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Linda Brady, VBC Portfolio and Network Strategy Manager, Healthcare Strategy and Well Being, Boeing (Chicago, IL) Boeing is the world's largest aerospace company and leading manufacturer of commercial jetliners, defense, space and security systems, and service provider of aftermarket support. Linda is a member of Boeing's Healthcare and Well Being Strategy team, managing their healthcare analytics and provider network strategy. In her role, Linda manages the overall portfolio of Boeing's Value Based Care (VBC) direct-contracting initiatives, from the initial design/concept, through contract development, implementation and sustainment. She has over 20 years of experience in the healthcare industry, studied at the University of Illinois and is a Six Sigma Green Belt. Prior to Boeing, she was a consultant at two of the leading health benefits consulting firms, where she advised large complex organizations on their healthcare benefits strategy, including direct contracting arrangements, TPA integration, ACO implementations and healthcare analytics.