



**Tamara Bruns**

Executive Vice President, Health Services  
*iCare Health Solutions, a VSP Vision company*



With an entrepreneurially savvy mindset and passion for disrupting the status quo in positive and innovative ways, Tamara A. Bruns is a mission-driven, concept-to-execution healthcare strategist, consultant, and business transformation expert. Tamara has a unique talent for cultivating strong, long-lasting client relationships and navigating organizational change. Believing that remarkable health is our most valuable gift Tamara recognizes that the greatest way to advocate for successful patient outcomes is to trailblaze the continuous evolution of the industry by successfully launching products, processes, and care delivery models to ignite scalable growth and exponential revenue generation.

Tamara currently serves as Executive Vice President of Health Services at iCare Health Solutions, a VSP Vision company. Tamara has redesigned both the Health Effectiveness Data and Information Set (HEDIS) and Utilization Management (UM) delivery models to be profitable and operationally efficient while improving member accessibility. One of the highlights of her efforts was leading a team that achieved 5-Star ratings for the Diabetic Retinal Exam (DRE) for multiple health plan partners year-over-year.

In addition to her corporate roles, Tamara founded Insightful Consulting, a Dallas, Texas firm providing transformation and growth strategy consultation to the nation's largest health plans, academic medical centers, provider organizations, and emerging healthcare companies. With Insightful Consulting, Tamara has spearheaded numerous successful projects for prestigious key clients, including the design and implementation of process improvements to increase Consumer Assessment of Healthcare Providers and Systems (CAHPS) scores for Cigna-HealthSpring and revamping Aetna's organizational design, contributing to multi-million dollar savings.

Earlier in her career, Tamara co-founded VergeAlliance, a leading health services organization dedicated to assisting health plans, accountable care organizations (ACOs), physician networks, and self-funded employers in achieving quality outcomes and delivering exceptional care. She has also served in numerous leadership roles for over twenty years at PacifiCare Health Systems in Cypress, California and UnitedHealth Group, located in Minnetonka, Minnesota.

Learn more from Tamara Bruns, Vice President of Health Services at iCare Health Solutions, when she participates in the *Improving the Member and Provider Experience: Solutions that Reduce Administrative Burden and Improve Access to Care* discussion at the TAHP "Texas Covered" Healthcare Conference + Expo on November 8, 2022.