Benson Hsu, MD, MBA, FAAP, FCCM

Title Talk:
New Frontier in Medicine

Dr. Benson Hsu is a nationally recognized pediatric critical care physician and healthcare executive who combines clinical expertise with innovative leadership in healthcare transformation. As a Professor of Pediatrics at the University of South Dakota Sanford School of Medicine and Immediate Past Chair of the Section on Critical Care at the American Academy of Pediatrics, he has authored over 50 peer-reviewed publications, delivered more than 35 national and international invited presentations, and contributed to over ten national clinical practice guidelines.

Previously, as a Senior Advisor at McKinsey & Company and an External Advisor at Bain & Company, Dr. Hsu focused on healthcare innovation and private equity, providing strategic guidance on clinical operations, value-based care strategies, and digital health transformations. Before that, while at Sanford Health, he served as the Vice Presidents of Population Health and Data Analytics, where he led system-wide transformations, established advanced data analytics functions, and implemented value-based care strategies. His work has been featured in Harvard Business Review and NEJM Catalyst.

He maintains an active clinical practice at Avera Children's Hospital, delivering pediatric critical care to rural and Indigenous communities. He also serves as the President and Board Chair of Aequitas Health, an internationally recognized medical honor society that he co-founded to recognize medical students dedicated to health equity. His commitment to healthcare innovation and equity has earned him recognition as a Bush Fellow, an Aspen Health Innovators Fellow, and a McNulty Foundation Catalyst Fund awardee.

Dr. Hsu holds an A.B. in Economics from Princeton University, an M.D. from the University of Missouri School of Medicine, and an M.B.A. with honors from Duke University's Fuqua School of Business. As a member of the Aspen Global Leadership Network (AGLN), he continues to shape healthcare transformation nationally through his combination of clinical expertise, executive leadership, and commitment to health equity.

Adam Elliott – President & Founder, Kevari

Adam Elliott founded Kevari in 2003. As the company's President, he brings decades of data science and fraud-fighting expertise to this role. During his time at Kevari, he has grown revenue significantly, spearheaded multiple product innovations, and secured multiple patents.

Prior to launching the company, Elliott was the President of ChexSystems, Inc., a subsidiary of FIS Global, a leader in providing risk and fraud solutions for the financial services industry. He also held data science leadership roles at Deluxe, Time Life, and Fingerhut.

Under Elliott's leadership, the company was named to the Inc. 5000 list of America's fastest-growing companies in 2020. The company has also been recognized as a Minnesota Cup finalist, three-time Tekne Award finalist, Mpls./St. Paul Business Journal Eureka Innovation! Award winner, Finance & Commerce Progress Minnesota honoree, and a Minne Inno 50 on Fire company. Elliott is a frequent speaker at industry conferences and has been quoted and published by financial industry publications. Here received MA in Statistics from The Pennsylvania State University and his BA in Mathematics, Statistics, Computer Science from St. Olaf College.

2025 SDSU
Data Science
Symposium

KEYNOTE SPEAKERS
February 6-7, 2025

SOUTH DAKOTA STATE UNIVERSITY

Steve Cross – VP and Senior Leader - Data and Analytics at Great West Casualty Company

With over 27 years of analytical experience in Consulting, Process Improvement, Solution Design, and Data Development, Steve has utilized his analytical rigor in the identification, refinement, and application development of new or existing products and concerns to improve product offerings in the most ethical manner.

Steve came to Great West Casualty with experience in a variety of vertical markets, specializing in financial, insurance, credit services, healthcare, government, marketing, and automotive applications. He has been a speaker at the DMA, NCDM, as well as dozens of corporate conferences.

At Great West, Steve has worked on refining the pricing models, creating solutions for internal and external stakeholders, and improving the training focus for analytics and big data. His combination of technical and consultative expertise allows him to wear many hats, giving him a unique perspective.

Steve has an undergraduate degree in Mathematics/Economics from Bradley University and graduate degrees in Statistics and Genetics from University of Nebraska Lincoln.