

meet your 2010 thorbahn fall seminar speakers!

Pam Basse, CFP, joined thorbahn with over 12 years of retirement plan expertise. As Vice President of Retirement Services, Pam is responsible for overseeing the servicing of the firm's retirement clients and developing new consulting relationships. Pam has extensive experience in all aspects of the structure and management of retirement plans including plan design, investments, fiduciary responsibility, cost containment, and employee communication. Pam earned a B.S in Marketing from Providence College and a certificate in Financial Planning from Boston University. She currently holds her MA Life & Health License and FINRA Series 6, 65 and 63. Pam is also a CERTIFIED FINANCIAL PLANNER™ professional.



Joan Buchbinder, MS, RD, LDN, FADA is a Sports Nutritionist, and owner of *"The Nutrition Coaches"* in Newton Centre, Massachusetts. Specializing in the areas of sports nutrition, weight loss, health and wellness, The Nutrition Coaches work closely with Physicians, Personal Trainers, Athletic Trainers, and Strength and Conditioning Coaches. The Nutrition Coaches help clients modify their nutrition game-plan, in an effort to achieve their health and performance goals.

For over 20 years, Joan has worked with recreational, collegiate, Olympic, US National, and professional athletes, as well as non-athletes. Joan is currently the Nutritionist for the 17-Time NBA World Champion Boston Celtics Basketball Team. For 17 years she served as the Team Nutritionist for the New England Patriots football team, (and owns a few Super Bowl Rings!) She has worked with The Boston Bruins hockey team, The New England Revolution soccer team, and the US National Squash Teams. She has provided nutrition counseling at Sports Medicine Centers, Cardiac Rehab Facilities, and Health Clubs across the state. She has provided Weight Loss, and Nutrition Education Programs at major Corporations, School Systems, Colleges and Universities. As a member of the National Speakers Association, she provides educational and motivational talks on nutrition on a national basis. Recently she worked with the NBA and Got Milk! to promote Chocolate Milk as a Recovery Drink for active people. She has worked as a Research Dietitian for the U.S. Army, at the U. S. Army Research Institute of Environmental Medicine, traveling throughout the United States conducting Nutrition and Human Performance Research studies with U.S. Soldiers and Marines.

Joan received her clinical training at The New England Deaconess Hospital in Boston, while earning her Masters Degree in Nutrition from Boston University's Sargent College of Allied Health Professions. In 1989, The American Dietetic Association honored her as the Massachusetts recipient of the "Recognized Young Dietitian of the Year Award". In 1997 she was certified as a Fellow of the American Dietetic Association, honored for her "exceptional professional abilities and expertise, her commitment to self-growth innovation, and service to others."



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Bruce Bullen is a health care industry leader who has won national recognition for more than two decades in both the private and public sectors – as Harvard Pilgrim Health Care’s Chief Operating and interim Chief Executive Officer, and previously as Massachusetts’ Medicaid Director.

An authority on health care policy, Mr. Bullen helped develop and led the execution of the groundbreaking MassHealth initiative in the 1990’s that extended Medicaid coverage to more than 300,000 uninsured residents. His work led directly to landmark state health reform legislation in 2006. During his Medicaid tenure from 1989-99 he eliminated a \$300 million inherited deficit and returned the program to solvency, even as enrollment expanded.

At Harvard Pilgrim Mr. Bullen helped engineer and executed a massive organizational turnaround. When he arrived at Harvard Pilgrim in 1999, the company was on the verge of state receivership with \$225 million in losses and depleted reserves. In little more than two years, the deficit was erased and the plan had returned to profitability. When he left Harvard Pilgrim in 2010 its reserves were four times the minimum required, membership had increased by 50 percent from its low point, and the company had been ranked as America’s #1 commercial health plan for five consecutive years.

From 1985 to 1989, Mr. Bullen served as Budget Director and Director of Capital Finance for the Massachusetts Senate Committee on Ways and Means, providing analysis and recommendations and serving as a trusted, unbiased source of information across state government. From 1981 to 1985, he held financial, contract management and policy positions for the state Executive Office of Human Services.

Innovation, strategic planning and leadership have been the hallmarks of Mr. Bullen’s lengthy management career in both the health care industry and state government.

Mr. Bullen also contributes his business, strategic and policy expertise – as he has for more than a decade – as a member of the board of directors of several business, public service and professional organizations. He holds a Masters in Public Administration degree from Harvard University’s John F. Kennedy School of Government and a BA from Williams College.

