

Bruce Margolis DO, MBA

Dr. Bruce Margolis is the Medical Director for Genworth Financial's Long-Term Care Insurance Division and is responsible for life and long-term care underwriting quality. He is board certified in internal medicine, pulmonary medicine, and insurance medicine. Bruce has been in the insurance industry since 1996 and has been involved with life, health, disability and long-term care products. He came to Genworth five years ago after having served as the Chief Medical Director for MetLife. Prior to that, he was in private pulmonary practice in Philadelphia.

In 2003, Bruce earned his MBA from Eastern University in Pennsylvania. He is a Fellow of the American College of Osteopathic Internists and a Fellow of the American College of Chest Physicians. Bruce is currently a Fellow in America's Health Insurance Plans (AHIP) Executive Leadership Program. His special interests include cognitive impairment, the morbidity of obesity and the determinants of healthy longevity.

Dr. Pendleton Wickersham
Arthritis Associates, PA

Pendleton B. Wickersham was born in Augusta, Georgia in 1975. After graduating magna cum laude from Rice University in 1996, he attended Baylor College of Medicine in Houston and earned his medical degree with honors in 2000. Dr. Wickersham then moved to Denver to complete his post-graduate studies. He completed his internship, residency, and fellowship at University of Colorado Health Sciences Center in Denver. He is board-certified in both internal medicine and rheumatology. Dr. Wickersham moved to San Antonio in early 2006 to pursue his dream of a thriving clinical practice. He is a partner in the San Antonio-based Arthritis Associates, PA. He is a frequent speaker for the Arthritis Foundation and for several pharmaceutical companies.

Patricia Bomba, M.D., F.A.C.P. serves as the Vice President and Medical Director, Geriatrics for MedAmerica Insurance Company and Excellus BlueCross BlueShield. She is a nationally recognized palliative care, end-of-life and elder abuse expert who designs and oversees the implementation of community projects. Under her leadership of the Community-Wide End-of-Life/Palliative Care Initiative, several award-winning advance care planning programs were conceived and executed, including Community Conversations on Compassionate Care (CCCC), the Medical Orders for Life Sustaining Treatment (MOLST) program and the community website, www.compassionandsupport.org. Dr. Bomba's collaborative work with the New York State Department of Health on health policy and her legislative advocacy for the MOLST Program established MOLST in New York State. She serves as the state's representative on the National POLST Paradigm Task Force.

Dr. Bomba leads MedAmerica's quality initiative framing elder abuse as a public health issue and a geriatric syndrome. She served on the Planning Group for the 2004 New York State Summit on Elder Abuse. Currently, she is on the Executive Committee for the New York State Coalition on Elder Abuse and is a board member of the National Committee for the Prevention of Elder Abuse.

Dr. Bomba is passionately focused on educating the medical community, and the public at large with a goal of improving the quality of life for seniors and their families. She has spoken extensively regionally, statewide and nationally to professionals, community groups and professional organizations on issues related to Advance Care Planning, MOLST, Palliative Care, Pain Management, End-of-Life Care and Wellness. Dr. Bomba is author of several articles on issues related to palliative care and end-of-life concerns.

Dr. Bomba is a Clinical Assistant Professor of Medicine of the University of Rochester and Upstate Medical University. She graduated from Immaculata College, the University of Virginia School of Medicine and completed her residency in Internal Medicine at the University of Rochester.