

Bio: Insurance Advertising Compliance Conference 2019

Toya Werkheiser

Toya Werkheiser serves as Marketing Operations Director at Cigna-HealthSpring® (Medicare Advantage) with nearly 20 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 budgetary management, operational efficiency, and strategic consulting.

Primary regulatory responsibilities include remediating marketing compliance matters and incorporating the marketing perspective into regulatory, legal, and privacy discussions.

Successes include:

- Implementing formal Marketing onboarding, building a repository of training and education resources, developing and deploying workflows, and systems that collectively, significantly improved the regulatory review process and compliance of final marketing deliverables.
- Conceptualizing and implementing a business application to streamline the legal and regulatory approval workflow.
- Leading a top-performing commercial reimbursement ops team.
- Leading two reimbursement operations integrations.

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 Agile (ScrumMaster®).