



Daniel F. Hoemke

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SUMMARY

Exceptional business, strategy and people leader with strong track record of P&L performance and profitable growth. Expert in Commercial/Medicare business segments, product and benefits design, value-based healthcare and provider contracting, clinical quality and operations, marketing and sales distribution. Strongly effective communicator, matrix partner and board member. Thrives in principle-centered, mission driven, high-performance environments. Outstanding problem solving, organizational abilities and leadership skills.

WORK EXPERIENCE

H2P Performance Advisory

| Founder &* Managing Partner

09/2025 — Present

- C-Suite, board and investor advisor and consultant guiding business strategy, operations, market positioning, product and service innovation, total cost of care management, and leadership development.
- Current engagements include: Protera Health — an Ortho/MSK solution provider for Medicare and Commercial populations; Upside — a housing insecurity service provider to large self-funded employers and Medicare and Commercial payors and Audien Hearing — a leading retail OTC hearing solution provider.

VillageMD | Strategic Advisor

04/2025 — 09/2025

- C-Suite advisor and consultant to executive and functional leadership on value-based performance, clinical initiatives, business development, and strategic growth.
- Formalized and expanded proprietary broker distribution program to drive organic growth.
- Provided leadership support for select markets, functions, and growth initiatives.
- Drove build-out of MA attribution platform in partnership with MA enrollment enablers, digital event marketing vendors, and design and operationalization of broker portal.
- Guided business development strategies and partnering efforts.

VillageMD | Chief Growth Officer

07/2024 — 04/2025

- Executive Leadership Team member accountable for enterprise and market-level payor attribution growth.
- Market growth leadership and broker development for Arizona, Colorado, Texas, Georgia, and Michigan.
- Managed strategic national and local payor relationships and development and performance of national/local FMO, broker agency, and advisor distribution partnerships.
- Engineered strategic pivot from growth model based on Checked-In-Appointments to value-based member attribution for Medicare and Commercial populations.
- Restructured payor strategy and contracting strengthening partnerships with Cigna, BCBSAZ, Devoted, Humana, Banner Health and Gold Kidney.

- Formulated and executed a state-of-the-art national and market-level growth strategy by developing and operationalizing FMO/broker agency distribution.
- Developed methodologies to track and project growth results associated with Medicare patients.
- Surpassed enterprise MA attribution objectives with 150% YOY growth.

VillageMD | Western US, President & CEO

03/2023 — 07/2023

- P&L accountability for largest region with span of control including 70 primary care clinics and 400 providers, serving 500,000 patients, 100,000 global risk MA and ACO Reach with annualized revenue of \$1.2B.
- Responsible for VBC contracting, securing favorable risk-based arrangements with major payors, accompanied by efforts to recontract Commercial agreements to improve favorable FFS performance.
- Rearchitected leadership infrastructure.
- Secured preferred MA growth partnerships with Cigna, Devoted Health and Humana resulting in top enterprise MA member attribution and 20% increase in YOY growth in AZ, CO and Texas markets.
- Consolidated select AZ clinics in support of P&L objectives with minimum patient disruption and retention of majority of clinicians and operations staff generating \$10M in OpX savings.
- Core lab partnership with Sonora Quest Labs generating \$1M+ in first year contribution margin.
- Launched preferred specialist network through curation of highest performing referral partners.
- Elevated primary care access to desired rotational cadence for high risk, high-cost patients.
- Drove total medical cost management and risk adjustment initiatives.
- Elevated clinic and provider-level NPS performance and achieve 4 Star Rating for clinical performance.
- Exceeded financial objectives by 20%.

Cigna Medicare | Regional Market President, Desert States

11/2019 — 03/2023

- Aligned Arizona's legacy clinical and service operations with MA Segment COEs, including CKD, oncology, cardiology, and MSK.
- Devised a 3-year growth strategy for Arizona and Nevada market entry.
- Executed rollout of new enterprise claims and financial systems and successfully launched PPO product.
- MA Segment business leader for VB PCP partnerships, negotiating high-performance risk arrangements with Equality Health, VillageMD, Archwell, Oak Street, Centerwell, and One Medical Senior.
- Exceeded goals for 2020 Arizona growth and year-end performance, generated \$731.4M in revenue and \$64M BFIT earnings, representing 40% of all Cigna MA segment earnings.
- Improved 2021 Arizona plan performance, achieving \$723M in revenue and \$35.2M BFIT earnings.
- Outperformed 2022 Arizona plan, generating \$730M in revenue and \$38M BFIT earnings.
- Surpassed '23 MA growth objectives by 25% enrolling 16,000 new members.
- US News and World Report recognition as the #1 Medicare Plan in Arizona for 2022.

BaseHealth | Chief Business Officer

Nine Oars LLC Co-Founder & Managing Partner

Humana | Western Region President & CEO

Aetna | Regional Vice President, Select & Key Accounts

United Healthcare | Regional Vice President, Key Accounts

Cole Managed Vision | Chief Marketing & Sales Officer

PacifiCare Health Systems | Executive Vice President, National Account

EDUCATION

USC | Certificate in Gerontology Studies

Hamline University | BA, Sociology

SKILLS

Strategy & Tactical Planning, Organizational Governance, Medicare Risk Adjustment, Clinical Quality & Operations, Regulatory Compliance, Operational Excellence, AI development and application, Venture and PE Capital and IPO's, Channel Partnerships, New and Emerging Market Strategy and Expansion, Leadership Development

INDUSTRY & COMMUNITY ENGAGEMENT

American Cancer Society (ACS) CEO's Against Cancer, Executive Committee; American Heart Associations, Heart Walk, Executive Committee; Arizona State University, Center for Entrepreneurship and Innovation; Executive Advisor, American Association of Health Insurance Plans (AHIP), Executive Mentor; UC Irvine, Guest Lecturer, Physician MBA Program, Concourse Group International Learning Summit, Executive Delegate

LEADERSHIP DEVELOPMENT & RECOGNITION

Miller Heiman Strategic & Conceptual Selling, Large Group Account Management Process (LAMP)
Partners in Process, Process Mapping & Design and Meeting Facilitation Training
360 Leadership Development and Mentorship Program
Center for Creative Leadership Accreditation
Covey Leadership Institute: Principle Centered Leadership and 7 Habits of Highly Effective People
Humana Presidents Club, Market President of the Year
United Healthcare, Leadership Circle
Cole National, "Superstar" Employee of the Year
PacifiCare, Pinnacle Club
MetLife, Leadership Circle, Top Sales Award