

Impact of Health Account Rules for OTC Eligibility

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Jon Comola

As executive director of The Foundation for HealthSMART Consumers, Jon Comola works to forge alliances with various stakeholders to promote the concept of self-care as a means for consumers to gain better control over their personal health and to reduce overall costs to the health care system. With more than 25 years of experience in health insurance and public affairs, Mr. Comola is skilled at shaping public policy at the state and federal level and has keen insight into the health care policy environment. He served for seven years as Vice President, Government Affairs for Blue Cross and Blue Shield of Texas, where he was responsible for development and execution of all public strategies on the state and federal levels. He is recognized for his leadership roles with the Global Knowledge Exchange Network, an organization that evaluates and promotes better practices in achieving cost-effective health outcomes across industrialized nations, and the Wye River Group on Healthcare, a non-profit organization that raises awareness and broadens perspectives to promote constructive health care change. As a consultant to the U.S. Chamber of Commerce, Mr. Comola worked with the National Chamber Foundation in developing and marketing several important health care initiatives, including their successful national Healthcare Solutions Summits. He is a graduate of the University of Texas, Austin, with a BA degree in Organizational Communications and has selective executive training at Duke, Purdue, and South Texas College of Law.



John R. Hickman, Esq.

John Hickman is a partner in the law firm Alston & Bird LLP where he is head of the Health Benefits Practice, leading five attorneys devoted exclusively to HIPAA privacy, flexible benefits, and other health and welfare benefit issues. Mr. Hickman has been a pioneer in the consumer-directed health care arena and has worked closely with health plans, financial institutions and employers as well as the IRS, Treasury and DOL in developing guidance for tax-favored health reimbursement arrangements (HRAs) and health savings accounts (HSAs). Mr. Hickman has been listed in *The Best Lawyers in America*, *Super Lawyers* magazine and *Who's Who Legal* in the employee benefits area. Mr. Hickman has lectured widely and published articles on HIPAA, ERISA litigation, cafeteria and health plan issues. He is co-author of the *Cafeteria Plans Manual*, *HIPAA Portability and Privacy* and *Consumer-Driven Health Care* (published by the Employee Benefits Institute of America). Mr. Hickman has been called upon by benefits and trade associations to testify before the IRS and DOL on issues affecting health and welfare benefit plans including HIPAA, cafeteria plan regulations, DOL claims procedures and the HIPAA health care privacy regulations. He received his J.D. from Emory University School of Law, graduating with distinction, where he received the Order of the Coif Award.

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Joseph McGovern

Joseph McGovern is an accomplished pharmaceutical executive with extensive experience in strategic management of global health care businesses, including portfolio management, product launches, Rx-to-OTC switches, and acquiring new products through business development. Deep experience at both Pfizer Inc. and GlaxoSmithKline PLC has contributed to his extensive knowledge base of global strategic marketing and development. With U.S., European and Asian health care market expertise, Mr. McGovern is skilled at creating roles and structure to exploit new business opportunities and is expert at leading high-performing, cross-functional teams in complex, multi-national partnership settings. Mr. McGovern holds a degree in Economics from the University of London, London, England. Mr. McGovern is a Fellow of The Foundation for HealthSMART Consumers.



Jim Parker

Jim Parker is a senior health care executive with 20 years of experience leading organizations through mergers and acquisitions, driving market share, revenue growth, and building high-performing organizations. Most recently, Mr. Parker served as the Chief of Staff to WellPoint Inc.'s President and CEO, Angela Braly. In this capacity, he worked closely with the senior leadership team to drive successful execution of the company's transformational strategies. Mr. Parker previously served as Senior Vice President and President of the WellPoint Federal Government Solutions Division, and was President of the Federal Employee Health Benefit Plans Business Unit which serves 1.4 million federal government employees and their families. Mr. Parker is a Fellow of The Foundation for HealthSMART Consumers.



Roy Ramthun

Roy Ramthun is President of HSA Consulting Services, a health care consulting practice specializing in Health Savings Accounts and consumer-driven health care issues. Formerly, Mr. Ramthun was Special Assistant to the President for Economic Policy at the White House. As a member of the National Economic Council staff, Mr. Ramthun was the senior health policy advisor to President George W. Bush regarding health care issues involving the Internal Revenue Code. Before joining the President's staff, Mr. Ramthun was Senior Advisor to the Secretary of the U.S. Treasury for health initiatives where he led implementation of Health Savings Accounts after they were enacted into law in 2003. Prior to that post, Mr. Ramthun had an eight-year tenure at Humana Inc., one of the nation's largest health insurance companies. Mr. Ramthun holds a Bachelor of Science degree in Biochemistry from the University of Michigan, and a Master of Science Degree in Public Health from the University of North Carolina at Chapel Hill. He serves on the Board of Advisors for The Foundation for HealthSMART Consumers.