

# Communities of Health

**garyearl**

Founding Partner  
*Communities of Health*

For the past 25 years, Gary Earl has dedicated his focus, energy and passion to the subject of health from the perspective of the study, creation and demonstration of solutions relating to conditions, cultures, communities and economics. He is a national leader in the effort to turn the traditional dialog and focus of managing costs and treating disease to a more broad and comprehensive one of uncovering and addressing the social and environmental determinants of health. Gary has successfully been able to connect together people and organizations, who through study, learning and connection seek meaningful, sustainable change. He has successfully demonstrated the value of such an investment in the movement, which has led to an improvement in the environments in which people live and work.

Prior to re-joining CIGNA in 2005, Gary was nationally recognized for his work as the Corporate Vice President of Benefits and Healthcare for Caesars Entertainment; the world's largest gaming organization. In this role, Gary envisioned, inspired and led the creative development and integration of innovative and life-altering solutions aimed at improving the overall health, productivity and quality of life of the 81,000 employees and family members of Caesars Entertainment. Subsequently, Gary and his team were successful at demonstrating the economic, social and human gain based upon the investment for the company and its shareholders, driving expense, absence and inactivity below nationally acceptable norms, while impacting the communities in which the company and its associates reside. Based upon the results of the efforts put forth by Gary and his dedicated collection of colleagues, Gary was honored as "Benefit Manager of the Year 2003" by Employee Benefits Magazine.

Gary's experience prior to Caesars includes tenure with the employee benefit consulting company, The Watson Group, where he served as a corporate vice president and partner, and with CIGNA HealthCare, spending over a decade of service in a variety of roles including financial underwriting, sales, management and product development.

Gary is founder and Executive Director of Health, Hope & Purpose, Inc., a nationally recognized health information nonprofit group, and is the creator and operator of the Health Awareness Tour – an annual cross-America bicycle tour that promotes health awareness and education to all people.

Gary is presently Senior Vice President of CIGNA and a founding partner of *Communities of Health*. He is dedicated to expanding the dialog and agenda of health and cultural awareness and improvement on a local, national and global level. His work in the field of social epidemiology has spurred both he and CIGNA to a new focus of understanding and investing in the establishment of *Communities of Health* for the explicit purpose of a legacy of improvement to both society and humanity.



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**rickbrush**

Founding Partner  
*Communities of Health*

Rick Brush has served in business and social contexts for 20 years to help people, organizations, and communities create the changes they most wish for. He is a founding partner of *Communities of Health* ([www.communitiesofhealth.org](http://www.communitiesofhealth.org)), a social co-operative affiliated with CIGNA that was launched in 2008.

*Communities of Health* brings people together in collaborative dialogue to explore social conditions that are the major influences of health and illness, in a way that generates deeper collective awareness and community-driven action. Rick and his partners developed, tested and refined Communities of Health over two years in collaboration with business, community, academic and governmental leaders. The approach is currently being piloted in Las Vegas, Houston and a number of test-and-learn labs in communities around the U.S. and globally.

Rick joined CIGNA in 2002 and held a series of marketing and strategy roles, most recently as vice president of change leadership. Prior to that, Rick was responsible for the global implementation of the "Breakthrough Leadership Process" at Ford Motor Credit, which drove a record 22% annual earnings increase through employee-led innovation and collaboration across cultures, geographies and brands. He previously held executive positions in marketing and strategy at Bank One and KPMG, where he led change efforts to reposition the firm's core service offering and launch a suite of new products. Rick began his career at a marketing consulting firm.

Rick has worked with a variety of communities toward whole-system change, with a particular focus on health, empowering workplaces, youth leadership, and learning environments. In 2007, Rick helped launch a re-visioning effort that is transforming a Detroit neighborhood. By engaging all community members and an extended network across health, education, employment, housing, justice, urban farming and other disciplines, this work is producing a profound and sustainable shift in social, economic and ecological well-being.

Rick has been published in national and trade media, and has developed learning programs on a range of topics, including an MBA course on leadership at the University of Michigan Business School. He received his B.B.A. in Marketing from the University of Massachusetts at Amherst.

Rick lives with his wife and two children near Hartford, CT.



# Communities of Health

jeffdoemland

Founding Partner  
*Communities of Health*

Prior to joining CIGNA in 2003, Jeff Doemland held account and creative positions at two advertising and marketing agencies in the Connecticut market. His resume also includes a ten-year stint in higher education, where he was an instructor of English at several colleges and Universities, among them the University of Massachusetts, Amherst and Winthrop University, in Rock Hill, South Carolina.

During his tenure at CIGNA, Jeff has been instrumental in the development of marketing strategies and executions that repositioned CIGNA as a business with a single focus: improve health. In 2004, he began to collaborate with Rick Brush and, one year later, Gary Earl on the early explorations that became *Communities of Health*.

Consistent across Jeff's various professional endeavors has been a spirit of inquiry. His willingness to ask sometimes disruptive questions has helped guide academic departments, agency-client relationships, and corporate organizations into previously uncharted, yet productive, territory. *Communities of Health*, as an approach based on unfettered inquiry, represents the most recent expression of a mind never content with the status quo.

Jeff is a graduate of Hampshire College, in Amherst, Massachusetts, where he earned a B.A., and the University of Massachusetts, Amherst, where he received an M.F.A. He is the father of four children and lives in Farmington, Connecticut.

