CASEY LYNN FORDYCE, MPH

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# PROFESSIONAL SUMMARY

Versatile human resource practitioner experienced in implementing comprehensive and integrated human resource strategies. An effective change agent through innovative education and marketing, creative program design leveraging internal business partners and resources, and developing rapport and trust to engage participants.

# PROFESSIONAL EDUCATION

MA, Master Public Health, University of Massachusetts, Amherst, MA

BA, Health Promotion/Education, University of Northern Iowa, Cedar Falls, IA

# PROFESSIONAL EXPERIENCE

GATES CORPORATION, Denver, CO 2014 – present

**HR Director, Employee Experience**

Design and implement global employee engagement strategies and execution to support well-being of 15,500 employees world-wide. Consistently reviews human capital program metrics, researches trends and benchmarking data for competitiveness, cost effectiveness and value. Recommends and implements changes to the programs formally to Senior Executive Leadership to meet short- and long-term objectives.

Employee Experience:

* Responsible for overall global employee engagement strategy that includes engagement surveys, developing Employee Value Proposition (EVP), Employee Resource Groups (ERGs), and diversity & inclusion to shift the organization towards a purpose-driven culture.

Global Benefits:

* Developed 3-year global strategy ensuring the benefits offered by Gates around the world are designed to support Gates’ business operations achieve their goals – locally, regionally and globally; executing the strategy included development of guiding principles, rules of the road, data warehouse, unified broker of record and legislative compliance. Achieved an overall cost savings of $268k in the first year of the comprehensive strategy.

HRIS:

* Accountability for benefit plan integrity system including eligibility files and enrollment system; HRIS system projects include manager self-service platform implementation and enrollment system improvements.

Compensation:

* Proposed and amended Supplemental Executive Retirement Plan (SERP) to permit additional compensation deferral opportunities for highly compensated executives. The first-year enrollment achieved a 30% participation rate among eligibles for bonus or base deferrals.
* Assists the compensation team annually during the compensation planning process for bonus and merit planning. Testing of the compensation tool includes user acceptance , validation and regression testing with a successful outcome of over 95% accuracy. Corrected perceptions of compa-ratios through development of manager education and training resulting in budget adherence using effective change management in 2018.

Talent Development:

* Developed a grass roots global mentoring program that continues to gain momentum with over 300 mentor/mentee pairs annually in the program.

Talent Acquisition:

* Within the development of the diversity and inclusion 3-year global strategy, included formalizing hiring practices to meet gender diversity business goals to increase the proportion of females in decision-making roles.

Mergers and Acquisitions:

* Provides leadership of M&A due diligence and integrations of target companies for areas of health & welfare, retirement and human resource policies. 2018 M&A activity included harmonizing 7 Canadian benefit plan offerings into 1 country plan offering realizing $200k in administrative savings.

Other significant duties include; oversees carriers, vendors and consultants on various matters such as plan design, process redesign, contracts, coverage and renewals. Monitors vendor performance for quality and cost effectiveness; ensures compliance with contract quality expectations. Formalized Executive Benefits program; development and execution of a wellness program; revised vacation policy that released ~$2M of accrual; and board member of the Employer Advisory Group for the private equity group Blackstone.

WELLTOK, Denver, CO 2013 - 2014

**Director Client Relations/Client Adoption**

Cultivated strong strategic business relationships at all levels of assigned health plan customers including primary, lateral and executive contacts.

* Developed strategic business plans for management of assigned health plan accounts to increase revenue and take responsibility for the execution of those plans.
* Produced a portfolio of industry best practices in account management and developed a core set of management tools including customer facing templates, scorecards and strategic annual plan documents.
* Led the development and implementation of B2B Adoption Marketing tactics through innovative techniques such as health plan Account Executive adoption and employer group Wellness Champion Networks.
* Empowered health plan customer’s book of business to successfully implement, promote, adopt and engage in Welltok’s online health optimization platform via product training, development of marketing materials and enhancing the organization’s culture of wellness.
* Generated customer insights through customer relationships by being the voice of the customer and evangelize that voice across Welltok for continuous product enhancements.

DAVITA HEALTHCARE PARTNERS, Denver, CO 2011- 2013

**HR Manager - Wellness Program**

Led a team in the design, implementation, ongoing promotions, management and evaluation of DaVita’s health management program consistent with the corporate strategy for 50,000 teammates. Evaluated and measured results including improved health status and ROI associated with health management strategies.

* Led the development, implementation and analysis of outcomes based wellness initiatives and wellness scorecard program.
* Led the development and implementation of internal health management programs and initiatives working with internal departments that created a supportive environment for programs and initiatives.
* Created metrics and evaluated the effectiveness of various health management programs, showing an ROI for implemented programs and improved health status of teammates (i.e. cohort analysis).
* Oversaw the implementation and management of external health management programs; ensured that internal and external programs were integrated effectively.
* Educated management by assisting in the development and delivery of presentations, meetings, and special events; focusing on health management topics, ROI, improved health status, etc.
* Oversaw the creative design, development and distribution of program communications for all aspects of Benefits, including Health/Welfare, Health Management, and Disability.
* Participated in Health and Welfare (H/W) projects as requested and/or assigned (i.e. health care claims analysis, metrics reports, teammate targeted communications, etc.).

IMA OF COLORADO, Denver, CO 2009 – 2011

**Account Executive Health Risk Management**

Primary responsibility was for technical, consulting and operations relationship with clients within Health

Risk Management practice. Cross-functional coordination with Benefits Account management team to support clients as well as assisted Producers in closing new business.

* Evaluated clients’ needs based on health care and pharmaceutical claims history, demographics, risk data, current benefits plan design and anticipated changes, labor relations, work environment, policies, organizational culture, and other factors that would identify specific opportunities and challenges.
* Designed comprehensive health management strategies, including goals and objectives, program activities, incentive plans, communications plans, wellness committees, and evaluation processes for diverse employer groups.
* Administered tailored population health management programs including development and implementation of: disease management programs, Health Risk Assessments, health coaching, behavior change programs, incentive strategies, and health campaigns.
* Collected, analyzed, and presented assessment results, enrollment and engagement statistics, etc. for monthly/quarterly/annual reports continually evaluating program success.
* Developed strong relationships with clients and consultants to provide outstanding customer service and ensure client retention.
* Negotiated contract renewals and expansion of services in established accounts.
* Maintained over 30 national accounts and facilitated reoccurring status calls to continually evaluate & assess client processes, efforts, and needs (as is and to be) in order to provide insight and make recommendations on current programs and additional opportunities.

WELLMARK BLUE CROSS BLUE SHIELD, Des Moines, IA 2007 – 2009

**Health Management Consultant**

Operations owner of telephonic health coaching, QuitNet tobacco cessation program, integrated wellness portal and wellness help desk. Managed the successful design, implementation and evaluation of national employers’ wellness program. Continued to monitor clients’ wellness needs and efforts to help guide and enhance programs.

* Evaluated clients’ needs based on health care and pharmaceutical claims history, demographics, risk data, benefits plan design and anticipated changes, labor relations, work environment, policies, organizational culture and other factors that would identify specific opportunities and challenges.
* Facilitated collaborative integration of health management strategies.
* Designed comprehensive wellness strategies, including goals and objectives, program activities, incentive plans, communications plans, timelines, budgets and evaluation processes.
* Assisted clients in the implementation of its wellness program through development and coordination of an internal advisory committee and Wellness Champions.
* Continually monitored clients’ wellness efforts, and collaborated with health plan account management staff and other internal groups to collect data and report status to the client with recommendations for enhancements.
* Managed vendor and broker relationships to ensure program outcomes meet the needs of clients and employees.