



## **Alisa C. Bennett-Armstrong, MHSAs**

*Manager, Commercial Business Compliance and Project Support, Blue Cross Blue Shield of Michigan*

A native of Detroit, Michigan, Alisa Bennett-Armstrong is a graduate of University of Michigan-Dearborn where she earned a Bachelor of Arts degree in Health Policy Studies. She also holds a Master of Health Services Administration degree from the University of Michigan-School of Public Health.

Alisa was selected among several candidates for a competitive, one-year appointment in a post-graduate administrative fellowship program at Henry Ford Hospital and joined the Blues after completing the program.

In 2014, she will celebrate twelve years with Blue Cross Blue Shield of Michigan. During this time Alisa has held roles of progressive responsibility focused on communications. She was promoted to her current role as Manager in January 2011 to lead in a newly formed department, Group Business Health Care Reform Team. Her primary responsibility was to share the impacts of the health care reform law with external stakeholders, especially group customers, and to assist the internal sales force with readiness by supporting training needs. The department name has been renamed to reflect our current focus on ACA compliance.

In addition to this demanding role, Alisa has been elevated to the role of National Director representing the Detroit and Lansing chapters of the National Management Association. Under her leadership as the Detroit Chapter President in 2011-2012, the chapter received every national award available. This was an historical milestone as the first time in the 26-year history of the Detroit chapter. The recognition included: *Outstanding Chapter, 1<sup>st</sup> place Publication Award, Community Service Award, Professional Development Award, and the membership Growth Award.*

Each year Crain's Detroit Business sets out to honor the best and brightest in Southeast Michigan who have made their marks in business before age 40 and Alisa was named one of Crain's 40 under 40 in the Class of 2012. As she continues to broaden her knowledge, in 2014 Alisa has earned and maintained certification as a Healthcare Reform Specialist.

## Abbreviated Bio

**Alisa Armstrong**, Manager, Commercial Business Compliance and Project Support, Blue Cross Blue Shield of Michigan. She holds a Master of Health Services Administration degree from the University of Michigan - School of Public Health. Her department at BCBSM is positioned to share the impacts of the health care reform law with external stakeholders, especially group customers, and to assist the internal sales force with readiness by supporting training needs. As she continues to broaden her knowledge, Alisa has earned certification as a Healthcare Reform Specialist.

In addition, Alisa was named one of Crain's 40 under 40 in the Class of 2012, an honor bestowed each year by *Crain's Detroit Business* to acknowledge the best and brightest in Southeast Michigan who have made their marks in business before age 40.