



## **Executive Biographies**

### **Jeff Forbes**

#### **President, SironaHealth**

Prior to starting SironaHealth, Mr. Forbes was responsible for Medco's IntelliCare business, a leading medical contact center company. Over his seven years with IntelliCare, Mr. Forbes served as CIO, COO, and General Manager. In his various roles at IntelliCare, Mr. Forbes led the development and deployment of quality programs, new products, sales initiatives, operations improvement, and new technology. Jeff has also served as Vice President of Information Services at Barber Foods, where he turned IT into a strategic component by his early adoption of Internet technologies, deploying a nation-wide Internet Promotion Management System for food service and retail brokers. Mr. Forbes also held various management positions at Unum Life Insurance, where he deployed customer management and knowledge-based underwriting systems; and National Semiconductor / Fairchild, where he implemented a global ERP system for manufacturing. Jeff holds a bachelor's degree in computer science from the University of Maine in Orono and a bachelor's of arts degree from the University of Maryland, College Park and is certified in Total Quality Management (TQM).

### **Rick Walker**

#### **Vice President, Operations**

Mr. Walker is responsible for the operations of SironaHealth's clinical and non-clinical outsourced services, infrastructure support programs, and workforce management. Prior to SironaHealth, Mr. Walker served as Vice President of Operations for IntelliCare. In addition to operational management at IntelliCare, Rick was responsible for the management of: acquisition assimilation, client services, financial forecasting, finance, and human resources. Mr. Walker also served as Senior Vice President at Medaphis Physician Services Corporation (PerSe), where he managed the Northeast Division Operations that included 21 sites, 500 employees and more than \$25 million in annual revenue. His 20 years of physician practice management experience includes the operational responsibilities of large multi-location process centers, call center integration, client management, and strategic consulting responsibilities. He has extensive experience in mergers, acquisitions, due diligence, and operations assimilation. Prior to Medaphis, Mr. Walker was a senior manager with Ernst and Young. Mr. Walker received a bachelor's degree in management from Babson College.

### **Becca Nealis**

#### **Vice President, Customer Relations**

Ms. Nealis is responsible for Account Management and Project Management services for SironaHealth. Prior to joining SironaHealth, Ms. Nealis served as a Project Manager and Vice President of Customer Relations with IntelliCare. Her responsibilities included the management of large-scale call center services implementations for health plans, research organizations, and disease management organizations. Ms. Nealis has also worked as an Operation Manager for a small telephone company and as a Human Resources Manager for

the Portland Press Herald in Portland, Maine. Ms. Nealis holds an MBA from the University of New Hampshire and a BS in Management from Boston College.

**Elizabeth Forbes**

**Vice President, Finance**

Ms. Forbes (no relation to Jeff Forbes) is responsible for directing all financial and accounting functions at SironaHealth. Prior to SironaHealth, Elizabeth was a key contributor to IntelliCare, serving as Staff Accountant, Senior Accountant, Manager of Finance and Accounting, and most recently, as Director of Finance. Ms. Forbes also has experience as a Fund Accountant with Philo Smith & Co. in Stamford, CT. Ms. Forbes received her bachelor's of science in accounting from the University of Southern Maine.

**Travis Hersom**

**Vice President, Infrastructure & Support Services**

Mr. Hersom is responsible for Server, Desktop, Network and Telephony Infrastructure. Prior to SironaHealth, Travis spent eight years managing all server and telephony infrastructure for nurse line services at IntelliCare. He spent the previous 5 years in the technology industry with UnumProvident where his responsibilities included Asset Management, Infrastructure Development, Cisco Network Administration, Data/Network Security, Technology Infrastructure Deployments, Deployment Management, Training, Server Engineering, and Standardization/Development of platform fundamentals. Mr. Hersom attended Colby Sawyer College.

**Gary S. Setnik MD, FACEP**

**Medical Director**

Dr. Setnik is responsible for all aspects of clinical quality and risk management for SironaHealth. He has served as medical director for Health Front Educational Services, a Boston-based medical call center company, since its inception in 1991. Dr. Setnik has practiced and taught emergency medicine for 26 years. He is chair of the emergency department at Mount Auburn Hospital in Cambridge, Massachusetts, and since 1977 he has been an Assistant Professor in the Division of Emergency Medicine at Harvard Medical School, where he has chaired several committees on emergency medicine. He has also served on the board of directors for the Regional EMS Advisory Council. Dr. Setnik holds a bachelor's degree from Miami University in Oxford, Ohio, and an M.D. from Ohio State University College of Medicine in Columbus.

**Debra Weiner, MD**

**Pediatric Medical Director**

Dr. Weiner is the pediatric advisor for SironaHealth. Dr. Weiner is responsible for providing guidance regarding phone triage care of pediatric patients. Dr. Weiner is a board certified pediatrician and pediatric emergency medicine physician at Children's Hospital Boston (CHB), where she has practiced for 15 years since completing Pediatric Emergency Medicine Fellowship training at CHB. Dr. Weiner is also an Assistant Professor at Harvard Medical School (HMS), and is Director of the HMS Pediatric Emergency Medicine clerkship. Dr. Weiner has served as the Pediatric Emergency Medicine consultant for CHBs telephone triage

service. She serves on multiple CHB committees that have developed clinical practice guidelines for patient care at CHB. Dr. Weiner has authored numerous articles and chapters related to Pediatric Emergency Care. Dr. Weiner earned her MD at University of Southern California, her PhD in Human Genetics at Medical College of Virginia and received residency training in Pediatrics at University of Colorado Health Sciences.

**Lorie Whittemore, RNBC, BSN, CCM  
Vice President, Quality and Training**

Ms. Whittemore is responsible for the oversight of all Quality and Training activities for SironaHealth, including compliance with URAC accreditation standards, quality monitoring, risk management, process improvement, and training throughout the organization. She brings over 20 years of healthcare experience to this position, including both clinical and management experience. Prior to her work at SironaHealth, Ms. Whittemore worked at IntelliCare as a Telehealth Nurse Consultant and Nursing Team Manager. As a Manager she assisted with the development, implementation, and oversight of new programs along with striving for quality and excellence within her nursing team. Most recently, Lorie served as IntelliCare's Quality Coordinator.

Ms. Whittemore holds a BS degree in Nursing from the University of Southern Maine and active certifications in Medical/Surgical Nursing and Case Management. She also holds a leadership position within a local service organization in her community.

**Donna Keeley, RN  
Director, Clinical Operations**

Ms. Keeley is a 14-year veteran in the Health Care Industry. She brings over 12 years of ambulatory care experience to her current role with 9 of those years specific to telehealth. Ms. Keeley is responsible for the management of 24-hour clinical services -- leading her nursing teams toward operating efficiency while ensuring quality patient/caller care. In addition to her role as a team leader, Ms. Keeley participates in corporate wide process improvement teams and task forces to promote the development of an empowered nursing team. Ms. Keeley is an active member of the AAACN, and sits on the Telehealth Leadership Committee there. Prior to joining SironaHealth, Ms. Keeley served as Director of Clinical Operations for IntelliCare. She also held management and clinical positions in Emergency medicine, Pediatrics, and Ambulatory Clinics.