



## Management Team

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### **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.

### **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.

### **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.



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**Ronald R. Arfin, CPA**  
Chief Financial Officer

Mr. Arfin has a broad range of experience in healthcare financial management. Prior to Royal, he was Chief Financial Officer for the Northeast Region of AmeriChoice Health Services, Inc., which owns and operates HMOs in New York and New Jersey covering Medicaid recipients and manages a healthcare plan in Boston for the uninsured. Mr. Arfin's healthcare experience also includes various financial management positions with an inpatient and outpatient mental health provider, a mail service pharmaceutical company, an IPA development and management company, and a large clinical laboratory.

In addition to his healthcare experience, for six years Mr. Arfin worked at a consulting firm that assists privately-owned companies in seeking capital, completing initial public offerings, and mergers and acquisitions. Mr. Arfin, a CPA, began his career in public accounting with a large national CPA firm.

**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 AmeriChoice 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.



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**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.

**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.

**Deborah White, MD, MBA**  
Chief Medical Officer

Dr. White heads the Clinical Services Department with over 20 years of clinical and administrative experience that includes quality improvement, utilization management and compliance.

Dr. White is a Board Certified Obstetrician/Gynecologist and has a Masters in Business Administration in Finance from Columbia University. Dr. White comes to Royal having worked at Harlem Hospital, Empire Blue Cross and Blue Shield and HIP Health Plan of New York. Most recently Dr. White served as the Chief Medical Officer at Heritage Health & Housing, Inc. At Heritage, Dr. White managed the clinical and administrative functions of a freestanding, Article 28, federally-qualified diagnostic and treatment center in the heart of West Harlem with over 19,000 patient visits during calendar year 2007. In addition, Dr. White was responsible for the health of 611 consumers who were residents in the housing component of Heritage. Her duties also included administering a school-based health center serving approximately 1,000 children from pre-K to sixth grade.

Dr. White is also a Physician Surveyor for the National Committee for Quality Assurance (NCQA).



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**Traci Kosak**

General Counsel & Compliance Officer

Ms. Traci Kosak oversees all legal and compliance activities at Royal, providing support to all departments and assisting them in addressing legal and compliance issues. She developed and implemented Royal's Health Insurance Portability and Accountability Act (HIPAA) compliance and training program, oversaw the training of all employees, and continues to monitor and oversee HIPAA and corporate compliance activities. Ms. Kosak is responsible for drafting and negotiating contracts and ensuring compliance with contract terms.

Ms. Kosak brings over 11 years of experience in the managed health care industry working with payors, providers, management service organizations, (MSO) and third party administrators. Prior to working for Royal, Ms. Kosak has been in-house counsel at a physician management company, an MSO and a large hospital health system. She also spent four years working as a consultant for a private consulting company and for Ernst & Young. Throughout her career, Ms. Kosak has assisted with new company formation, participated in day-to-day management and operating activities, responded to RFPs, developed business plans, drafted corporate documents, negotiated contracts, advised boards of directors, responded to regulatory inquiries, and advised on legal, regulatory, and contractual issues.

**Audrey Brahamsha, MBA**

Vice President, Medicare Compliance & Operations

With extensive experience in both commercial insurance and healthcare, Ms. Brahamsha currently leads the Medicare Compliance and Operations Department. In this capacity, she directs and ensures the operational excellence of Royal's Medicare programs.

Prior to joining Royal, Ms. Brahamsha served as 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 the commercial insurance business working on the financial and operational requirements of national accounts, such as Coca Cola, Disney, Pfizer, AT&T, and their employee benefits packages.