







# Dana Flannery (she her hers)

STRATEGIC ADVISOR AND EXECUTIVE COACH - 20+ YEARS OF MEDICAID LEADERSHIP

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*"I bridge the gap between technical policy and human impact. I partner with public health leaders to navigate the complexities of the system while strengthening the people who lead them."*

## THE 360-DEGREE PERSPECTIVE

*Grounded in over two decades of experience across the Medicaid continuum.*

- **The Executive:** Former State Medicaid Director (NM) and Senior Leader (AZ). Managed \$11B budgets and led national innovations in rural health and crisis systems.
- **The Provider:** Seven years of **frontline experience** in residential and behavioral health, providing a deep understanding of service delivery and workforce reality.
- **The Loved One:** Personal experience navigating the system, ensuring **human dignity** remains the North Star of every administrative choice.

## HOW I PARTNER

*I provide comprehensive support that addresses both the **landscape of public administration** and the **individual leader**.*

### STRATEGIC ADVISORY (The System)

- **Policy & Waiver Design:** Expert guidance on 1115 Waivers, HR1 requirements, and Behavioral Health integration.
- **Managed Care Oversight:** Strengthening procurement, contract management, and provider relations.
- **Operational Strategy:** Scaling innovations in rural health delivery and strategic communications.
- *Outcome: Technical excellence and systemic equity.*

### EXECUTIVE COACHING (The Leader)

- **High-Stakes Decision Support:** A confidential sounding board for leaders in the "hot seat."
- **Relational Leadership:** Building trust-based cultures that retain talent and honor the mission.
- **Sustainable Performance:** Cultivating the resilience needed to lead multi-billion dollar systems for the long term.
- *Outcome: Sustained leadership and mission alignment.*

## EXECUTIVE LEADERSHIP & IMPACT

- **STATE MEDICAID DIRECTOR | NEW MEXICO (2023-2025):** Led \$11B program serving 1M+ enrollees; pioneered food-as-medicine and medical respite initiatives.
- **PUBLIC SERVICE LEADERSHIP | ARIZONA (2011-2023):** Over a decade of innovation, including the design of the 988 crisis system and \$1.5B ARPA funding negotiation.
- **DIRECT SERVICE PROVIDER (2004-2011):** Seven years of direct care and behavioral health services.
- **NATIONAL LEADERSHIP:** CHCS Medicaid Leadership Institute (MLI) Fellow, Medicaid Pathways Graduate, and NAMD West Region Board Member.

## CUSTOM ENGAGEMENT OPTIONS

- **The Strategic Retainer:** Ongoing advisory support for policy shifts, legislative sessions, or procurement cycles.
- **The Integrated Partnership:** A blended model providing technical strategic advisory for the organization and 1:1 executive coaching for the Director.
- **Project-Based Solutions:** Deep-dives into specific challenges like HR1 navigation, rural health design, or crisis system implementation.