

Press Release: March 2, 2015

Richard J. Herrick, President of the New York State Health Facilities Association/New York State Center of Assisted Living Announces the Appointment of Deanna L. Stephenson, as Director of Managed Programs

Richard J. Herrick, President of NYSHFA/NYSCAL, is pleased to announce that Deanna L. Stephenson will join the Association as the Director of Managed Programs.

Deanna L. Stephenson has been involved with healthcare administration for over 20 years and has a distinct career marked by leveraging managed care expertise to optimize provider relations and contracting, introduce value-based reimbursement methodologies and integrate with single provider and health care facilities. Mrs. Stephenson possesses an in-depth knowledge of health care reform, provider contracting, regulatory, political and administrative aspects of the health care and association delivery system.



Prior to coming to NYSHFA/NYSCAL, Stephenson held an administrative position at Metropolitan Jewish Health/Elderplan. During her tenure there she was the lead in the Greater Capital Region to roll out Managed Long Term Care to new providers and manage relationships with the existing Medicare and Medicaid network including; single providers, ancillary vendors and long term care facilities.

Prior to her time at Elderplan, Stephenson was Director of Professional Services for the New York State Psychological Association where she cultivated relationships between association members and managed care companies while interfacing with external stakeholders to drive members' business growth. Stephenson has also held positions as a Managed Care Consultant and Director of Provider Relations for a Fortune 500 health plan.

Deanna said she "looks forward to continuing to concentrate and expand her efforts in working with managed programs in the healthcare sector on behalf of the skilled nursing and assisted living members of NYSHFA/NYSCAL."

Deanna serves on the Capital District Senior Information Forum, the Schenectady County Long Term Care Leadership Roundtable and as President of the Shenendehowa PTA Council, and on the Board of the Northeast Regional PTA. Deanna and her husband, Matthew, live in Clifton Park with their two children.

Deanna will assume her duties as Director of Managed Programs at the New York State Health Facilities Association and NYS Center for Assisted Living on March 16, 2015.