Access to Experts

David Dickey , CEO , Second Story Sales

David is an experienced leader of health and healthcare services. He began his career with Aetna in various sales, account management, sales training, and sales management roles across small, mid-sized and national accounts including clients like HCA, Yum Brands, and Lincoln Financial. David was also one of the early employees of Definity Health, the inventors of Health Reimbursement Account (HRA) and the pioneer of Consumer Driven Healthcare Plans (CDHPs) where he was responsible for regional employer sales, consumer sales, and account management growth. In four years, sales for the company grew to $100M and David lead the sales efforts on companies like ConAgra, Charter Communications, Coors Brewing, and Sara Lee. Upon the company's sale to United Health Group, he became President of the Healthcare Transformation Group within United's National Accounts Division and grew net new fee revenues for United by $50M in two years. David then co-founded RedBrick Health, a health and wellness company dedicated to changing the financing to reward consumer healthy lifestyles and was responsible for forging relationships with companies like Target Corporation and Ridgeview Medical Center. And in 2009, David co-founded The Second Story Sales Company and currently serves as its CEO. Second Story Sales helps young and established health service organizations through practical leadership of two Fortune 500 organizations and two start-ups to drive fresh thinking and results. Second Story Sales “scouts” emerging health and healthcare financing trends through tracking of venture capital investments and employer and healthplan interest research. Clients include health plans, benefit consultants, health improvement firms, coalitions, consumer advice companies, and defined contribution solutions.

Dave holds a Bachelor of Arts from Ohio Wesleyan University and is enrolled in the Certified Employee Benefits Specialist (CEBS) program through the University of Pennsylvania’s Wharton School.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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