

Jon K. Seltenheim
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Objective: Senior executive pursuing an adjunct teaching opportunity in a school of business as a means of paying back and investing in the next generation of business leaders.

1/97 – 7/17
(Retired)

Sr. Vice President, Business and Government Strategy
United Concordia Companies, Inc., Harrisburg, PA

For the first fourteen years, responsible for the overall service operations and information technology strategy of United Concordia, a \$1.5 billion dental benefits company owned by Highmark Health, the nation's second largest integrated healthcare delivery system. For the past six years, responsible for building a profitable government segment servicing the Department of Defense, Medicare and Medicaid customers, and select Blue Cross Blue Shield strategic partnerships.

Most significant accomplishments:

- Oversaw the award and implementation of the TRICARE Dental Program, a \$2.9 billion 5-year award which is the largest fully insured dental contract in the world. Effective May 1, 2017, the contract met the implementation objectives and is meeting the initial contractual requirements.
- Led the executive team which successfully renewed the Active Duty Dental Program. The latest contract had a value of \$770 million and is meeting all requirements.
- Senior sponsor responsible for the relationship with Life and Specialty Ventures, a consolidator of ancillary programs for three Blue Cross Blue Shield plans: Arkansas, Florida and Hawaii. Planned the implementation and turned the account profitable.
- Developed a long-term strategy for United Concordia's Medicaid and Medicare Advantage businesses, both through direct relationships and strategic partnerships.
- Led the company's strategy and implementation for the Affordable Care Act. This included lobbying on Capitol Hill and providing subject matter expertise to many audiences, including multiple local television appearances.
- Responsible for the long-term strategy and daily interactions with a customer providing Medicaid and Medicare Advantage products. Annual revenue is \$65 million. This account has served as an anchor account for United Concordia's CMS (Centers for Medicare and Medicaid Services) related products.
- As Board Chair of the National Association of Dental Plans, testified before the House of Representatives Subcommittee on Civil Service and Reform. The resulting legislation passed and now provides voluntary dental benefits for 4.5 million government employees and annuitants.

1996

Independent Consultant

Provided consulting services to United Concordia during the due diligence and the integration planning phase of MIDA Dental Plans acquisition. Led strategic planning exercises and conducted operational reviews for other dental benefit companies.

1995

Chief Operating Officer
MIDA Dental Plans
Southfield, MI

Improved performance of MIDA Dental Plans sales and operations, a nationwide dental HMO, subsequently acquired by United Concordia.

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- 1991 – 1995 **Vice President, Employer Services**
CIGNA Corporation
Bloomfield, CT
Consolidated billing operations and improved eligibility services for CIGNA’s healthcare customers through a workforce of 1,200 employees nationally.
- 1991 **Assistant Vice President, Integration Team**
Due to the acquisition of Equicor by CIGNA Healthcare, led the integration team responsible for the product consolidation between the two companies. Developed a strategy for benefit plans subject to the demutualization of Equitable/Equicor.
- 1988-1990 **Sr. Vice President, Regional Operations**
CIGNA Dental Health Subsidiary
Miami, FL
Managed regional operations for CIGNA Dental Health, including Sales, Professional Relations and Customer Service. Achieved profitability in keeping with corporate objectives for this new subsidiary, as well as achieved target of 1 million members.
- 1985-1988 **Director of Dental Marketing**
CIGNA Corporation
Bloomfield, CT
Responsible for developing products and marketing activity for CIGNA’s \$1 billion dental book of business. Led the team that expanded CIGNA’s dental HMO capability from 3 states to 27 states, including product and network expansion.
- 1980-1985 **Regional Claim Manager/Director**
Various claim management assignments in White Plains, NY, San Francisco, CA and Syosset, NY.
- Education: **Miami University of Ohio**
Oxford, Ohio
Masters of Business Administration
- Westminster College**
New Wilmington, PA
Bachelor of Arts, Business Administration
- Personal: Completed AACSB Bridge Program, June, 2017
Participated on various boards and served non-profit organizations:
- **Eastern University**, Board of Trustees, May, 2017+;
 - **National Association of Dental Plans, Dallas, TX**, Board member, 2002-2006 and Board Chair, 2004-2006; and Chair of the NADP Healthcare Task Force, 2008-2012—subsequently received the Gabryl Award for lifetime service and the Don Mayes Leadership Award, the only individual to have received both awards. Recently granted a lifetime personal membership to NADP.
 - **Mission Year**, 2000-2014, serving as Board Chair from 2001-2012;
 - **Westminster College (PA)**, Board of Trustees, 1992-1996.