Helen Froehlich

Senior Vice President

Location: Richmond, VA



Helen Froehlich, CRC, is the senior vice president of Utilization Management where she provides business leadership, collaboration, and technological advisement to key operational departments. Ms. Froehlich is the lead business executive on Genex's Unity® case management platform and CMS data base initiatives. She works in conjunction with the IT department for development, quality assurance, user acceptance testing, and delivery of successful case management objectives.

With more than 20 years' experience in workers' compensation case management, Ms. Froehlich joined Genex in November 2014 through the acquisition of M Hayes, where she served as executive vice president and was responsible for the case management operational success of the organization. This included leading the national catastrophic program, which was utilized by the highest-ranking workers' compensation insurance companies, third-party administrators, and payers.

Ms. Froehlich is a graduate of the University of Scranton, where she earned an M.S. in rehabilitation counseling. She is also a nationally Certified Rehabilitation Counselor (CRC).

Areas of Expertise

Case management, Utilization review

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