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Former Aetna Executive Daniel Oftedahl Joins Michael Best Strategies

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MADISON, WI – Michael Best Strategies expands its Healthcare Business and Community Solutions team with the addition of Daniel Oftedahl as Principal.

With more than 20 years of experience leading strategic growth initiatives in the healthcare industry, most recently with Aetna, Oftedahl will help clients define market opportunities, develop and manage strategic expansion plans, create positive disruption strategies, execute turnaround strategies, and build lasting relationships with key stakeholders.

“We are thrilled that Dan has chosen to join our growing healthcare consulting team,” said Rob Marchant, President at Michael Best Strategies. “Our clients look for us to help them accelerate their business opportunities. Dan’s entrepreneurial mindset and experience of bringing healthcare innovations to market will be key to helping our clients succeed.”

Oftedahl held various senior leadership roles during his five years at Aetna, Inc. He most recently served as National Head of Transformative Markets, overseeing commercial and Medicare strategy, sales distribution, and sales efficiency for all five of the company’s payor provider joint venture markets. Oftedahl and his team led growth strategy and directed operations for the five new health plans, helping them exceed growth and profitability targets.

Oftedahl also served as the Regional President for the Great Plains Region at Humana, Inc. and was in charge of strategic growth and profitability for their Commercial and Specialty Markets.

“I am personally excited to have Dan join the team and focus on partnering with healthcare innovators, specifically in Colorado and the Western United States, where we continue to see growth and excitement about new opportunities,” said Kristine Seymour, Partner at Michael Best Strategies. “Dan’s national perspective as a leader of some of the largest payers in the U.S. brings a robust perspective that will benefit our

clients on day one. We are thrilled to have him as part of the team.”

“It’s an honor to join the Michael Best Strategies healthcare team,” said Oftedahl. “I look forward to collaborating with them and our clients to help give people access to emerging technologies and make significant positive impacts on the health of our communities.”

Oftedahl graduated from St. John’s University with a Bachelor of Arts degree in Management.

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