

Highmark



Kate Musler, Chief Financial Officer

Kate Musler is Chief Financial Officer for the Highmark Health Plan. In this role, Kate is responsible for providing strategic financial leadership for the Highmark Health Plan. She is responsible for developing, implementing, and maintaining targeted efforts to ensure the financial stability and viability of the Highmark Health Plan, including the transformation necessary to operate as a successful integrated delivery and financing system.



An independent licensee of the Blue Cross Blue Shield Association, Highmark Inc., together with its Blue-branded affiliates, collectively comprise the fifth largest overall Blue Cross Blue Shield-affiliated organization in the country with approximately 7.1 million members in Pennsylvania, Delaware, West Virginia and western and northeastern New York.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Enhance financial predictability by integrating real-time data, scenario modeling, and advanced analytics to anticipate market shifts, member trends, and cost drivers. Our objective is not only to manage risk and optimize capital allocation but also to provide actionable insights that strengthen operational efficiency and support long-term growth.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Mostly homegrown

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

5 direct, ~300 total

WHO DO YOU REPORT TO?

Tom Doran, President of the Health Plan

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$25 to \$50 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

We're advancing an enterprise-wide forecasting and analytics modernization initiative that unifies financial, operational, and member data on a single platform. The project will leverage advanced predictive models and scenario planning tools to improve accuracy, accelerate reporting, optimize payment allocation, and provide leadership with real-time insights. The ultimate goal is to drive greater agility in resource deployment, enhance cost management, and enable more informed strategic decision-making.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Scenario analysis

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$5 to 10 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Automating claims payment reconciliation to reduce leakage and errors.	A
Implementing predictive analytics to forecast medical cost trends with greater accuracy.	A
Streamlining provider payment allocation to improve cash flow and reduce disputes.	B
Deploying real-time financial dashboards for faster visibility into revenue and expense drivers.	B
Enhancing risk adjustment analytics to optimize reimbursements.	C
Leveraging AI to detect and prevent fraud, waste, and abuse in claims.	E
Integrating financial and clinical data to strengthen value-based care contract performance.	D
Building scenario modeling tools to guide capital allocation and market expansion decisions.	C
Optimizing working capital management through automation of accounts payable and receivable.	B
Expanding self-service analytics capabilities for finance teams to improve decision support.	C
Applying advanced forecasting to align staffing and administrative costs with membership growth.	A
Establishing enterprise-wide cost benchmarking to identify inefficiencies across functions.	A
Implementing cloud-based ERP systems to unify financial planning and reporting.	D
Automating premium billing and collections to minimize delays and delinquencies.	B
Improving traceability and audit readiness through digital finance transformation initiatives.	C