E. Heidi Cottle

SVP, Cost Containment Strategies

E. Heidi Cottle has more than 40 years' executive thought leadership consulting across a broad continuum of employee benefit cost containment strategies, price transparency, advanced data analytics and emerging Ai strategies. Ms. Cottle continues to create a bridge between traditional and non-traditional healthcare delivery approaches to minimize the disruptive nature of change. Ms. Cottle's expertise has served some of the largest federal government contractors, for profit, and non-profit organizations in the United States. Ms. Cottle also serves on various organization, industry, and thought leadership boards supporting transformation in health care approaches focused on improvement of quality-of-care and advanced healthcare.

Subject Matter Expertise
Healthcare Price Transparency
Cost Containment Strategies
Innovation in Healthcare
Integration Strategies
Value-Based Strategies

Industry Expertise
Advanced Data Analytics
Emerging Ai Strategies
Funding Strategies

Technical Expertise
Federal Government Contracting
Mergers, Acquisitions, Consolidations and Harmonization Strategies

Professional Experience and Accomplishments

Presently, Ms. Cottle serves as NFP's SVP, Cost Containment Strategies. Ms. Cottle provides strategic advisory to NFP's domestic U.S. offices with thought leadership insights in advanced data analytics, and cost containment approaches which bring insights to action.

Applying her subject matter expertise (SME), over her career Ms. Cottle has effectively reengineered direct contracting with providers since 1990, with the onset of Physician Hospital Organizations (PHOs) employer contracts in rural and metropolitan areas of the country. Cottle's team established managed care networks for some of the largest employers in the U.S.

During her career, Ms. Cottle has served on various external industry boards including; American Benefit Council (ABC), and ERISA Retirement Industry Committee (ERIC) which serve as the two largest national employee benefits/retirement policy committees for the Fortune 500, 1,000 companies in the U.S. Additionally, Cottle has secured specialized licensure and served in an oversight committee to the Utah State licensing and insurance board.

The industry continues to recognize Ms. Cottle for her contribution to the industry, some of the most recent, NFP Women's Advantage, and Western Region DEIB initiatives dedicated to mentoring and advocating for diversity and inclusion across the NFP ecosystem. In 2018, Ms. Cottle was recognized by the World Health Congress, an international organization, as one of the top industry innovators.

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