



Bruce Gorman, *OPEN MINDS* Senior Consultant, brings over twenty years of experience in behavioral health strategic planning, operations management and business development to *OPEN MINDS* clients. Prior to joining *OPEN MINDS*, Mr. Gorman served as Senior Vice President of Business Development at OptumHealth (a division of the United Health Group). In this role, he was responsible for integration and development of the new public sector sales and account management team for OptumHealth and generated over \$400 million in sales in a three year

period. Previously, Mr. Gorman served as Director of Business Development for Comprehensive Neuroscience, where he was responsible for business development and account management for a behavioral pharmacy management program in the western states. In this capacity, he grew the product from approximately 2 million to 16 million members.

Professional Highlights

- Senior Vice President of Business Development, OptumHealth, a subsidiary of the United Health Group
- Director of Business Development, Comprehensive Neuroscience
- Vice President, Merit Behavioral Care Corporation

In addition to his comprehensive experience in business development and sales planning and implementation, Mr. Gorman has extensive experience with business strategies for on-line substance abuse treatment and education. He has designed marketing strategies for the delivery of on-line substance abuse care and addressed key issues of licensing, state regulations for on-line services, and liability and insurance payment for on-line services.

Areas of Expertise

- Business development and proposal writing
- New service line development
- Clinical technology assessment, selection, and implementation
- Payer coverage analysis for emerging technologies

Mr. Gorman also served as Vice President of Merit Behavioral Care Corporation where he served on the teams that developed and managed numerous public and private sector accounts, including State of Iowa

Medicaid, State of Tennessee Medicaid (TennCare), State of Illinois employees, Blue Cross/Blue Shield of Ohio, and Humana Health Plan.

In addition to Mr. Gorman's extensive professional experience, he has co-authored numerous publications for the behavioral and mental health field including "*The State of the State of Behavioral Health in California: Alcohol, Drug and Mental Health Services*" for the California Healthcare Foundation and "*Behavioral Healthcare Capitation.*" The Capitation Sourcebook: A Practical Guide to Managing At-Risk Arrangements, June 1996. He has also presented to several institutions across the country including the California Institute for Mental Health, Institute for Behavioral Health, American Probation and Parole Association and the U.S. Military Health System (TRICARE).

Mr. Gorman received his Bachelor's degree in economics from the University of Maryland and his Masters in City & Regional Planning (MCRP) at Rutgers University in New Brunswick, New Jersey.