



Dan Ludwig, Director of Benefits & Safety

Brakebush Brothers, Inc.

Vice Chair - The Alliance Board of Directors

Dan Ludwig joined Brakebush Brothers as safety manager in 2004, now holding the position of director of benefits & safety. Dan developed Brakebush Brothers' *Centers of Excellence* program, which includes steerage and international prescription benefits. He received a Healthcare Transformation Award from The Alliance in 2018 and was awarded the Employer/Purchaser Excellence Award for innovation in healthcare strategy in 2019 from the National Alliance of Healthcare Purchaser Coalitions.



Traci Rothenburger, Clinic Manager

Nordic PrivateCare, LLC

Traci Rothenburger has been pioneering healthcare transformation for three decades, creating high-value healthcare programs and clinics throughout her career. At Nordic PrivateCare, she's made healthcare more affordable and accessible by offering medical, prescription, chiropractic, massage therapy, physical therapy, and mental health services in an on-site clinic setting. Traci received a Healthcare Transformation Award from The Alliance in 2020 for her significant contributions to transforming healthcare in her community.



Mike Tomsyck, Vice President of Finance and Fleet Operations

Kolbe Windows and Doors

Member at Large - The Alliance Board of Directors

Mike Tomsyck joined Kolbe Windows and Doors in 1992, overseeing all financial functions and taking on fleet operations in 2022. Mike was actively engaged with the Northcentral Employers Health Care Alliance (NEHA) for 25 years, serving as its president for nearly a decade. Mike received a Lifetime Achievement Award from The Alliance in 2022 for his dedication to driving healthcare innovation in the North Central Wisconsin area.



William G. Pickart, CEO

Smart Infusion Therapy Services, LLC
Smart Scan Medical Imaging, LLC

William G. Pickart is chief executive officer at Smart Infusion Therapy Services and Smart Scan Medical Imaging. He is an executive leader with experience in operations and financial management across a wide variety of industries. While focusing on process improvement, systems integration, telemedicine, and predictive analytics, Bill in collaboration with his talented colleagues, is dedicated to establishing a lasting and appealing partnership with self-funded employer clients and their members.



Carrie Reif, Vice President, Human Resources

Crystal Finishing Systems, Inc.

Carrie Reif is the vice president of human resources at Crystal Finishing Systems, a manufacturer of aluminum extrusions and coatings based in Schofield, WI. CFS is an employer-member of The Alliance. In her role, she is responsible for HR functions, including talent management, leadership development, compensation and benefits, change management, employee relations, and diversity and inclusion. Previously, Carrie served as VP of human resources at Foot Locker. Inc.



Jason Sansone, M.D., President, Orthopedic Surgeon

Orthopedic and Spine Centers of Wisconsin, SC

Dr. Jason Sansone is a practicing orthopedic surgeon specializing in shoulder replacement, orthopedic traumatology, and spine surgery. He trained at the University of Wisconsin and completed his fellowship in San Diego, CA. In addition, he serves as the president of Orthopedic & Spine Centers of Wisconsin, SC, a new, independent practice providing comprehensive, value-based musculoskeletal services to patients throughout the region.



Kaley Wilkinson, Vice President, Enterprise Strategy and Corporate Development

WPS Health Solutions

Kaley Wilkinson joined WPS Health Solutions as vice president of Enterprise Strategy and Corporate Development in 2023. She brings expertise in forward-thinking healthcare strategy, transformation, sales and growth, and strategic partnerships. Her extensive background includes leading organizations like Optum and Mercer to accomplish aggressive growth targets and unlock business value to transform the healthcare system.

Building a Healthier Workforce Starts with Leadership



Rochelle Myers, Chief Growth Officer

WPS Health Solutions

Rochelle Myers, chief growth officer at WPS Health Solutions brings over 20 years of diversified experience in driving growth across health sectors. With a background in leadership roles at Accenture, Medica Health Plan, and Blue Cross and Blue Shield of Minnesota, Rochelle's aim is to drive growth through strategy, business development, and innovation. She is committed to simplifying healthcare and making healthcare accessible to everyone - regardless of zip code.



Gayle Paul, Vice President, Human Resources

Promega Corporation

Gayle Paul, vice president of human resources at Promega, oversees human resources and culinary operations. She also contributes as a president of the board for Woods Hollow Children's Center. With a rich background in HR, her career spans roles at QTI and US Bank, Madison. Gayle's expertise includes leadership development and organizational systems, driving excellence across teams.

Leverage Your Data for Smarter Decision Making



Cora Opsahl, Health Fund Director

32BJ Health Fund

Cora Opsahl is the health fund director of the 32BJ Health Fund, a self-funded plan that provides health coverage to 200,000 union members and their families. During her time at 32BJ Health Fund, Cora has implemented multiple benefit changes saving more than \$35 million in 2022. Changes included: removing New York-Presbyterian hospital system and physicians from the network; transitioning to a new pharmacy vendor and pharmacy group purchasing coalition; and establishing an expanded Centers of Excellence program administered by Mount Sinai Solutions. Cora is leading a comprehensive medical Request for Proposal (RFP) initiative.



Garrett Jerue, Corporate Benefits Consultant

The Insurance Center

Garrett Jerue is a corporate benefits consultant spending the last 18 years dedicated to helping his clients improve and rethink how they buy and provide real healthCARE, not just health insurance. He manages a self-funded, cooperative health plan strategy called Ticket Health across Wisconsin. Garrett is a cancer survivor that is fueled by his own health experience every day for the members he serves.



Nicole Oishi, Vice President of Execution and Service Delivery

WPS Health Solutions

Nicole Oishi, WPS Health Insurance's vice president of execution and service delivery, started her career as a nurse. She has over 30 years of healthcare expertise and 15 years serving in executive leadership roles. Nicole's diverse background includes leadership roles at major healthcare companies, including Asserta Health, Matrix Medical Network, Collective Medical, and Cambria Health Solutions, where she was the general manager of their self-funded line of business and vice president of clinical solutions across all lines of business.

Charting a Path Forward for Sustainable Self-Funded Health Plans



Wendy Culver, Chief Human Resources Officer

Mead & Hunt

Wendy Culver leads the human resources team at Mead & Hunt, overseeing multiple programs and fostering an exceptional company culture. Wendy supports employee growth through a robust professional learning and development program. Her dedicated recruitment efforts have led to a more diverse workforce, inclusive atmosphere, and greater job satisfaction year-after-year.

The Alliance Staff



Cheryl DeMars, President and CEO

The Alliance

Cheryl DeMars joined The Alliance in 1992 and became CEO in 2006. Cheryl works with the board of directors and senior leadership to establish the strategic direction of the cooperative. She participates in a number of national and regional initiatives that align with The Alliance's mission of controlling costs, improving quality, and engaging individuals in their health. She serves as board chair of the Wisconsin Health Information Organization (WHIO) and is a board member for Wisconsin Collaborative for Healthcare Quality.



Melina Kambitsi, Ph.D., Sr Vice President, Business Development & Strategic Marketing

The Alliance

Dr. Melina Kambitsi joined The Alliance in 2017 and leads the teams responsible for membership growth and retention. Dr. Kambitsi comes to The Alliance from Network Health in Milwaukee and Menasha, Wisconsin where she was chief sales and strategy officer. In this role, she was responsible for sales and underwriting, strategic planning, product development and risk-based contract analytics. Dr. Kambitsi currently serves on National CooperativeRx's Board of Directors.



Ryan Peterson, Director of Analytics

The Alliance

Ryan Peterson joined The Alliance in 2013 as senior analyst/programmer of value measurement transformation and was promoted to director of analytics in 2022. Ryan leads the teams responsible for the development and maintenance of operational software, dashboards, automation, and analytic packages, which guides our employer-members' benefit strategies and helps them receive more value from their healthcare. Before joining The Alliance, Ryan led technical services at Epic in Madison and was the senior staff engineer for Johns Hopkins University Applied Physics Laboratory.



Bobbie Jo Aue, Director of Product Development

The Alliance

Bobbie Jo Aue joined The Alliance in 2021 and serves as director of product development, where she uses her wealth of experience in network design, implementation, and analysis to better serve employer-members and their brokers. Bobbie Jo comes from UMR, where she held the role of director of customer solutions - networks for over 11 years. Other previous positions include network administrator/contract manager roles at UMR, Security Health Plan, and Fiserv Health.