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Management Team

Steven J. Bory, MHA

Chief Executive Officer

Mr. Bory holds over 20 years experience in all aspects of managed care, finance, and operations. He spearheaded the formation and capitalization of Royal Health Care. Prior to Royal, Mr. Bory was the founding CEO of Neighborhood Health Providers, a network model Medicaid managed care plan. Mr. Bory built the infrastructure for the Plan and oversaw all aspects of licensure and implementation. Additionally Mr. Bory has also initiated and conducted several acquisitions of both HMOs and MSOs.

Mr. Bory held the position of Director, Managed Care, at The Brookdale University Hospital and Medical Center, a major teaching hospital in Brooklyn. He designed a comprehensive strategic managed care plan for the hospital, negotiated and executed managed care contracts, and developed hospital-based managed care programs. Earlier, at Empire Blue Cross Blue Shield, Mr. Bory assisted in the development, implementation, and operation of managed care programs inclusive of HMO, PPO, POS, Medicaid and Medicare development.

Along with Royal Health Care and Neighborhood Health Providers, Welborn Health Plans of Indiana was acquired in 2006 as Commercial and Medicare Cost plans, and now today Medicare Advantage plan. Mr. Bory oversaw further expansions which include the acquisition of a data center in Albuquerque, NM. Most recently he spearheaded the expansion of Neighborhood Health Providers in Suffolk County, and the acquisition of New York Presbyterian Community Health Plan.

Edward Cotes, MHA

Chief Operating Officer

Mr. Cotes has over twenty years experience in the healthcare industry, including the commercial and government program sector. His current responsibilities include corporate compliance, regulatory reporting and client services. He oversees the reporting of Quality Assurance Reporting Requirements (QARR) for all Neighborhood Health Providers managed care products and he is also responsible for the submission of encounter data for Royal clients to the applicable regulatory agency.

Prior to Royal, Mr. Cotes worked for 10 years at Empire Blue Cross Blue Shield where he had diverse responsibilities. These activities included new group implementation, product upgrading, and strategic planning. Mr. Cotes was also an internal consultant working on strategic initiatives such as systems development and integration, and process improvements.



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Cathy Weigle, MPA

Vice President, Business Development and Client Services

Ms. Weigle is responsible for new business development, new client implementation and strategic planning, and client services and satisfaction. Ms. Weigle has been with Royal since inception and has played a key role in product and system development for Medicaid and Medicare programs.

Prior to joining Royal, Ms. Weigle was a founding director and COO of Neighborhood Health Providers, a New York City provider sponsored health plan. She developed the original licensure documents and directed regulatory and operational implementation activities for the HMO. Ms. Weigle's resume includes hospital administration experience. She also worked at Empire Blue Cross Blue Shield in their Government Programs Division.

Ronald R. Arfin, CPA

Chief Financial Officer

Mr. Arfin has a broad range of experience in healthcare financial management. For the past 10 years, he has served as chief financial officer of Royal Health Care who performs management and administrative services for health plans and Neighborhood Health Providers, a New York provider sponsored Medicaid HMO with more than 200,000 members. Since 2006, Mr. Arfin has also been the chief financial officer of Welborn Health Plans of Indiana, a 37,000 member commercial HMO that also offers Medicare Advantage and Medicare Part D plans. In addition, Mr. Arfin is a member of the audit committee of Prestige Health Choice, a Florida based provider sponsored Medicaid health plan with approximately 40,000 enrollees.

Prior to Royal, he was Chief Financial Officer for the Northeast Region of AmeriChoice Health Services, Inc., which owns and operates Medicaid HMOs in New York and New Jersey and managed the Boston Medical Center HealthNet Plan during its pre-operating phase and its first two years of operation. Mr. Arfin's healthcare experience also includes financial management positions with a mental health provider, a mail service pharmaceutical company and a large clinical laboratory.

In addition to his healthcare experience, Mr. Arfin spent six years with a consulting firm assisting privately-owned companies in obtaining capital, completing initial public offerings, and structuring mergers and acquisitions. Mr. Arfin, a CPA, began his career in public accounting for four years with a large national CPA firm.



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Regina Morris-Perez, MBA, MPH

Senior Vice President, Marketing, Provider Network Management & Government Programs

Ms. Morris-Perez has over 20 years experience in all aspects of health care delivery systems and operations, including over 13 years in all aspects of managed care. Prior to her arrival at Royal, she worked for Ameri-Choice Corp. for 3 years. In her various capacities, she was responsible for licensure, corporate development, expansion of provider networks, and operations. Prior to that, she held the position of COO of the NYC Health & Hospital Corp. In that capacity, she was responsible for staffing, finance, and overall operations of the largest public hospital system in the country. During her tenure, HHC issued their first capital bonds for rebuilding several hospitals in preparation for the implementation of managed care.

Most recently, Ms. Morris-Perez held the position of COO at Healthcare Management Alternatives of Philadelphia (HMA), a Medicaid HMO. In that capacity, she helped develop provider networks, including ancillary networks. She also oversaw the successful RFP bid to provide health services to the Medicaid population under Pennsylvania's mandatory managed care program.

Joanne Rodd, BBA

Senior Vice President, Operations & Corporate Recoveries

Ms. Rodd is responsible for claim processing, member eligibility, and provider services. She has 20 years of management experience in all aspects of health insurance operations, including Managed Care, government programs, and commercial lines of business.

Ms. Rodd established various claim and service operations, re-engineered business processes, and developed corporate-wide customer satisfaction programs. During her tenure, Ms. Rodd spent 12 years managing the claim and service operations for the Medicare division.

Robert A. Lowry, MBA

Chief Information Officer

Mr. Lowry brings over 20 years of Management Information Service experience from manufacturing companies and, most recently, managed care to this position. He is responsible for all Management Information Services which include business systems analysis, data warehousing, hardware and software evaluations, internet services, network administration-design and development, programming staff, project management, telecommunications, user training, and vendor data. He has management experience with data conversions and integration, quality improvement programs, relational database design, system administration and strategic planning.

Prior to joining Royal, Mr. Lowry worked in Information Services for another NYC managed care plan where responsibilities included supplying information services necessary to meet company business objectives for Medicaid, Medicare and commercial lines of business. He was also a member of the Project Implementation Team contributing to their successful managed healthcare system installation.



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Ken Lampert, M.D.

Chief Medical Officer

Dr. Lampert has been a practicing primary care internist and health care manager for over 25 years. Prior to joining Royal Health Care, he served as the Chief of Ambulatory Care and Associate Medical Director at Lincoln Medical and Mental Health Center. He worked for many years in leadership positions in the Medicaid managed care arena in New York, as Chief Medical Officer for The Bronx Health Plan and Chief Executive Officer for Community Premier Plus. At Community Premier Plus he led the growth of the plan from a startup to over 75,000 members and helped achieve top ratings in quality and customer satisfaction.

He was Chief of Medicine at the Kaiser Foundation Health Plan in White Plains, New York, and worked in primary care positions in Bellevue Hospital Center and St. Luke's-Roosevelt Hospital. He has held teaching appointments at New York University School of Medicine, Albert Einstein College of Medicine, Columbia University College of Physicians and Surgeons and Weill Medical College of Cornell University.

Deborah Campbell, RN BS

Vice President, Care Management

Ms. Campbell brings over 25 years of clinical and managed care experience to this position. She has responsibility for all utilization management call center activities in North Carolina for Royal Health Care clients. Before coming to Royal, Ms. Campbell was a consultant for Premier, Inc. a group hospital organization. She provided managed care consulting services with an emphasis on utilization and case management program development.

Prior to working at Premier, Ms. Campbell was the Manager of Provider and Health Services for the start-up HMO of CIGNA Healthcare in North Carolina. She was responsible for network development and contracting, credentialing and establishing all health services functions. She developed the Health Services program and supported the health plan growth from an initial startup of 1200 covered lives to 110,000 covered lives when she departed.



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Traci Kosak

General Counsel

Traci Kosak brings over fifteen years of experience in the managed health care industry working with payors, providers and management services organizations. As the General Counsel for Royal Health Care and its affiliate Neighborhood Health Providers Inc. ("NHP"), a New York Prepaid Health Services Plan, she oversees all legal activities at Royal and NHP and provides support to all departments. Additionally her responsibilities include drafting corporate documents, responding to regulatory inquiries and advising on legal, regulatory and contractual issues.

Prior to working for NHP and Royal, Ms. Kosak had been in-house counsel at a physician management company, a management services organization and a large hospital health system. She also spent four years working as a consultant for a private consulting company and for Ernst & Young advising and assisting health plan, hospital and physician group clients.

Audrey Brahamsha, MBA

Vice President & Compliance Officer

Ms. Audrey Brahamsha is certified in health care compliance (CHC). She is responsible for the day-to-day Compliance and Ethics Program and the Fraud and Abuse Prevention Plan for Royal Health Care and its affiliate Neighborhood Health Providers Inc.. She educates, communicates and promotes compliance and adherence to the standards of conduct, laws, regulations and applicable policies and procedures. Ms. Brahamsha heads up the Special Investigations Unit and she monitors and reports results of compliance and ethics efforts to the CEO, Senior Staff and the Governing Authority.

Prior to joining Royal, Ms. Brahamsha was the Executive Director at ABC Health Plan for nine years. ABC offered government-sponsored programs to the underinsured in New York City. Prior to ABC, her experience was in commercial life and health insurance working on the financial and operational requirements of employee benefits packages of national accounts, such as Coca Cola, Disney, Pfizer, and AT&T.