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NAVCP Announces Expansion of Leadership Team

The National Association of Vision Care Plans (NAVCP) has hired Lisa Anne Hurt-Forsythe (Bickford) to fill new vice president of government affairs role and is promoting Amy Seiler to fill new vice president of communications role starting Jan. 1, 2024.

Tucker, GA, December 12, 2023 – The National Association of Vision Care Plans (NAVCP) announced expansion of its leadership team with the recent hire of Lisa Anne Hurt-Forsythe who will assume the newly created vice president of government affairs position. Amy Seiler received a promotion to vice president of communications from her previous position as NAVCP marketing and membership director.

Hurt-Forsythe brings over 15 years of healthcare advocacy experience to the association. Hurt-Forsythe will represent NAVCP at the federal and state level to ensure that our membership is represented and protected by educating, advocating and advancing the legislative and regulatory goals set forth by the board of directors. Previously employed by Coventry, an Enlyte Company as director of government relations, she was responsible for providing national healthcare government relations and advocacy services. She was also responsible for drafting bill text, public comments, talking points, and white papers in support of Coventry's strategic goals across all products.

“NAVCP is leading the charge to innovate and simplify managed vision care to reduce wasteful spending and provider friction while ensuring everyone has access to high-quality, timely vision care,” said Julian Roberts, executive director, NAVCP. “This is the time to take this evolutionary leap and add these two new leadership positions to further our mission and vision. We couldn’t be more excited to have Lisa Anne Hurt-Forsythe join our team with her immense real-world experience in healthcare advocacy.

Seiler has worked with NAVCP since 2013, when they merged with AAPAN, and has systematically gained invaluable industry knowledge and experience to add to her previous work history and education. In the new role as vice president of communications, Seiler will oversee all internal and external association communications and advance the message relating to NAVCP’s focus areas of advocacy, collaboration and administrative simplification. “Amy Seiler has been with AAPAN, our parent association since 2008 and has proven her dedication and ability to grow, adapt and excel in an ever-changing environment,” said Julian Roberts, executive director, NAVCP.

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About NAVCP

NAVCP is a nonprofit association serving as a unified voice for the managed vision care industry. The association provides a forum for cooperative industry collaboration on initiatives that work to preserve and strengthen consumer access to affordable vision insurance and benefits. NAVCP members cover approximately 66 percent (over 218 million) of all Americans by partnering with eye care providers in all 50 states and Puerto Rico.