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## BAC-10464

### Contact Information

Contact Name	Ashley Woolard	Home Address	[REDACTED]
Preferred Phone	[REDACTED]	Home City	[REDACTED]
Preferred Email	[REDACTED]	Home State	[REDACTED]
Other Phone		Home Zip	[REDACTED]
Other Email		County	[REDACTED]
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	[REDACTED]
Gender	[REDACTED]	Race/Ethnicity	[REDACTED]
Other Gender		Other Ethnicity	
		Tribal Affiliation	
		Salutation	[REDACTED]
		Pronouns	[REDACTED]

### Application

Status	In Progress	Council Resolution Number	
Notes			

### Board Information

Board Name	Denver Commission on Aging	Original Start Date	
		End Date	
		Other boards or commissions served	

### Work Information

Employer		Work Address	
Position		Work City	
Business Phone #		Work State	
Work Email		Work Zip	

### Additional Information

Work or home in Denver	Yes	Objection to appointment?	No
Are you a registered voter?		Special Information	
If so, what county?		Registered Lobbyist	No
Denver City Council District No	[REDACTED]	Conflict of Interest	No

Conflict of Interest  
Explanation

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### Education and General Qualifications

Name of High School		Name of Graduate School
Location of High School		Location of Graduate School
# of Years Attended High school		# of Years Attended Graduate School
Did you Graduate High School	Yes	Did you Graduate
		Graduate Major
Name of College		
Location of College		
# of Years Attended College		
Did you Graduate College		
Undergrad Major		

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### Reference Details

Reference Name #1		Reference Email #1
Reference Phone #1		Reference Address #1
Reference Name #2		Reference Email #2
Reference Phone #2		Reference Address #2
Reference Name #3		Reference Email #3
Reference Phone #3		Reference Address #3

Agree to a background check

Owner



Created By Denver Integration, 3/11/2026, 4:26 PM

Last Modified By Sterling Simms, 5/6/2026, 2:44 PM

### Notes & Attachments

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#### Head shot.jpg

Type **Attachment**  
Last Modified **Denver Integration**  
Description  
[View file](#)

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#### Ashley Woolard Bio\_Denver Commission on Aging.docx

Type **Attachment**  
Last Modified **Denver Integration**  
Description  
[View file](#)

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#### Ashley Woolard Resume 1-1-2026.pdf

Type **Attachment**  
Last Modified **Denver Integration**  
Description  
[View file](#)

### Applicants History

5/6/2026, 2:44 PM

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User **Sterling Simms**

Action **Changed Status from New to In Progress.**

3/11/2026, 4:26 PM

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User **Denver Integration**

Action **Created.**

# Ashley M. Woolard, MPH

Healthcare Executive | Managed Care Strategy & Operations | Growth & Enterprise Transformation

## EXECUTIVE SUMMARY

Dynamic healthcare executive with progressive leadership experience driving growth, operational excellence, and enterprise transformation within the managed care industry. Proven record of success in strategic planning, business development, and RFP strategy, delivering industry-leading managed care win rates. Known for designing and executing differentiated solutions that enhance member engagement, strengthen provider partnerships, and advance value-based care. Recognized people leader who consistently delivers above-average employee experience and engagement outcomes. Committed to making the health system work better through collaborative leadership, innovation, and disciplined execution.

## CORE LEADERSHIP & FUNCTIONAL EXPERTISE

Enterprise Growth Strategy | Managed Care Operations | National, Regional and Local Market Leadership | Clinical Operations & Population Health Strategy | Value-Based & Provider Network Partnerships | Regulatory Readiness | State Relationship Management | P&L and Financial Performance Oversight | Large-Scale Team Leadership & Talent Development

## PROFESSIONAL EXPERIENCE

**UnitedHealth Group – UnitedHealthcare Community & State (UHC C&S) and Optum**

**Progressive Leadership Roles | 2015 – Current**

**Vice President, Growth Strategy – RFP Excellence Office | UHC C&S (National) | June 2024 – Present**

- Lead the UHC C&S RFP Excellence Office, overseeing a team of 20+ senior leaders responsible for RFP readiness, strategy development, competitive insights and response execution across Medicaid and DSNP markets.
- Drive an industry-leading Medicaid Managed Care RFP win rate of 76%, including landmark new market entry wins in Georgia (Families and Families 360) and Idaho (IMPlus and MMCP) Medicaid and DSNP programs.
- Drive enterprise-wide collaboration across Optum Behavioral Health, Optum Insight, Optum Rx, UHC C&S Clinical Strategy, UnitedHealth Network and UHC C&S Health Plans to deliver differentiated, customized solutions to achieve best-in-class RFP performance.
- Led the integration of previously separate bid readiness and strategy functions into a unified operating model, strengthening enterprise alignment, elevating competitive insights, and enabling consistently differentiated, locally tailored solutions.
- Drive sustained improvements in employee experience, including a 6% increase in overall, a 46% gain in employee empowerment, and a 20% improvement in perceived access to resources needed to perform effectively.

**Vice President, RFP Excellence Office | UHC C&S (National) | November 2022 – June 2024**

- Directed RFP strategy across clinical, quality, operations, compliance, and member benefits functions.

**Chief of Staff to Chief Operating Officer | Optum Behavioral Health (National) | March 2022 – November 2022**

- Served as trusted advisor to the COO, supporting enterprise strategy, operating cadence, workforce planning, and execution of key affordability initiatives for a 5,000+ FTE domestic and global workforce.
- Led initiatives delivering 3% year-over-year operational efficiency savings.
- Sponsored the Employee Experience Council, driving a 5.1 percentage point increase in employee experience scores.
- Selected for and completed the UnitedHealth Group General Manager senior-level development program.

**Senior Director, Clinical Operations | UHC C&S (National) | May 2020 – March 2022**

- Led market remediation and performance enablement efforts for local health plan care management teams, driving the strategy and implementation of a standardized, best-in-class complex care clinical model while ensuring contractual compliance, supporting new market implementations, and advancing clinical affordability initiatives.
- Designed and implemented a national, data-driven workforce planning and governance model optimizing clinical staffing across 4,000+ FTEs.

- Designed and implemented a national, evidence-based nursing facility diversion and repatriation strategy that improved affordability and supported community-based, achieving a 93% community retention rate among HCBS members at 6-months post-repatriation versus 89% for eligible but not enrolled members.
- Led development of a DSNP wrap clinical model integrating the UHC C&S and Optum at Home care model frameworks to support the DC Dual Choice RFP and ensure a successful implementation.

**Interim Chief Operating Officer** | UHC C&S New Jersey (local) | *September 2019 – May 2020*

- Led remediation efforts under a State-issued Performance Improvement Plan, improving compliance, operational performance, and member experience.

**Director, Local Affordability** | UHC C&S (Regional) | June 2019 – May 2020

- Built and led a UHC C&S-dedicated team focused on controlling medical trend costs and driving positive IOI.
- Delivered \$377M in medical cost savings in 2019 via clinical, pharmacy, network and payment integrity initiatives.

**Director, Provider & Business Operations** | UHC C&S Iowa (Local) | *January 2019 – June 2019*

- Led end-to-end provider and business operations for Iowa Medicaid, overseeing network, claims, enrollment, vendor management, reporting, provider communications, and call center functions while consistently exceeding all operational contractual performance requirements.
- Executed successful market exit and transition of 420,000+ members.
- Led a cross-MCO and state partner workgroup to design and implement a universal HCBS provider credentialing application adopted across fee-for-service and all MCOs statewide.

**Associate Director, Provider Services** | UHC C&S Iowa (Local) | *November 2016 – Jan. 2019*

- Managed development and performance of the HCBS waiver provider network, where 100% of contracts were at or below Iowa Medicaid reimbursement rates and we achieved 100% compliance with GeoAccess requirements.
- Led operational strategy to support onboarding of over 200,000 new members in 19 business days upon competitor market exit.
- Led innovative HCBS initiatives that enhanced member and provider experience while advancing long-term program sustainability, including the implementation of acuity-based tiered reimbursement models and the development of a directly contracted, statewide non-medical transportation network.

**Business Process Consultant** | UHC C&S Iowa (Local) | *November 2015 – November 2016*

- Supported April 2016 statewide implementation of the *IA Health Link* Medicaid managed care program.

**Centene – Meridian Health Plan of Iowa**

- Manager, Network Development | *November 2014 – November 2015*
- Provider Network Development Representative | *July 2013 – November 2014*
- Quality Improvement Coordinator | *May 2012 – July 2013*

**University of Minnesota School of Public Health**

- Evaluation Specialist | HOME Plus Study | *July 2011 – May 2012*
- Research Assistant | Healthy Eating Research, Robert Wood Johnson Foundation | *May 2011 – February 2012*
- Research Assistant | Project EAT (Eating Among Teens) | *September 2012 – May 2011*

**EDUCATION**

- Master of Public Health (MPH), Nutrition | University of Minnesota
- Bachelor of Arts, Health Promotion; Minor: Global Health Studies | University of Iowa

**BOARD & COMMUNITY INVOLVEMENT**

- The Propel Foundation | Board Member | *2023 – Present*
- Junior League of Denver | *2018 – 2025*
- Young Variety of Iowa | VP, Philanthropy; Board Member | *2016 – 2018*

Ashley Woolard is a healthcare executive with more than 15 years of experience in Medicaid and Dual Eligible Special Needs Plan (D-SNP) managed care, where she has worked extensively to improve care coordination and access for aging adults and individuals with complex health needs. Throughout her career, she has partnered with providers, members, and caregivers to improve how individuals navigate the healthcare system and access the services needed to age with dignity and independence.

A Denver resident, Ashley is committed to supporting her local community and has been involved with the Junior League of Denver, participating in volunteer efforts to help disrupt the cycle of systemic poverty for women and families in Denver. She also brings nonprofit governance experience. Ashley currently serves on the board of The Propel Foundation, a nonprofit working to remove barriers to healthcare and education in eastern Uganda. She previously served on the board of Young Variety – The Children’s Charity of Iowa, which supports children who are underprivileged, critically ill, or living with disabilities.

Ashley holds a Master of Public Health and is committed to strengthening systems that support healthy aging and equitable access to care.

