# Kevin Cowden

## *MidAtlantic Population Health Management Practice Lead*

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|   |  | Kevin is the MidAtlantic Population Health Management Practice Leader. He provides thought leadership in multiple areas including population health and productivity program strategy and development and employee engagement strategies. He is also responsible for insurance carrier and wellness provider management and client advisory.Kevin has over 20 years of healthcare experience within a variety of fields to include clinical delivery, business intelligence, and data mining. Kevin has extensive knowledge in the development and deployment of wellness, prevention, and disease management strategies within the employer market. A recent assignment includes implementation of both an onsite medical clinic and pharmacy at a large municipality and school system, where he provided analytic support, conducted the feasibility study, developed the employee engagement strategy and project managed the deployment of services. The project has enabled the local government and school system to improve access to evidence based primary care and acute services to their constituents in conjunction with their culture, goals, and objectives. Prior to joining USI Insurance Services, Kevin was Vice President and National Practice Consultant for Wells Fargo Insurance Services. In this role, Kevin was responsible for delivery of population health risk management strategies, thought leadership, training, and education to mid-size and large employer groups. Previously Kevin was Vice President of Client Services at VitalSpring Technologies. While at VitalSpring Kevin specialized in the area of data mining as it relates to population health and productivity program design, measurement and evaluation, and outcomes. Kevin received his BS in Physiology from Radford University. He received a MS in Engineering & Information Systems Management from George Washington University. |

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