

Penny Edlund

RN, BSN, MBA, CPHQ

Healthcare Management Consultant



CURRENT RESPONSIBILITY

Penny Edlund is a healthcare management consultant in the Seattle office of Milliman. She joined the firm in 2019.

EXPERIENCE

Penny is a results-oriented, customer-centric health care executive committed to improving quality of care, clinical outcomes, affordability, and revenue growth in a dynamic, highly competitive environment.

She has more than 25 years of healthcare leadership experience, which includes acute care, long term, skilled nursing and subacute care, managed care, medical management and population health with a focus on strategy, innovation, design and implementation, clinical operations, outcomes, and performance assessment and improvement.

She has extensive managed care leadership experience with Medicare, Commercial, and Medicaid populations. Her responsibilities have included:

- Leading medical management services, including utilization management, care management and population health programs
- Implementing medical/behavioral care integration, service, and operations
- Leading collaborative initiatives across multidisciplinary stakeholders to improve quality, efficiency, effectiveness and coordination of clinical services
- Designing and implementing innovative approaches to improve care and reduce costs (e.g., readmission reduction, emergency room utilization, opioid use disorder, HEDIS initiatives)

- Preparing regulatory and accreditation surveys and their results
- Conducting strategic planning, business development, product innovation and RFP responses

PUBLICATIONS AND AFFILIATIONS

- Clinical Assistant Professor, University of Washington, MHA Program. November 2019–present
- Board Member, Project Access Northwest. Jan 2017–present
- Executive Committee Member, Puget Sound Asthma Coalition (2017–2018)
- Presenter: California Association of Health Plans (CAHP) (2004)
- Panel Member: CAHP Obesity Initiative Workgroup (2005–2006)
- Member: Institute for Healthcare Improvement
- Member: National Association for Healthcare Quality

EDUCATION AND CERTIFICATIONS

- BSc Nursing, University of Toronto
- MBA, Pepperdine University
- CPHQ, Certified Professional in Healthcare Quality

