

Toya Werkheiser is the Director of Marketing Operations at Cigna-HealthSpring® (Medicare Advantage) in Nashville, TN. With 17 years in the healthcare industry, Toya's expertise is broad, spanning revenue cycle, regulatory, and operations positions with plan sponsors, healthcare providers, and in specialty pharmacy. Her passion for collaboration is a consistent driver of simple, affordable and compliant customer solutions organization-wide.

Having joined Cigna-HealthSpring in a marketing compliance role, Toya's track record for delivering results has earned her additional responsibilities in such key areas as budget management oversight and process improvement architecture/implementation. Her primary regulatory responsibilities include:

- Consulting with Regulatory and Legal partners on diverging interpretations of:
 - Medicare Marketing Guidelines for Medicare Advantage and Prescription Drug Plans
 - State-specific Medicaid marketing guidance.
- Serving as marketing advisory and liaison to Regulatory and Legal teams.
- Advancing regulatory understanding across the Marketing organization.
- Leading remediation of marketing compliance matters.

Successes include:

- Implementing formal Marketing onboarding, building a repository of training and education resources, developing and deploying workflows, and systems that collectively, improved significantly the regulatory review cycle and compliance of final marketing deliverables.
- Conceptualizing and leading production of a business application that streamlined the Legal and Regulatory approval workflow.
- For another Fortune 100 pharmacy benefit manager (former employer):
 - Leading a top-performing commercial reimbursement team
 - Leading integration of reimbursement operations resulting from two acquisitions.

Toya received her B.S. *cum laude* in Biology from Central State University, where she also marched as the only female on the trumpet line. She received her Master's in Human Resources with a concentration in Conflict Management from Lipscomb University. Committed to lifelong learning, she also holds certifications in Healthcare Compliance, Change Management, and as a ScrumMaster®.