

Lisa K. Wills

Principal
Michael Best Strategies LLC

Overview

Lisa is an experienced healthcare industry professional who helps clients define and execute strategies to enable company growth and deliver maximum profitability. Her 25+ years of experience within workers' compensation and health plan settings have resulted in her being a respected, well-connected, trusted advisor to executives ranging from startups to major corporations.

In her role as Principal at Michael Best Strategies, Lisa guides clients with innovative healthcare solutions through B2B commercialization by serving as a translator and helping clients to properly position themselves in a way that meets the expectations and needs of insurance company and health system purchasers.

Before joining Strategies, Lisa served as lead commercial business strategist for Humana's Wisconsin, Illinois, and Michigan markets, where she developed disruptive programs and forged key relationships critical to success for the company.

Experience

- Director of Commercial Market Development at Humana
- Vice President of Strategic Planning & Corporate Relations at United Heartland

Professional Activities

- Executive Agenda, Member (current)
- IL HMO Guarantee Association, Former Board member

Education

- Marquette University, Bachelor of Science (B.S.), 1995



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Practices

Government Relations, Political Law
& Public Policy

Healthcare

Michael Best Strategies LLC