in 1991 | Stephen L. Beckley and Associates, Inc.

## PRINCIPLES

Hodgkins Beckley & Lyon (HB&L) and Stephen L. Beckley and Associates (SLBA) adhere to the highest possible standards in providing health care and benefit consulting services for the higher education community. The following is our statement of principles and commitment to excellence:

**Integrity** – HB&L/SLBA maintains honest and ethical relationships with our clients and all other parties with which our firms conducts business.

**Independence** – HB&L/SLBA renders consulting services exclusively for colleges and universities. Compensation is only accepted from college or university clients in the form of consulting fee payments. We do not accept insurance commissions or payments from other parties that could provide services for insurance plans, student health services, counseling centers, or other student health program components. We maintain our independence as a private sector consulting firm, with no vested interest in promoting specific directions for the student health care delivery and financing/insurance field.

**Expertise** – HB&L/SLBA's consultants and professional staff are among the nation's foremost authorities on college student health care delivery and financing/insurance systems. HB&L/SLBA maintains joint-venture or retainer relationships with nationally recognized firms to provide legal research and actuarial/underwriting services.

**Diversity** – HB&L/SLBA provides consulting services to a number of the nation's most prestigious public and private institutions. We have major clients in all areas of the country, representing both large- and medium-sized student populations, rural and urban settings, and traditional versus commuter-based campuses.

**Sensitivity** – HB&L/SLBA's consultation projects often involve facilitating movement on difficult decisions while promoting and maintaining core-value program strengths. We take pride in our ability to work effectively in these challenging environments. We also understand and appreciate the unique characteristics and evolving values of the higher education community relative to the student affairs and college health fields.

**Respect** – Higher education plays a vital role in our society at many levels. Accordingly, we realize it is an honor to provide services for the higher education community.

**Value** – We work diligently to ensure HB&L/SLBA's services are an outstanding value. We promise to provide professional services at a cost-effective fee.



### **DOREEN HODGKINS, MBA, FACHA**

Doreen Hodgkins has over 30 years of experience in college and academic health and is a Fellow of the American College Health Association. She is a senior partner in Hodgkins Beckley & Lyon (HB&L). Prior to joining HB&L in 2002, Doreen served as the chief operational, administrative, and fiscal officer of the Olin Health Center at Michigan State University.

Ms. Hodgkins is known for her unique combination of strong analytical abilities and creative talent. Her operational expertise includes strategic planning, organizational development, team facilitation, and process analysis and design. Her fiscal expertise includes financial and business design and analysis, data analysis, cost allocation methodologies, office and facility reimbursement, and student health insurance/benefits program management.

Ms. Hodgkins is a member and Fellow of the ACHA, for which she served as chair of both the DataShare Task Force and the Administrative Program Planning Committee. She served as a member, technical advisor, and data analyst on the ACHA Benchmarking Committee for utilization, productivity, finance, and insurance. She has given numerous presentations on issues concerning college health programs.

Doreen is an alto in, and the Treasurer of, Masterworks Choral Ensemble which performs in the Washington Center for the Performing Arts in Olympia. She enjoys the arts, food, outdoor activities, gardening, and international travel. She is married to Mark Hodgkins.



### STEPHEN L. BECKLEY, CEBS

Stephen Beckley has over 40 years of experience working with student health care financing and insurance programs and conducting program reviews for College Health Programs. He was employed as a consultant for a major employee benefits consulting firm prior to founding Stephen L. Beckley and Associates (SLBA) in 1991 and Hodgkins Beckley & Lyon (HB&L) in 2006. As a team leader for HB&L's college health program consultations, Mr. Beckley specializes in conducting external and internal environmental assessment studies.

Mr. Beckley has served as a consultant to the America College Health Association's Task Force on Insurance, and he is the primary author of several ACHA publications relating to student health care financing and insurance. ACHA's Standards for student health insurance/benefit plans were first adopted in 1997, and reauthorized in 2000, 2008, 2013, 2017, and 2020. He has written articles and provided presentations at national meetings for compliance with ACHA standards and best practices for student health insurance/benefits plans. He is nationally recognized as one of the foremost authorities on student health insurance/benefit programs and health and counseling services funding.

Mr. Beckley is a founding member and a co-organizer for the Lookout Mountain Group, a non-partisan organization devoted to considering health care reform for the college student population. He has conducted seminars and workshops at national and regional meetings on health care reform, college health program legal compliance, and student health care delivery and financing for ACHA, the National Association of Personnel Administrators (NASPA), the University Risk Managers and Insurance Association (URMIA), and other higher education associations.

Mr. Beckley has served as a member of the Idaho State University Alumni Association's Board of Directors. The Nursing Building at ISU is named for his mother, Helen Virginia Beckley.

Mr. Beckley is an avid motorcyclist and bicyclist. He has served as board member for the Fort Collins Cycling Club, and is also a licensed speech critic for the Colorado High School Activities Association, participating as a forensics judge at high school debate tournaments. He is married to Stephanie Beckley and they have two daughters, Rachel Virginia and Julia Nicole.

Education: Bachelor of Arts degree in Rhetoric and Public Address, Idaho State University. Certified Employee Benefit Specialist (CEBS), Wharton School of the University of Pennsylvania and the International Foundation of Employee Benefit Plans.



### VALERIE A. LYON, MHA

**Valerie Lyon has over 30 years of experience in health care administration including hospital, medical group practice management, and College Health Programs. She is a senior partner in Hodgkins Beckley & Lyon (HB&L). Prior to joining HB&L, she served for 20 years as the Chief Administrative and Fiscal Officer of Cornell Health at Cornell University.**

Ms. Lyon's operational expertise includes provider and vendor contracting, employee health, pharmacy oversight and management, physician and hospital community relations, strategic planning, human resource management, and student health insurance/benefit program management. Her fiscal expertise includes financial and business design analysis, budget planning and monitoring, capital planning, insurance billing, and cost allocation methodologies.

At Cornell, she was a leader in the creation of enabling legislation to allow for student health plans to be self-funded in New York State (NYS). Under Ms. Lyon's direction, Cornell became the first higher education institution in New York to self-fund its student health plan, resulting in annual administrative savings of 8 percent or about \$2.4 million per year. Concurrently to this initiative, she was the driving force behind a pilot program with the NYS Department of Health to offer annual premium assistance to approximately 400 Medicaid-eligible students. This action resulted in substantial savings to NYS and provided access to quality health insurance to low income Cornell students. Other states have implemented similar programs, and the American College Health Association (ACHA) has since endorsed national advocacy of this initiative. She also helped to implement a pre-paid funding system that equalized access to care for students, regardless of income or insurance status; and helped achieve a \$55 million building expansion and renovation project, housing fully integrated health and counseling services.

Ms. Lyon is a founding member and co-organizer of the Lookout Mountain Group. She serves on the leadership team for ACHA's Student Health Insurance/Benefits Coalition and was chair of the ACHA Coalition during the implementation of the Affordable Care Act. She has held a faculty appointment at Cornell, serving as Executive in Residence for the Sloan Program in Health Administration.

Education: Master of Health Administration, Sloan Program, Cornell University. Bachelor of Science in Health Care Administration, Ithaca College.



### JEFF KULLEY, PHD

**Dr. Jeff Kulley has over 25 years of experience as a clinician and administrator in university counseling center settings. He has been providing consulting services with HB&L since 2013.**

Dr. Kulley began his career as a psychologist at The University of Texas at Austin's Counseling and Mental Health Center. In addition to providing direct clinical services, he served in leadership roles to develop scope of care, risk assessment, and quality assurance guidelines and mechanisms for the center. He coordinated practicum training and oversaw postdoctoral training in alcohol and substance abuse assessment and intervention. In 2001, he joined the staff of Duke University's Counseling and Psychological Services (CAPS) as coordinator of alcohol and substance abuse services. In 2008, he transitioned into his current position of associate director for clinical services, where he is responsible for overseeing daily clinical operations and coordinating with external systems involved in continuity of care for students. He serves as CAPS' liaison to Duke's Student Health Services and has significant experience with the coordination of primary care and mental health services on university campuses.

Dr. Kulley is a member of the American Psychological Association and is affiliated with Division 17, the Society of Counseling Psychology, which represents college and university counseling centers. He is a past president of the Association for the Coordination of Counseling Center Clinical Services (ACCCCS) and has been active in that organization since 2007.

Education: Doctor of Philosophy in Counseling Psychology, The University of Texas at Austin. Bachelor of Arts with Highest Honors in Psychology, The University of Texas at Austin.



### **RALPH A. MANCHESTER, MD, FACP**

Ralph Manchester has more than 30 years of experience in college health as a physician and leader. He has collaborated with HB&L on several projects (including publications for the Lookout Mountain Group) and has participated in peer review and consultations for numerous college health programs, before joining HB&L as a partner in 2019.

Dr. Manchester has been on the staff of the University of Rochester Health Service since 1983, and its director since 1994. Under his leadership, the Health Service redesigned its systems of care for both mental health and primary care, constructed a 28,000 square foot building that brought primary care, mental health, and health promotion under the same roof, and achieved accreditation, at first through The Joint Commission and now through AAAHC.

Dr. Manchester is a Fellow of the American College Health Association and served as its president in 2002-03. ACHA presented him with the Edward Hitchcock Award in 2006 for contributions to the field of college health and the Lifetime Achievement Award in 2020. He has been active in ACHA's Peer Review Assessment Program since its inception, and he currently serves as vice-chair of the American College Health Foundation.

In addition to providing care for students and employees and his administrative duties, Dr. Manchester also teaches medical students and residents, serves on the University of Rochester Research Subject Review Board, and conducts clinical research on the medical problems of music students and on college student drinking. He is on the editorial boards of the Journal of American College Health and Medical Problems of Performing Artists.

Education: undergraduate degree at Tufts University (magna cum laude) and went to medical school at the University of Vermont (where he was a member of Alpha Omega Alpha). He did residency training at the University of Kentucky, where he served as chief resident and was named Outstanding Resident Teacher.