

STATE OF MINNESOTA



MARK DAYTON
GOVERNOR

NOTICE OF APPOINTMENT

Thomas Forsythe

200 Park Avenue #045
Minneapolis, MN 55415
County of Hennepin
Congressional District 5

Because of the special trust and confidence I have in your integrity, judgment, and ability, I have appointed and commissioned you to have and to hold the office of:

**REPRESENTATIVE OF HEALTH POLICY ISSUES
RELATED TO SMALL GROUP AND INDIVIDUAL
MARKETS**


MINNESOTA INSURANCE MARKETPLACE

Effective: May 5, 2013
Term Expires: January 4, 2016

This appointment carries with it all rights, powers, duties, and emoluments granted by law and pertaining to this position until this appointment is superseded or annulled by me or other lawful authority or by any law of this State.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the Capitol in the City of Saint Paul, April 30, 2013.





Governor



Secretary of State

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President of the Senate

**STATE OF MINNESOTA
OPEN APPOINTMENTS APPLICATION FOR SERVICE ON
STATE AGENCIES, BOARDS, COUNCILS, COMMISSIONS or TASK FORCES**

All information on this form is available to the public upon request.

Part I - Tell us about the Position to which you are applying

Required Information (MN Stat § 15.0597 Subd. 5.)

Agency Name: Minnesota Insurance Marketplace Board Position Sought: Board Member
(Name of board, council, commission or task force.) (Membership position sought or enter "member".)

By request, this application will be made available in alternative format (for example, braille, large print, audio tape, or computer disk.)

Part II - Tell us about Yourself

Required Information (MN Stat § 15.0597 Subd. 5.)

Applicant Name: Thomas Forsythe Preferred Phone: (612) 940 - 8400
(First Name) (Last Name)
 Preferred Mailing Address: 200 Park Avenue #045 E-MAIL: Tom.Forsythe@generalmills.com
(Preferred Mailing Address)
Minneapolis MN 55415 County: Hennepin
(City) (State) (Zip)
 MN House of Rep Dist: 59B US House of Rep Dist: 5
 Find your districts by using the Poll Finder at:
<http://pollfinder.sos.state.mn.us/>

Have you ever been convicted of a felony: Yes _____ No XX
 Did the Appointing Authority suggest you submit your application? Yes _____ No XX

Please attach a cover letter, current resume, or other information that you feel would be helpful to the Appointing Authority.

Part III: OPTIONAL STATISTICAL INFORMATION

*The following information is optional and voluntary (MN Stat §15.0597 Subd. 5.).
 Information is collected for, and compiled in, the annual report on the open appointments process pursuant to MN Stat §15.0597 Subd. 7.*

Sex: Female _____ Age: 55 Disability: Yes _____ No XX Political Party: _____
 Male XX _____
 _____ Democratic-Farmer-Labor
 _____ Independence
 _____ Republican
 _____ No Party Preference
 _____ Other _____

Hispanic, Latino, or Spanish origin? Yes _____ No XX

Race: _____ African American or Black _____ XX White or Caucasian
 (Pick as many as apply) _____ American Indian or Alaska Native _____ Other Race _____
 _____ Asian or Pacific Islander

Part IV: Signature and Submittal Instructions

I swear that, to the best of my knowledge, the above information is correct and that I satisfy all legally prescribed qualifications for the position sought. (*If another person or group is nominating the applicant, the applicant's signature indicates consent to nomination.)



(Signature of Applicant)

April 11, 2013

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MAIL OR SUBMIT IN PERSON:
 Office of Secretary of State
 Open Appointments
 180 State Office Building
 100 Rev Dr Martin Luther
 King Jr Blvd
 St. Paul, MN 55155-1299

Phone: (651) 297-5845
 Email: open.appointments@state.mn.us
 Online application:
<http://www.sos.state.mn.us/index.aspx?page=5>

Applicants will not receive an acknowledgement of submitted applications; the appointing authority will notify you if an interview is desired.

FOR OFFICE USE:
 Sub by AA: _____
 AA: APR 30 2013
 Trans Date: _____
 Rev.09-2011
 President of the Senate

April 11, 2013

Open Appointments
Secretary of State's Office
180 State Office Building
100 Rev. Dr. Martin Luther King, Jr., Blvd.
St. Paul, 55155-1299

Good Morning:

Please consider my application for the Minnesota Insurance Marketplace Board. I would welcome Governor Dayton's consideration for this important appointment.

My experience in health care policy development, and my track record of advancing innovation in the marketplace, should prove helpful as a member of the Minnesota Insurance Marketplace board.

The mission of this new board is important. Not only will the board and staff be charged with guiding and securing the successful start-up and operation of MNSure, but the future path of purchasing and care delivery innovation in Minnesota will also be at stake.

My health care policy experience in Minnesota dates back 30 years. I have been a representative and advocate for physicians. I have been a purchaser advocate in insurance markets. I have influenced the development of public policy on behalf of employers and purchasers, and have helped drive care delivery innovation in the marketplace. Allow me to highlight a few examples.

In the 1980's, I helped Minnesota physicians challenge governance at what was then Physician's Health Plan of Minnesota (PHP). In the end, the physician-led PHP Oversight Committee ousted the board chair and successfully recast the board in what was, to the best of our knowledge, the first successful takeover by proxy contest of any non-profit in the country. The result was the re-establishment of a consumer and physician-led board at Physician's Health Plan, and the eventual creation of Medica.

After joining General Mills in 1991, I played a key role on behalf of the business community in the development and passage of legislation creating MinnesotaCare. The business community played a constructive role in that important debate, advocating not only for reform in the individual insurance market, but also in the small group purchasing reform. Importantly, we also found and supported an innovative new funding mechanism in the provider tax. I may have actually originated that idea. At the very least, I know I played a constructive role in convincing the "Gang of Seven," and Rep. Paul Ogren in particular, that a provider tax could work. I'm quite proud of it, actually, and as tax policy it has been better than good. It has generated the necessary revenue, while being widely vilified and consistently opposed by the very group that benefits most from the revenue it generates. Relative to tax policy, that's a home run.

Later, I was appointed by Governor Arne Carlson to the Minnesota Health Care Commission, where members played a somewhat similar governance role to what is being asked of the new board members of the Minnesota Insurance Marketplace Board. I am confident that experience would be helpful.

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President of the Senate

Over the years, I have been a consistent and vocal advocate of market-based health care reform. I strongly believe in the power of the marketplace. Properly oriented and aligned, I believe a more functional health care market would better serve consumers – and could help rein-in costs.

One of my proudest accomplishments is and was the creation of the Business Health Care Action Group, later re-named the Buyers Health Care Action Group (BCHAG). Through BCHAG, the purchaser community put its market-based principles to the test. We created an entirely new health plan – Choice Plus – virtually from scratch. More importantly, we created and launched an entirely new “total cost of care” payment model that spurred meaningful innovation in the marketplace. The result was the evolution by providers of a highly innovative new delivery model that spawned the development of “competing care systems” in Minnesota. And it worked.

In fact, it was quite successful. Health care costs actually fell for purchasers and enrollees. Not just trend, but actual costs. Further innovations buttressed this effort. To establish and disseminate best practices, physicians came together to launch the Institute of Clinical Systems Integration. To facilitate competition based on care delivery, rather than risk rating and risk avoidance, BCHAG created the first working risk adjuster in America. We had tens of thousands of Minnesotans choosing and receiving care on the basis of quality and cost from more than 20 competing care systems. The State of Minnesota, initially an observer, later adopted BCHAG approaches and mechanisms to bend the health care cost curve for state employees under Governor Pawlenty.

This successful, purchaser-empowered, consumer-friendly payment model eventually collapsed, unfortunately. We made a series of mistakes and misjudgments. We chose the wrong partners, not once, but three times. It's a long, sad story. But it's the kind of experience and life lesson I am certain would be helpful on the new Minnesota Insurance Marketplace Board.

My work at the national level should be mentioned. As a loaned executive, over more than a year, I served as senior health care policy analyst at the Progressive Policy Institute (PPI), the progressive “think tank” policy arm of the centrist Democratic Leadership Council (DLC) in Washington, D.C. It was a critical period for health care reform. President Clinton was launching his initiative on health care reform, and the DLC was well-positioned. President Clinton was the immediate past chair of the DLC, and had echoed the centrist policies of the PPI in his campaign. PPI and the DLC were advocates of market-based reform, and “managed competition.” Over many months, Hillary Clinton and Ira Magaziner would lead things in a somewhat different direction, and the initiative took on weight. My role became unique. The DLC and PPI continued to advocate for market-based reform. I worked on the Cooper Bill. I helped draft the Breaux-Durenberger bill, the leading alternative to the Clinton Plan in the Senate. Both failed. I then helped draft three other bills – Rowland-Bilirakis I, II, and III. All failed, and health care reform at the national level was dead until resurrected under President Obama.

Returning to General Mills, I continued to serve as the company's point person on health care policy. We continued to innovate and drive reform in our own plans and practices, which are generally recognized as being among the best in nation. General Mills' health care story is very solid.

More recently, I was appointed by Governor Tim Pawlenty to the Minnesota Health Care Transformation Task Force. Again, I advocated for market-based, consumer-oriented health care reform, including an insurance exchange. That concept was included in the Task Force's recommendation to the Governor and the Legislature, which, in a way, helped lay a portion of the ground work for the creation of MNSure and the Minnesota Insurance Marketplace Board.

Overall, I feel my health care policy background is extensive. My track record of innovation and market-based advocacy is notable. I think my reputation among the various players in Minnesota health care policy circles is pretty solid – from doctors, to plans, to labor, to business, to government.

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President of the Council

On the application, you'll see that I left the "political party" affiliation blank. By reputation and past involvement, I am a Republican. For years, I was a political staffer and campaign consultant, specializing in messaging and advertising, always for Republicans. As a moderate, I have been reasonably inactive in recent years. I have actually contributed to candidates of all three parties, and having worked for the DLC and PPI, some may even consider me a Democrat. If there is a positive in all this, I think it is that I may be able to win support from at least some members of all parties.

Though I have not attempted to secure support from anyone, pending Governor Dayton's decision, I believe I have a fair chance of winning the support of Speaker Thissen and Rep. Tom Huntley, both of whom I served with on the Minnesota Health Care Transformation Task Force. On the Republican side, I have some connections, but my track record should be at least somewhat reassuring.

Importantly, I know I do have the support of the business community. Specifically, I will have the support of the Minnesota Chamber of Commerce, where I am a past chairman of the board of directors, and a long-time, former member of the chamber's health policy committee. In fact, the Chamber is the group encouraging me to apply. I will also have the support of the Minnesota Business Partnership, where General Mills is a charter member, and for whom I have been a long-time deputy and health care committee member.

Having reviewed the qualifications and requirements, I feel I could be considered for the small business representative slot, as my track record would support it. I have been an advocate for individuals and small businesses for decades, as the business community well knows. My reputation in the business community, including with small businesses and business owners, is solid. The support of the Minnesota Chamber should be helpful. But General Mills isn't exactly a small business, I would admit.

My experience could qualify me to be considered the member with demonstrated expertise, leadership and innovation in representing the areas of health policy issues related to small group and individual markets. Although, as you would expect, I am insured through my position with General Mills.

My experience and track record also seems to qualify to be the member who has demonstrated expertise, leadership and innovation in representing the areas of health administration, health care disparities, public health care programs and the uninsured. None of the various issues for disqualification, such as board membership, etc., would present any issue. I have no conflicts of interest, to my knowledge, and I have not been a registered lobbyist for perhaps a decade or more.

Many well-qualified individuals will undoubtedly make themselves available for this appointment. It will be a difficult decision, I'm sure. But I am willing to serve, and I believe I would make a positive contribution to this important effort.

Thank you in advance for your consideration. I would, of course, be happy to discuss my interest and background in more detail, if it would be helpful.

Sincerely,



Thomas Forsythe

Vice President, Global Communications
General Mills

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President of the Senate

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THOMAS M. FORSYTHE

Professional Experience

President of the Senate

General Mills

April 1991 - present

Vice President - Global Communications

Strategic leadership and management of global communications for one of the world's leading consumer products companies, responsible for corporate reputation, corporate brand management, public relations, media relations, employee communications, crisis management, issues management & consumer services.

Career Advancement at General Mills:

Vice President - Corporate Communications

Promoted to lead the communications function, including external communications, crisis communications, crisis management, issues management, and corporate brand management.

Director - Corporate Communications

Added the responsibilities of leading and managing external communications, including corporate public relations & media relations.

Director - Employee Communications & State Government Relations

Added the responsibilities of leading and managing Employee Communications, including leadership of the company intranet & management of GeneralMills.com.

Director - State Government Relations

State government relations, including lobbying, strategy, policy development, issue management, grassroots, and management of external resources in 50 states.

Progressive Policy Institute - Democratic Leadership Council

1994

Senior Health Policy Analyst

Developed health care reform agenda for leading centrist Democratic think-tank as a loaned executive. Detailed and drafted principal alternatives to the Clinton Health Plan, including Breaux-Durenberger in the U.S. Senate and Rowland-Bilirakis I, II and III in the U.S. House of Representatives.

Flint Forsythe & Associates

1985 - 1991

President

Owned and operated successful Minneapolis-based public relations, public affairs, media relations, crisis communications, advertising, marketing and political consulting company.

Office of the Governor - State of North Dakota

1981 - 1985

Press Secretary - Special Asst. to the Governor

Media relations and legislative liaison in the office of the Governor. Principal spokesperson. Legislative Relations. Policy development. Issue analysis. Liaison & oversight of five state agencies.

THOMAS M. FORSYTHE

EDUCATION:

Minnesota State University - Moorhead

September 1976 - May 1980

Bachelor of Arts - Mass Communications

Magna Cum Laude graduate, with concentrations in Journalism, Marketing, Public Relations and Political Science. Vice President, Student Senate - 1978. President, Student Senate - 1979. Distinguished Alumnus of the Year - 1997.

BOARDS & COMMITTEES:

Minnesota Chamber of Commerce	<i>Chairman</i>	<i>2006 - 2007</i>
	<i>Board of Directors</i>	<i>2003 - 2008</i>
	<i>Health Policy Committee</i>	<i>1991 - 2001</i>
	<i>Environmental Policy Committee</i>	<i>1991 - 1994</i>
Minnesota Business Partnership	<i>Deputy</i>	<i>2003 - present</i>
	<i>Health Policy Committee</i>	<i>1999 - 2008</i>
Minnesota Health Care Commission	<i>Commission Member</i>	<i>1996 - 1997</i>
Minnesota Health Care Transformation Task Force	<i>Governor's Appointee</i>	<i>2007 - 2008</i>
Minnesota State University Board	<i>Trustee</i>	<i>1994 - 1995</i>
	<i>Treasurer</i>	<i>1995</i>
Minnesota State University - Moorhead	<i>President's Advisory Board</i>	<i>1999 - 2005</i>
Buyer's Health Care Action Group	<i>Executive Committee</i>	<i>1998 - 2001</i>
	<i>Chair., Public Policy Comm.</i>	<i>1995 - 2001</i>
PR Seminar	<i>Seminarian</i>	<i>2004 - present</i>
Council on Corporate Brand Management	<i>Member</i>	<i>2004 - 2005</i>
Twin Cities Public Television (TPT)	<i>Board Member</i>	<i>2004 - 2011</i>
	<i>Finance Committee</i>	<i>2004 - 2011</i>
	<i>Executive Committee</i>	<i>2005 - 2011</i>
TwinWest Chamber of Commerce	<i>Government Affairs Comm.</i>	<i>1991 - 1997</i>
	<i>Chair., Government Affairs</i>	<i>1995 - 1997</i>
University of Minnesota - Long Term Care Advisory Committee		<i>1996 - 1997</i>

CONTACT:

Thomas M. Forsythe
200 Park Avenue #405
Minneapolis, Minnesota 55415
(612) 940-8400 (m)

REFERENCES:

Available upon request

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