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Dec. 3, 2024

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MHPA Announces New Conference Planning Committee Vice Chair

WASHINGTON, DC – Medicaid Health Plans of America (MHPA) announces the appointment of **Rebecca “Becca” Z. Geist, MS, MBA**, National Director, Medicaid Strategy, Business Development & Product at Kaiser Permanente (KP) as the new Vice Chair of the MHPA Conference Planning Committee.

“As Medicaid managed care becomes more complex with the changing policy landscape, the demand grows for more rich and robust educational conference experiences that offer distinct insight, updated best practices, and innovative programs,” said Conference Planning Committee Chair David Jacobson, Vice President, Medicaid Strategy & Business Development, Arkansas Blue Cross Blue Shield. “Rebecca’s experience and expertise in the Medicaid program will help us implement strategic plans to provide enhanced educational programming and an unparalleled overall attendee experience, and we’re thrilled that she is joining us in this leadership capacity.”

“I am excited to partner with an organization that does a phenomenal job at putting Medicaid plans across America front and center,” said Geist. “I welcome this opportunity, and I am looking forward to partnering to ensure that critical policy and content is being cascaded across the country to help health plans continue to serve Medicaid members to the highest degree.”

As the National Director, Medicaid Strategy, Business Development & Product for Kaiser Permanente (KP), Geist leads KP’s Medicaid business development, strategy, and request for proposals department, overseeing procurements. She is responsible for alignment to government program products, a designee for KP Ventures and guiding strategic enterprise investments, leveraging national health plan resources, and developing solutions for the enterprise. Prior to joining KP in 2020, Becca worked at Optum and UnitedHealthcare in business development and strategy and was the West Region Director for Payment Innovation.

MHPA’s Annual Conference and Legislative Advocacy Conference, which takes place March 4-6 in Washington, D.C., are the association’s two major meetings. The Planning Committee oversees and provides guidance to MHPA staff on efforts relating to the Annual Conference including structure, invitations, location, and logistics. The Committee also helps establish the

annual budget related to conference activities and ensures a successful conference for participants, exhibitors, sponsors, speakers, presenters and other invited guests.

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About MHPA

Founded in 1995, Medicaid Health Plans of America (MHPA) is the only national association that solely represents the interests of the Medicaid managed care industry. Through its advocacy and research work, MHPA supports innovative policy solutions that enhance the delivery of comprehensive, cost-effective, and quality health care for Medicaid enrollees. MHPA works on behalf of its 150+ member health plans which serve more than 48 million Medicaid enrollees in 40 states, Washington, D.C., and Puerto Rico. MHPA's members include for-profit and non-profit national, regional, and single-state health plans that compete in the Medicaid market. Visit mhpa.org for more information.