

**Jennifer Kehm – Director of Strategic Planning
Aetna Medicare**

Jenny currently spearheads a communication improvement team designed to drive effectiveness, transparency, and optimize Medicare member experiences. Working in close connection with Medicare business partners, she helps assess impact and guide owners on communication strategy and development. She previously led marketing compliance efforts where she helped achieve the highest approval rating in company history.

Prior to Aetna, Jenny worked for the Centers for Medicare & Medicaid Services (CMS) both for CMS Baltimore and the CMS Denver Regional office. In her 12-year tenure with CMS, she held a variety of positions including Colorado State lead, Account Manager, Audit lead and Marketing policy expert. In these roles she collaborated with beneficiaries, advocates, congressional representatives, and Medicare plans, ultimately affording her a unique and rounded perspective on the varying experiences of Medicare stakeholders.

Surrounded by sexagenarians and soon to be centenarians her whole life, Jenny maintains a deep rooted passion to serve Medicare beneficiaries and advance program efforts. She is a graduate of the University of Maryland and holds a Masters degree in integrated marketing communications from the University of Denver.