



For Immediate Release

December 18, 2017

Contact:

Diana Henry

Rippe Keane Marketing

608-698-9857

diana@rippekeane.com

Former Wisconsin Medicaid Director Michael Heifetz Joins Michael Best Strategies

Madison, WI – Michael Best Strategies is proud to announce former Wisconsin Department of Health Services Medicaid Director, Michael Heifetz, has joined the firm.

“Michael’s unparalleled experience in healthcare will be a great addition to our exceptional team,” said Rob Marchant, President of Michael Best Strategies. “His deep understanding of healthcare policies and programs will be invaluable to our health clients both locally and nationally.”

Heifetz will lead the team’s rapidly growing state and federal healthcare practice, splitting time between Strategies’ state offices and Washington, D.C. He joins a prominent team of health experts at Michael Best Strategies, which includes Karen Timberlake, Andrew Hitt, and Nathan Houdek in Madison; Jeff Thormodsgaard, Jenise May and Katie Wolf in Denver; and Anne Canfield in Washington D.C.

“I am honored and excited to join the team of talented advisors at Michael Best Strategies,” said Heifetz. “I look forward to working with them to achieve the objectives of our robust health-related client base in the evolving healthcare environment.”

Heifetz will focus on five areas: Medicaid optimization, public speaking, state healthcare policy, federal healthcare reform, and helping clients navigate the Centers for Medicare and Medicaid Services (CMS).

Heifetz led Wisconsin’s Medicaid program since October 2016. His expertise includes over 20 years of leadership in the public sector and private sector. Heifetz specializes in healthcare reform, policy implementation, government relations and advocacy, to name just a few. Prior to serving as Medicaid Director, Heifetz served as Wisconsin’s Budget Director. Previously, Heifetz worked in government affairs for Dean Clinic and SSM Health of Wisconsin.

About Michael Best Strategies

Michael Best Strategies is one of the nation's fast-growing B2B consulting firms specializing in government relations, public affairs, crisis management, shared value business planning, political partnership development and community/stakeholder engagement strategies. With offices in Washington, D.C., Chicago, Milwaukee, Madison, Austin, Denver and Salt Lake City, we work with clients at the local, regional and national levels, to advance their unique goals and objectives. Our industry expertise includes healthcare, agriculture, energy and environment, manufacturing, tax and finance, higher education and the food and beverage industry. Michael Best Strategies is affiliated with Michael Best & Friedrich, a full-service law firm with over 250 lawyers operating in 13 offices nationwide. For more information, visit michaelbeststrategies.com.