



Policies, Programs, Products, Procurements, Protests and Partnerships - Navigating CMS

AGENDA & BIOS

Tuesday,
April 1
10:00AM -
4:30PM

10:00AM: Registration 10:30AM: Welcome  Shelley McGuire, Shelley's Events

10:45AM PANEL #1

Program Trends & Focus Areas related to Policies and/or Information Technology

SPONSOR



MODERATOR
Bil Westerfield

Magpie Health Analytics
President & Chief Data
Scientist



Julie Boughn
JBoughn Advisory
Services
Principal Consultant
(former CMS)



Shelley Gold
GBCSI
Founder & CEO



Christal Russ
ERP International
Senior Enterprise Architect &
EA Competency Lead
(former DoD)



Amit Thakkar
Element
Solutions
Founder & CEO

11:35AM PANEL #2

Policies Trending at CMS

SPONSOR



MODERATOR
Vishal Tulsian

RELI Group
President/Chief Operating
Officer



Amy Giardina
Optum Serve
VP, Business
Development
(former CMS)



Karen Shields
K Shields Health Tech
Consulting
Owner
(former CMS)



Phil Surine
Medkasa
President
(former CMS)



Krista Yager
Peraton
Vice President
Healthcare

1:50PM PANEL #3

12:25PM: Lunch & Networking in Exhibit Hall

Procurement and Protest Trends

SPONSOR



MODERATOR
Shannon Dillon

Leidos
Senior Business
Development Manager
(former HHS & FDA)



Michael Finkel
Sparksoft
Chief Executive
Officer



Brian Hebbel
BARC BusinessAdvisors
President
(former CMS)



Jeanmarie Loria
Advize Health
Chief Executive
Officer



Raj Oberoi
Cogent People
President & CEO



Policies, Programs, Products, Procurements, Protests and Partnerships - Navigating CMS

Tuesday,
April 1
10:00AM -
4:30PM

AGENDA & BIOS

2:40PM
PANEL #4

Partnerships at CMS (Smalls and Large Working Together)

SPONSOR
 Cogent People



MODERATOR
Joshua Rosenthal
Cogent People
Director of Growth
and Innovation



Joe Freburger
CGI Federal
Director,
Business
Development



Ken Hofgesang
RELI Group
Vice President of
Health



Katrina Sizemore
Index Analytics
Senior Program
Manager
(former CMS)



Nick Vass
J29, Inc.
President



Natasha Williams
IntegrityM
Chief Operating
Officer

3:30PM
PANEL #5

Products (IT Related: AI, Intelligent Automation, Digital Transformation)

SPONSOR
 **infocap.ai**
Human-Centric Automation



MODERATOR
Nathaniel Palmer
Infocap AI Corp
CEO



Ram Kovilvenni
C-HIT
Chief Innovation
Officer



Rasesh Patel
ePATHUSA
Managing Director,
Digital Transformation



Omari Teel
Publicis Sapient
Vice President



Bil Westerfield
Magpie Health
Analytics
President & Chief
Data Scientist

4:45PM
OFFSITE

4:20PM: Closing Remarks
Offsite Networking Happy Hour

HAPPY
HOUR



Located just 1.3 miles down the road, scan the QR
code on the back of your badge for directions.

CMS.gov

Speaker Biographies

PANEL #1 - Program Trends & Focus Areas related to Policies and/or IT

MODERATOR



Bil Westerfield - President & Chief Data Scientist, Magpie Health Analytics

Bil Westerfield is the founder of Magpie Health Analytics, a company established in 2014 with the aim of providing healthcare organizations with products and services that generate actionable insights for data-driven decision-making.

Recognized as a leading innovator and expert in healthcare analytics and technologies, Bil's expertise spans risk adjustment, quality of care, healthcare data, and the application of advanced analytics, including traditional statistics, predictive modeling, machine learning, artificial intelligence, and forecasting.

Currently, Bil is offering subject matter expertise and analytical support for projects at the Centers for Medicare & Medicaid Services (CMS). Before founding Magpie, he was a part of the SAS healthcare teams, where he worked on developing innovative advanced analytical applications for the health industry.

Prior to joining SAS, Bil dedicated over a decade to leading data science at BlueCross BlueShield of Tennessee, successfully integrating predictive analytics into the organization's clinical and business workflows.

Bil earned a master's degree in political science from the University of Tennessee. He has co-authored several journal articles and delivered presentations at numerous conferences.



Julie Boughn - Principal Consultant, JBoughn Advisory Services, LLC

** (former Director, Data & Systems Group, CMCS, CMS)*

Julie Boughn currently serves as Principal Consultant with JBoughn Advisory Services, LLC, providing guidance and advice to clients on strategy, leadership, and government technology. In December 2021, she retired from her position as the Director of the Data and Systems Group (DSG) within the Center for Medicaid & CHIP Services (CMCS) at the Centers for Medicare & Medicaid Services (CMS). She is passionate about measuring and delivering value from IT investments, engaging users in the design and development of systems, and developing leaders and organizations. Julie's career in information technology is longer than she cares to admit, but includes serving as a software engineer, systems programmer, data analyst, as the CMS Chief Information Officer, Deputy Director of the CMS Center for Medicare and Medicaid Innovation (CMMI), Deputy Director of CMCS, and roles in the private sector.

Julie has been named a Presidential Rank Meritorious Executive, to Information Week's Health Care CIO 25 list, and, in 2017, 2018, 2019, and 2020 Julie was named to the FedHealth IT 100. She was inducted into the FedHealthIT 100 Hall of Fame in 2021.

Julie loves competing in agility with her miniature poodle, Grace, University of Maryland women's basketball (#GoTerps), cooking, craft cocktails, shooting pool, traveling in her travel trailer and hiking.



Shelley Gold - Founder & Chief Executive Officer, Gold Business and Consulting Services, Inc. (GBCSI)

Founder of Gold Business and Consulting Services, Inc. (GBCSI), Shelley Gold is a strategic growth advisor for profit and non-profit businesses in the small business community. She co-creates growth strategies aligned with the company's values, including those focused on building a care economy, addressing health and education disparities, and uplifting communities. Shelley often provides hands-on support and situational coaching until the right people are in place or have gained the skills to launch. Leveraging decades of experience in delivery and executive leadership roles contributing to more than \$1.5B in contract awards, she has successfully positioned businesses to grow and deliver meaningful outcomes for our most vulnerable populations. She has supported multiple sectors: international relations, healthcare, early childhood education, and community-building organizations. In addition to her consulting work, Shelley is active in social impact circles, a longstanding member of the North Carroll Community School Advisory Board, a steering committee member of the Carroll County Women's Conference, and community speaker on conscious capitalism.



Monique Outerbridge - Vice President/Director of Business Development, Hendall Inc. + CEO, Indigo Executive Solutions

** (former Director, Consumer Information and Insurance Systems Group, CMS)*

A Healthcare IT Executive with over 25 years of experience successfully delivering large IT systems in support of priority health initiatives by providing strategic direction, efficiencies and increased quality to IT and Business Operations. Ms. Outerbridge spent 13 years with the US Federal Government working in pivotal health agencies like the Food and Drug Administration (FDA) and the Centers for Medicare and Medicaid Services (CMS). It is at CMS where she spent most of her Federal career time implementing major initiatives supporting the Medicare program including its Health Insurance General Ledger Accounting System (HIGLAS). Ms Outerbridge went on to eventually become an executive leading the Affordable Care Act's Health Insurance Marketplace implementation working with multiple Federal agencies, the insurance industry, State governments and the White House directly.

After leaving the federal government Ms. Outerbridge became an independent consultant assisting companies with business development, capture work, and strategic and tactical program guidance. In 2018 she joined IBM as Partner over its Federal Health HHS Account managing a \$60+M portfolio marking consistent growth.

After leaving IBM, Ms. Outerbridge started her own company, Indigo Executive Solutions. It is her passion for seeing executive leadership transform personally by unlocking authenticity, tap into innate strengths and foster self-awareness that led her to executive coaching & consulting. Leaders that can amplify these strengths lead to empowered employees that can propel business strategies, paving the way for unparalleled success.

Ms. Outerbridge recently joined Hendall, Inc. as Vice President and Director of Business Development. In this role she's focused on growing the portfolio of this recently graduated small company in the federal health space.



Christal Russ - Senior Enterprise Architect and EA Competency Lead, ERP International LLC * *(former Chief Technical Architect, DoD)*

Christal Russ is a highly accomplished Senior Enterprise Architect and EA

Competency Lead at ERP International LLC, renowned for her expertise in transforming organizations through strategic IT planning and execution. With a career spanning over two decades, Christal has consistently demonstrated her ability to drive performance-focused, concept-to-execution strategies that enhance operations and deliver innovative business solutions.

In this role, Christal works with the Centers for Medicare and Medicaid Services (CMS) and has developed and executed comprehensive enterprise architecture strategies that support health legislation impacts, real-time IT asset management, capital planning, and investment control. Her leadership in defining architecture tool requirements and engaging with industry experts has been pivotal in minimizing tool customization and configuration, ensuring optimal functionality.

Christal's technical prowess is underscored by her mastery of industry frameworks such as DoDAF 2.02, FEAF, ArchiMate, and TOGAF. She holds an active Secret Security Clearance, reflecting her trusted expertise and commitment to national security.

With a robust portfolio of tools and software expertise, including Sparx EA and Prolaborate, Orbus, Software AG ARIS and Alfabet, Unicom System Architect and SAXT, Microsoft Visio, and MEGA/HOPEX, Christal continues to lead and innovate in the field of enterprise architecture. Her dedication to mentoring and guiding clients and staff ensures that her impact is felt across the organizations she serves, driving continuous improvement and sustainable success.



Amit Thakkar - Founder and CEO, Element Solutions, LLC

Amit Thakkar is the Founder and CEO of Element, a HUBZone-certified business based in Washington, DC. Over the past 15+ years, Amit has led Element in supporting key initiatives at CMS, within CCSQ, CCIIO, OEDA, and CMCS. Recently, Element has expanded its work to other agencies including FEMA, OPM, and the IRS.

A native of Woodlawn, MD, Amit created Element to lead the charge in driving efficient, impactful modernization of government services. With a strong commitment to the CMS mission and his local community, he continues to prioritize innovation and excellence in all of Element's projects.

Outside of his professional life, Amit is a proud husband and father of two, an enthusiastic cyclist, and a die-hard Baltimore Ravens fan.

MODERATOR



Vishal Tulsian - President and Chief Operating Officer, RELI Group

Vishal Tulsian is an industry leader with more than 28 years of experience empowering high-performing teams, driving revenue-generating market expansion, and creating frameworks for delivering best-in-class products and services. As President and COO of RELI Group, Vishal applies his global experience and strategic vision to expand RELI's impact and support our customers' missions.

Prior to joining RELI Group, Vishal served as the Senior Vice President and General Manager of the state and local, health, and civilian agencies at SAIC. He also worked at CGI Technologies & Solutions, Inc. for nearly 15 years, beginning his tenure as the Director of Corporate Finance and rising to the Vice President of Global Delivery. His career began as the Controller and Principal of the Public Sector Group at American Management Systems, Inc.

In addition to his professional expertise, Vishal also serves as a board member for the Greater Washington Region of the American Heart Association. He is a graduate of the Harvard Business School's General Management Program and holds a bachelor's degree in neuroscience from the University of Rochester.



Amy Giardina - Vice President of Business Development, Optum Serve

** (former Director, Division of Payment Models, CMS)*

Amy Giardina is a Vice President of Business Development at Optum Serve. Prior to her current role, Amy served as the Director of the Division of Payments Models at The Centers for Medicare and Medicaid Services for the past 11 years. In this role, she oversaw policy and operational aspects of Bundled Payments for Care Improvement, Bundled Payments for Care Improvement Advanced and worked on the model design for the newest episode payment model, Transforming Episode Accountability Model (TEAM). Amy moved on to work for the Assistant Secretary of Public Affairs on a national public education campaign.

Amy earned her Master of Social Work (MSW) at the University of Maryland. She then received a Master of Science and completed her Ph.D. coursework at Johns Hopkins University Bloomberg School of Public Health.

Prior to her role at the CMS Innovation Center, Ms. Giardina served as the Administrator of Geriatric Medicine and Gerontology at the Johns Hopkins University School of Medicine. In that role, she oversaw hospital operations, clinical services, and research at the Center of Aging and Health. She went on to be the Administrator of Cognitive Neuroscience at The University of Maryland where she managed national research projects to support federal agencies.

In her free time, Amy enjoys spending time with family, trying new restaurants and shopping.



Karen Shields - Owner, K Shields Health Tech Consulting

** (former Deputy Director, Center for Medicaid and CHIP, CMS)*

Karen Shields is the Owner of K Shields Health Tech Consulting. In her practice

Karen works to use over 35 years of expertise implementing and leading large complex projects in the public and private sector to collapse the conversations between policy, operations, and technology. Karen is a passionate believer in people centered policy and process design to ensure optimized outcomes. Karen served CMS as the deputy Center Director for both CMCS and CCIIO. Karen also served as chief client engagement officer at Gainwell and as vice president of health services at SERCO. She credits her ability to continually encourage people to find common ground to deliver a higher good as the achievement that she is most proud of and grateful for.



Phil Surine - President, Medkasa ** (former CMS)*

Mr. Surine is the owner of Medkasa, a Baltimore based small business focusing on

Federal health program support services. Phil has over three decades of experience working in CMS as a fed and for CMS contractors supporting their growth, operations and innovation projects. Phil helps his clients understand government public health programs, develop strategies and solutions, build great teams, and engage with Federal customers.



Krista Yager, Vice President Healthcare, Peraton

Ms. Yager is the Vice President of Healthcare Accounts for Peraton's Defense

Enterprise & Health Solutions Business Unit. As digital healthcare executive in

the federal and commercial industries, she is known for leading innovative enterprise

strategies and award-winning, performance-driven programs for healthcare clients. Ms. Yager has

a record of proven results in creating technological and operational advantages, strategic

partnerships and process and product efficiencies. Ms. Yager is the recipient of multiple

leadership recognition awards in addition to industry recognition as a published author. She has

served on several boards of directors and currently serves as the National Contract Management

Association Woodlawn Chapter President, and on the FORUM Advisory Council.

PANEL #3 - Procurement and Protest Trends

MODERATOR



Shannon Dillon, Senior Business Development Manager, Leidos

**(former HHS & FDA)*

Shannon is a dynamic and results-driven leader with a proven track record of

spearheading transformative growth strategies in the corporate landscape. With

an impressive background in strategic planning, business development, and change management.



Shannon is a former GS14 IT Specialist at HHS with over 25 plus years of experience in IT project

Management, Federal Procurement, Business Development, IT Sales, Proposal and Capture

Management, Business/Budget Analysis, Contract administration and contract management.

Aside from her Federal Experience, she has also worked at big organizations such as Hewlett Packard, SAIC and Leidos, to name a few.

In her free time, Shannon volunteers to the veteran's Non-Profit 4Wheel2Heal and as a passionate animal lover, she also dedicates time to volunteer with Paws Crossed a dog rescue organization in the West Virginia area.



Mike Finkel - Chief Executive Officer, Sparksoft Corporation

Mike Finkel is the Chief Executive Officer (CEO) at Sparksoft Corporation. He has spent over 25 years in the IT industry and more than 20 years managing the delivery of large complex IT programs. As the CEO, Mike is responsible for establishing the vision and long-term strategy for the company. Mike is also accountable for building on the strong cultural foundation and effectively managing the cultural health and development needed for the future success of Sparksoft.



Brian Hebbel, President, BARC BusinessAdvisors * (former CMS)

Brian Hebbel is a federal procurement expert, consultant, author, entrepreneur and trainer. Through his 42 years of Government contracting expertise, he has provided expert advice and guidance to Government officials and contractors

alike.

He has 34 years of federal contracting experience. He was a Senior Acquisition Official (Group Director) at the Centers for Medicare & Medicaid Services, Office of Acquisition and Grants Management. He provided oversight to three contracting divisions.

He is also the author of, CPARS Guide & Best Practices for Federal Contractors and How to Market & Sell to the U.S Government, A View from the Inside. He and his business partners have also created CPARSradar, an Enterprise-wide system to help contractors receive the CPARS ratings they deserve.



Jeanmarie Loria, MBA, PMP, CPC - Chief Executive Officer, Advize Health LLC

Jeanmarie Loria is the CEO of Advize Health, the nation's leading firm specializing in reducing fraud, waste, and abuse in healthcare. With over 12 years of experience, Jeanmarie has pioneered an innovative audit methodology

combining best practices from the HHS-OIG and Big 4 accounting firms. She has led Advize Health's growth, developing a client-focused approach that drives results and accelerates ROI.

Before founding Advize Health, Jeanmarie worked at KPMG's North Florida Advisory Practice, where she specialized in financial analysis and IT risk management. She has extensive experience across healthcare, utilities, and insurance, with a focus on risk mitigation and process improvement.

A committed mentor and community leader, Jeanmarie is passionate about guiding emerging professionals. She also serves on several boards, giving back to the community and helping others succeed.

Jeanmarie's insights into procurement strategies, healthcare compliance, and fraud prevention will be invaluable at the CMS event on April 1, where she will share actionable solutions for driving innovation and change in the healthcare industry.



Raj Oberoi - President & Chief Executive Officer, Cogent People

Raj Oberoi is the President and CEO of Cogent People. With over 30 years of experience in IT consulting and services, Raj has been instrumental in establishing the strategic direction of the company. Under his leadership, Cogent People adeptly navigates both immediate initiatives and long-term growth strategies, ensuring the company continually advances in innovation within the industry.

Known for his deep understanding of the intricacies and diverse landscapes of the industry, Raj's forward-thinking approach and commitment to excellence have been key in propelling the company toward continued success. Since co-founding Cogent People in 2009, he has transformed the company into a respected and trusted entity in government contracting, achieving significant milestones.

His leadership style is marked by a proactive approach, consistently exceeding goals and earning high customer satisfaction. Raj has been recognized for his contributions to many successful federal projects, demonstrating his dedication to providing immense value and ethical business practices.

PANEL #4 - Partnerships at CMS (Smalls and Large Working Together)

MODERATOR



Joshua Rosenthal - Director of Growth and Innovation, Cogent People

As the Director of Growth & Innovation for Cogent People, Joshua Rosenthal leads the Business Development strategic initiatives which drive Cogent People's

 expansion and pioneering ventures. By building strategic business partnerships based on trust, and identifying key opportunities that fit company experience, capabilities and strategic goals, Joshua prioritizes client mission and needs while developing forward-thinking growth strategies that keep the company at the forefront of technological innovations. He leverages his experience managing sizable captures for both large and small firms to navigate the complexities of government procurements and direct the tactical execution of capture and proposal plans. Joshua works with his team to ensure Cogent People's experience and lessons learned from over 15 years of excellent delivery benefit both existing and prospective government customers to further serve the public.

Joshua's early-career background as a volunteer EMT in Baltimore County exposed for him the incredible need for IT modernization that could drastically improve healthcare quality outcomes. With over a decade of experience supporting CMS and other Federal Health clients, Joshua demonstrates his dedication to Healthcare IT transformation by fostering a culture that embraces cross-functional collaboration and empowers teams to deliver customer-tailored solutions that meet and surpass evolving government requirements and expectations.



Joseph Freburger - Director of Business Development, CGI Federal

Joe Freburger brings over thirty-five years of Business Development and executive management experience identifying and satisfying client requirements.

Joe's consultative approach to selling and relationship management remains key to his successful career in Information Technology. Joe's career includes executive Vice President roles with Martin Marietta, Lockheed Martin, Affiliated Computer Services, Hewlett-Packard, and CJ2 Consulting. His tenure at these companies is characterized by success working with clients and partners building long standing relationships in the market.

For the last 10 years, Joe is Director of Business Development at CGI Federal supporting CMS and SSA client engagements. His responsibilities include new and existing business growth, partnering and small business strategy. Throughout his career, Joe has been responsible for the development and profitable delivery of more than \$4.0B in IT services and systems integration contracts.



Ken Hofgesang - Vice President of Health, RELI Group

As RELI Group's Vice President of Health, Ken Hofgesang brings more than 20

years of experience in account and project management, business development, and executive leadership, focused on cost control, new operation setup, automated solutions, and innovative technology infusion. Prior to joining RELI Group, Ken served as the Vice President of the Health and Human Services account at Science Applications International Corporation (SAIC). His career at SAIC began in 2004 as a Software Application Engineer and progressed through several program manager, senior program manager and director roles. Prior to his time at SAIC, Hofgesang served as a Software and Business Developer for VillageWorks Communications.

In addition to his extensive experience across the industry, Hofgesang holds a master's degree in computer science from Hood College, as well as a bachelor's degree in computer science from Mount Saint Mary's College. He is a certified Project Management Professional, holds an ITIL Foundation Certificate in IT Service Management, and has earned certificates in both executive and performance leadership from eCornell through Cornell University.



Katrina Sizemore, Senior Program Manager, PMP, Index Analytics, LLC

** (former CMS)*

Katrina Sizemore is a PMP-certified, award-winning leader, who joined Index Analytics March 2025 as a Senior Program Manager.

Katrina previously worked within CMS since 2015, where she focused on collaborative and transparent large-scale change; and project, contract, and budget management of Healthcare.gov's IT programs. Katrina also championed the continued use of the Scaled Agile Framework (SAFe) with major Marketplace projects and successfully implemented multiple initiatives, fostering a culture of collaboration, innovation, and inclusivity among those teams. Prior to CMS, Katrina was a senior project manager with ConnectureDRX, leading data analysis and projects for the Medicare Part D drug program and Medicare Advantage Open Enrollment Center.



Nick Vass, President, J29, Inc.

Nick Vass currently serves as the President of J29, Inc. J29 is an employee-centered healthcare management consulting company that focuses on the processing, review, and analysis of medical claims, records, codes, and audits.

Since 2017, J29 has been supporting health and human service missions at the commercial, State, and Federal levels where J29's team brings their expertise around healthcare policy, clinical, and compliance tracks. J29 is also a proud 8(a) and EDWOSB certified company, based locally in Millersville, Maryland. Aside from the services that J29 provides, the company was established with a priority of creating an employee-centered culture that continually works to empower its employees to do great things for the benefits of those that need it most.



Natasha Williams, Chief Operating Officer, IntegrityM

Natasha Williams is a leader in program integrity and healthcare compliance, with over 25 years of experience ensuring the integrity of public and commercial healthcare programs. As Chief Operating Officer at IntegrityM, she spearheads strategic initiatives, optimizes operational efficiency, and oversees program delivery of multi-million-dollar contracts to uphold compliance and safeguard program integrity.

Before joining IntegrityM, Ms. Williams held leadership roles at a health information technology company focused on provider screening. As Director of Operations and SME, she led client experience and information governance for Verisys Corporation's web-based FACIS™ information system, overseeing the business operations including business growth, content acquisition, quality assurance, and compliance monitoring to ensure accuracy and reliability in provider screening and credentialing.

Beyond her corporate leadership, Ms. Williams has served as a Philosophy adjunct faculty member at Prince George's Community College for over two decades, teaching courses in applied ethics, biomedical ethics, metaphysics, and epistemology—reinforcing her commitment to ethical decision-making and operational excellence.

PANEL #5 - Products (IT Related: AI, Intelligent Automation, Digital Transformation)

MODERATOR



Nathaniel Palmer - Chief Executive Officer, Infocap AI Corp

Nathaniel Palmer is the CEO of Infocap AI Corp and the author of “Gigatrends” (2024) which recently reached #1 on Amazon’s “Hot New Releases” list for books on AI and Machine Learning. Rated as the “#1 Most Influential Thought Leader in Business Process Management (BPM)” by independent research, Nathaniel has



also co-author over a dozen books on BPM and Process Improvement, as well as being the first individual named as a “Laureate in Workflow.” Over his career he has led the design and execution for some of the industry’s largest and most complex projects involving investments exceeding \$200 million and has overseen more than \$2.5 billion in R&D around automation and AI.



Ramaswamy (Ram) Kovilvanni - Chief Innovation Officer, C-HIT

Ram leads the development of C-HIT's product portfolio, driving innovation across the organization. With over 35 years of IT experience—including more than a decade in healthcare IT interoperability, identity and access management, healthcare program integrity, and value-based care—he brings a deep understanding of both technology and business strategy.

He has played a key role in creating commercial technology solutions that leverage FHIR, GenAI, EHR, and HIE integrations to support the care coordination needs of Accountable Care Organizations, Medical Groups, Health Systems, and Health Plans. With a strong blend of technical expertise and business acumen, Ram firmly believes that products should be driven by business needs rather than purely by technological advancements.



Rasesh Patel - Managing Director, Digital Transformation, ePATHUSA

With over 20 years of experience in technology strategy and consulting, I am a seasoned executive and leader who drives business value through digital, cloud, data, and AI transformation initiatives across industry sectors. I have a proven track record of delivering innovative solutions and outcomes for clients, partners, and teams, leveraging my expertise in data science, machine learning, artificial intelligence, enterprise architecture, data governance, and cloud data management.

Most recently, I was the Managing Director of Accenture Strategy and Consulting BU - Cloud First, Data and AI Advisory, where I led the NA Data-Led Transformation Practice and Agendas, the NE Snowflake practice, and the alliance and market unit for many emerging vendors in the data, cloud, and AI space. I also contributed to the business development, capability building, and thought leadership of the practice, as well as the delivery of strategic projects for key accounts. Previously, I was a Partner and Executive at IBM Watson Data and AI Group, where I focused on next-generation data and analytics strategy and execution, chief data office enablement, and enterprise risk data management and analytics for financial services. I have also held senior roles at Deloitte and other leading firms, where I gained extensive experience in data and analytics, master data management, cognitive analytics, and enterprise architecture.

I am passionate about helping organizations leverage data and technology to achieve their strategic goals, optimize their performance, and create value for their stakeholders. I am also committed to continuous learning and professional development, as evidenced by my certifications in AWS Cloud Practitioner, Project Management Professional, and Enterprise Architecture, as well as my executive education in Business-Driven Analytics from the Wharton School. I am always looking for new opportunities and challenges to apply my skills and knowledge, and to collaborate with other experts and leaders in the field.



Omari Teel - Vice President, Publicis Sapient

Omari Teel is a seasoned leader in federal technology and program management, with nearly two decades of experience driving digital transformation, large-scale IT initiatives, and strategic change across federal agencies. As co-Leader of Publicis Sapient's Federal practice, he has led complex, multi-vendor programs and enterprise-wide IT solutions for agencies including NIH, FDA, and NARA.

His work focuses on modernizing government technology, integrating AI and cloud solutions, and reimagining digital services to be more agile and user-centered. He has overseen the successful delivery of dozens of mission-critical applications, helping federal agencies adapt to evolving challenges with scalable, forward-thinking solutions. At every level—internally and externally—he has championed AI to drive efficiency, accelerate outcomes, and create a multiplier effect that transforms government operations and service delivery.

Beyond work, he's a dad to three young kids, constantly shifting between strategy meetings and snack duty, proving that adaptability isn't just for technology.



Bil Westerfield - President & Chief Data Scientist, Magpie Health Analytics

Bil Westerfield is the founder of Magpie Health Analytics, a company established in 2014 with the aim of providing healthcare organizations with products and services that generate actionable insights for data-driven decision-making.

Recognized as a leading innovator and expert in healthcare analytics and technologies, Bil's expertise spans risk adjustment, quality of care, healthcare data, and the application of advanced analytics, including traditional statistics, predictive modeling, machine learning, artificial intelligence, and forecasting.

Currently, Bil is offering subject matter expertise and analytical support for projects at the Centers for Medicare & Medicaid Services (CMS). Before founding Magpie, he was a part of the SAS healthcare teams, where he worked on developing innovative advanced analytical applications for the health industry.

Prior to joining SAS, Bil dedicated over a decade to leading data science at BlueCross BlueShield of Tennessee, successfully integrating predictive analytics into the organization's clinical and business workflows.

Bil earned a master's degree in political science from the University of Tennessee. He has co-authored several journal articles and delivered presentations at numerous conferences.

**JOIN US FOR OUR OFFSITE NETWORKING HAPPY HOUR
IMMEDIATELY FOLLOWING SESSIONS**

Sparksoft Corporation

6350 Stevens Forest Rd, Columbia, MD 21046

(Located just 1.3 miles from The Meeting House)

Scan Back of Badge for Directions





THANK YOU SPONSORS

PANEL SPONSORS



ESPRESSO BAR & CAFE



NOTEBOOK



LUNCH & SNACK



MATCHING DONORS



BADGE



EXCLUSIVE SMALL BUSINESS



SILVER



MEDIA



EXHIBITORS



LANYARD & OFFSITE NETWORKING SPONSOR



THANK YOU SPONSORS

Sponsor Overviews

PANEL SPONSORS



Cogent People is an SBA-certified 8(a), minority-owned small business Information Technology services company. It has over a decade of experience

specializing in a broad spectrum of IT and Business consulting services within the domains of Data Innovation, Software Engineering, and System Integration. It has a reputation in the government contracting industry for exceeding expectations and providing long-lasting value, progressive solutions, and superior delivery and results. Cogent People is recognized for its integrity and commitment to excellence and has earned the appreciation, respect, and trust of both customers and partners for its visionary approach, strategic mindset, and operational excellence on every project.



Infocap AI is the transformational solution partner who enables organizations to reach their potential through intelligent automation, not by simply mimicking but

extending human capabilities. Infocap co-innovates with its customers to translate their ambitions into reality, with proven human-centric automation allowing digital workers to serve side-by-side their human colleagues as integral members of the hybrid workforce. Infocap places the human perspective at the center of their approach—ensuring that every automated outcome is observable, explainable, and accountable.

* Infocap AI Corp is also our Exclusive Small Business Sponsor & Exhibitor



Leidos is an industry and technology leader serving government and commercial customers with smarter, more efficient digital and mission innovations.

Headquartered in Reston, Virginia, with 48,000 global employees, Leidos reported annual revenues of approximately \$15.4 billion for the fiscal year ended December 29, 2023. For more information, visit www.leidos.com.

Sponsor Overviews



Founded in 2014, Magpie Health Analytics (Magpie) has been at the forefront of addressing complex data, analytic, and IT challenges for federal government health programs, particularly at the Centers for Medicare & Medicaid Services (CMS). Magpie specializes in leveraging cloud-based artificial intelligence, machine learning, and advanced data management to transform these challenges into strategic successes. With a team of subject matter experts, skilled data scientists, and developers, Magpie employs a scaled Agile methodology to ensure flexibility and rapid solution delivery tailored to the unique demands of CMS. Our deep understanding of CMS program goals and user needs allows us to deliver analytics solutions that drive outstanding results.



RELI Group is more than just a consultant – we're a partner. Our work with agencies throughout the government touches the lives of everyone in America, improving health, safety and security from coast to coast.

RELI Group is committed to improving the livelihood of the American public through the programs we support across the federal government.

ESPRESSO BAR & CAFE SPONSOR



Publicis Sapient is a full-service digital consultancy that integrates strategy, product, experience design, engineering, and data/AI capabilities. Driven by our commitment to excellence and close partnership with federal clients, our digital solutions elevate public services, ensuring seamless experiences for all citizens.

For over 30 years, Publicis Sapient has helped our public sector clients leverage the power of technology, experience design, and ingenuity through every evolution of digital transformation and service delivery.

* Publicis Sapient is also an Exhibitor

NOTEBOOK SPONSOR



Aquia

Aquia is a digital services firm specializing in cloud infrastructure, cybersecurity, and compliance automation.

Named the HHS "2024 Service-Disabled, Veteran-Owned Small Business (SDVOSB) of the Year," we are committed to helping government mission owners maximize outcomes and challenge the status quo.

Since 2021, we've generated millions in cost savings through cloud services and licensing optimization, enabled civil servants to double health care fraud investigations through streamlined cloud-based systems, and reduced authorization timelines by 74% through modernized security processes. Learn more at aquia.us.

LUNCH & SNACK SPONSOR



Founded in 2004 by Nitin Baviskar, Pn Automation Inc. is a premier provider of innovative technology solutions and consulting services, specializing in IT and management

consulting for federal government agencies. Over the past two decades, Pn Automation has established a reputation for excellence, delivering over 250 solutions to a diverse clientele that ranges from small businesses to Fortune 50 companies.

With a commitment to raising process automation to new heights, the company offers a wide array of services, including software development, data analysis, and enterprise system integration. Pn Automation's extensive experience working with more than 15 U.S. Federal Agencies has positioned it as a trusted partner in optimizing operational efficiencies and implementing cutting-edge technologies.

Recognized as one of the fastest-growing businesses on the INC 5000 list, Pn Automation prides itself on its customer-centric approach and dedication to delivering quality solutions that meet the evolving needs of its clients. By leveraging industry best practices and a skilled team of professionals, Pn Automation continues to drive innovation and excellence in the technology consulting landscape, ensuring that its clients achieve their strategic goals and remain competitive in a dynamic market.

* Pn Automation/BDForce are also Exhibitors

Sponsor Overviews



The BDForce app is an intuitive and robust solution designed to help businesses of any size succeed in today's competitive market. Building a business network and managing contacts can be complex and time-consuming, so we have leveraged the power of Generative Artificial Intelligence (Gen-AI) to streamline the process.

Users can simply scan business contact information from business cards or a unique QR code, eliminating the need for physical business cards. The app also provides a collaborative view of all contacts, making it easier to work together efficiently and share valuable insights for business growth. This innovative approach saves time and resources while improving efficiency.

In addition to these features, the BDForce app includes GenAI-powered capabilities to empower your business:

- **Elevator Pitch Generation:** Automatically creates compelling elevator pitches tailored to your business and audience, helping you make a strong first impression.
- **Text to Audio Conversion:** Reads out your elevator pitch to your contacts, making it easier to communicate your message effectively and enhance engagement.
- **Capability Statement Creation:** Quickly generates professional and comprehensive capability statements to showcase your business strengths and competencies.
- **Digitization of Brochures and Handouts:** Transforms physical brochures and handouts into interactive and shareable formats for a more engaging presentation.
- **Pocket Pipeline:** A simplified pipeline management tool you can carry in your pocket. Easily track, prioritize, and manage leads and opportunities on the go, streamlining your business development efforts.
- **Agency Forecast:** Provides insights into upcoming opportunities and procurement trends across government agencies, helping you stay ahead of the competition.
- **Federal Contractor Intelligence:** Delivers valuable insights into potential partners and competitors by analyzing their federal contracts, public image, and performance, empowering informed decisions and strategic growth.

The BDForce app brings business development to your fingertips, simplifying networking, enhancing communication, and offering actionable intelligence—all in one comprehensive platform.

MATCHING DONORS



Since 2012, Index Analytics has invested heavily in people: our clients, the public they serve, and the Index experts ready to empower both groups.

It's a unique approach that fosters excellence in customer experience, 50% year-over-year company growth, and real results for our clients in federal health: the Centers for Medicare & Medicaid Services (CMS), the U.S. Food and Drug Administration (FDA), the Health Resources & Services Administration (HRSA), the Centers for Disease Control and Prevention (CDC), the U.S. Department of Health and Human Services (HHS), and the Administration for Children & Families (ACF).

With ever-expanding expertise in established and emerging technologies and a commitment to meaningful professional relationships, our people come to every engagement with a drive to build and implement the best solution flawlessly.



Making company culture the main priority ensures employees satisfaction and retention. We believe in empowering employees to do great things. When you invest in your people, and

focus on creating a healthy work life balance, then your employees will take care of your customers and make sure they are happy. J29 is an employee-centered healthcare management consulting company that focuses on processing, reviewing, and analyzing of medical claims, records, appeals, and audits for both prime and subcontracts across CMS, HRSA, OPM, and ASPR.



JOS is an 8a SBA certified company, and have built a reputation over two decades as a trusted advisor to Federal, State and Local governments, as well as commercial clients.

Our clients have benefited from our ability to look beyond the norm, provide thought leadership, and exercise innovation to maximize business outcomes.

GIVING BACK TO A LOCAL NON-PROFIT



The Cro Foundation was established in 2023 in memory of Ryan Crochunis (June 2, 2006-August 2, 2022). Ryan was a 16-year-old boy with a big personality and a bright future ahead of him. Tragically, Ryan's life was cut short by a traumatic brain injury incurred from a skateboarding accident. A basic protective helmet would have saved Ryan's life.

From this tragedy, The Cro Foundation was created to remember Ryan's life and his tremendous impact on those around him, as well as to continue his legacy through charitable activities. For more information, visit <https://www.thecrofoundation.org/>.

BADGE SPONSOR



ERP is a health and technology solutions provider utilizing attentive and engaged leadership practices and brilliant talent to create

transformational results for our government customers. From military healthcare staffing, research and readiness to emerging technologies and business process management in the national security space, we support and enhance mission performance, delivering the best possible value, outcomes and satisfaction. Our ability to enhance organizational vitality – for our customers, our communities, and our nation – is what drives us to Be the Best®. ERP is appraised at CMMI DEV Maturity Level 5 and CMMI SVC Maturity Level 3, and is certified as compliant in the ISO 9001:2015 Quality Management Standard, ISO/IEC 20000-1:2011 Service Management System, and ISO 27001:2013 Information Security Management Standard.

**EXCLUSIVE SMALL
BUSINESS SPONSOR**



infocap.ai
Human-Centric Automation

EXHIBITING SPONSORS



databricks

Databricks is the data and AI company. More than 10,000 organizations worldwide – including Block, Comcast, Condé Nast, Rivian, Shell and over 60% of the Fortune 500 – rely on the

Databricks Data Intelligence Platform to take control of their data and put it to work with AI. Databricks is headquartered in San Francisco, with offices around the globe, and was founded by the original creators of Lakehouse, Apache Spark™, Delta Lake and MLflow. To learn more, follow Databricks on [LinkedIn](#), [X](#) and [Facebook](#).

Deloitte.

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world's most admired brands, including nearly 90% of the Fortune 500® and more than 8,500 U.S.-based private

companies. At Deloitte, we strive to live our purpose of making an impact that matters for our people, clients, and communities. We leverage our unique blend of business acumen, command of technology, and strategic technology alliances to advise our clients across industries as they build their future. Deloitte is proud to be part of the largest global professional services network serving our clients in the markets that are most important to them. Bringing 180 years of service, our network of member firms spans more than 150 countries and territories. Learn how Deloitte's approximately 460,000 people worldwide connect for impact at www.deloitte.com.

Sponsor Overviews



GovDash is transforming federal contracting by providing an AI-powered, end-to-end solution for proposal development, capture management, and procurement strategy. Designed by expert engineers and proposal managers, GovDash helps government contractors increase bid volume and quality, improve win rates, and reduce operational costs—all while streamlining workflows and ensuring compliance.

With AI-driven automation, intelligent capture insights, and structured workflows, GovDash enables teams to efficiently manage every stage of the proposal lifecycle. Our platform analyzes opportunities, generates compliance-driven proposal drafts, and leverages historical data to accelerate high-quality submissions. By eliminating inefficiencies and enhancing collaboration, GovDash allows businesses to scale without additional headcount.

Security and compliance are at our core—GovDash adheres to FedRAMP High, NIST 800-171, and CMMC standards, ensuring government-grade data protection. Seamless integrations with tools like Microsoft 365, SharePoint, and Salesforce make implementation frictionless.

As a proud sponsor of the Policies, Programs, Products, Procurements, Protests, and Partnerships – Navigating CMS Conference, GovDash is committed to empowering contractors with cutting-edge technology to win more government contracts, faster.

Discover how GovDash can transform your proposal process at GovDash.com.



The Healthcare Information and Management Systems Society (HIMSS) National Capital Area (NCA) chapter is federally focused as opposed to the geographic chapters across the country and worldwide. Our chapter currently consists of over 1,500 members who are passionate about health information management and the technologies that drive health information technology innovation. HIMSS NCA has a diverse membership primarily in Maryland, Washington DC, Virginia, with other members from across the country. Our members represent hospitals, managed care organizations, vendors, integrated delivery systems, academia, non-profit healthcare organizations, as well as government agencies such as the Military Health System, Department of Veterans Affairs, Department of Health & Human Services, and other federal agencies with a healthcare focus. For more information about our Chapter, please email nca.info@himsschapter.org.

**EXHIBITING
SPONSOR**



Sponsor Overviews



The National Contract Management Association (NCMA) is the only resource that provides you with education, credentials, networking, and publications for today's contract management professional. NCMA is here to inspire you to be the best contract management professional possible. We provide the tools and knowledge to help you advance your career.

Our members join and support NCMA mainly because they want to further their own professional education. Distinguish yourself and advance your career with an NCMA certification.



Pega is The Enterprise Transformation Company™ that helps organizations Build for Change® with enterprise AI decisioning and workflow automation. Many of the world's most influential businesses and government organizations rely on our platform to solve their most pressing challenges, from personalizing engagement to automating service to streamlining operations. Since 1983, we've built our scalable and flexible architecture to help enterprises meet today's customer demands while continuously transforming for tomorrow. Learn more at www.pegacom/government.

EXHIBITING SPONSOR



EXHIBITING SPONSOR



Red Hat

Red Hat is the world's leading provider of enterprise open source solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. A trusted adviser to the Fortune 500, Red Hat provides award-winning support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.

Sponsor Overviews



The National Contract Management Association (NCMA) is the only resource that provides you with education, credentials, networking, and publications for today's contract management professional. NCMA is here to inspire you to be the best contract management professional possible. We provide the tools and knowledge to help you advance your career.

Our members join and support NCMA mainly because they want to further their own professional education. Distinguish yourself and advance your career with an NCMA certification.



Snowflake for the public sector makes it easy to modernize and accelerate cloud migration, share data securely and seamlessly, and ensure data governance for improved resiliency and enhanced mission outcomes. Snowflake's Data Cloud empowers public sector organizations to spend more time on what matters most: enabling a data-informed institution. Learn more at snowflake.com/public-sector.

SILVER SPONSORS



Chags Health Information Technology, LLC (C-HIT) is a software development and consulting company, recognized as pioneers, thought leaders, and change agents in the health information technology space. Dedicated to building and modernizing complex business solutions, C-HIT embraces collaboration and innovation to deliver cutting-edge systems tailored to the evolving needs of the healthcare industry.

C-HIT specializes in Natural Language Processing (NLP), Systems Integration and Interoperability, Identity Credentialing and Access Management (ICAM), Fast Healthcare Interoperability Resources (FHIR), and deriving high quality solutions using the Scaled Agile Framework (SAFe), Human Centered Design (HCD), and DevSecOps. With a commitment to improving health outcomes, we work with our clients and industry partners to improve systems performance and software quality, increase data accuracy and security, and optimize operational efficiency.

Sponsor Overviews



Tech2i is a woman-owned 8(a) certified small business, specializing in providing information technology services to both federal and commercial partners. With a demonstrated history of effectively implementing large-scale data solutions, streamlined cloud solutions, and fit-for-purpose Salesforce solutions, we lead with integrity in all our endeavors. Our agile and practical program management practices ensure successful implementations for our partners. We are driven by a passion for building technology solutions that enhance operational efficiency and elevate user experience.

MEDIA SPONSOR



OrangeSlices AI. Playful Name. Serious about making Data available and accessible for a more competitive marketplace; and Disrupting the GovCon Competitive Intelligence Market.

The core mission for OS AI is to identify, share and create timely, actionable and responsible information and data products, tools and resources that 1) are accessible to all organizations and their teams, small to large; 2) will assist Federal government and Industry IT and consulting leaders to more effectively identify and engage with each other; and 3) shine a spotlight on those leaders and companies that are **#doingitright**.

LANYARD & OFFSITE HAPPY HOUR SPONSOR



At Sparksoft, our mission is to ignite innovation, inspire transformation, and implement digital solutions for a healthier nation. We believe that passion drives great ideas, collaboration builds better solutions, and

valuing integrity creates a culture of positive change. We have supported critical and high visibility IT projects, built award-winning applications, kick-started an in-house innovation lab, and developed new tools that save you time and money through a project life cycle. We aren't about "business as usual".

Our core values of integrity, collaboration, and client-centricity are at the heart of everything we do. We believe in building long-term partnerships based on trust, transparency, and mutual success. Our dedicated team works closely with our clients to gain a deep understanding of their business needs and challenges, enabling us to deliver digital health solutions that truly make a difference.

**THANKS
TO ALL
OUR AMAZING
SPEAKERS & SPONSORS!**



Shelley's
Events