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Dr. Deb Friesen is an internal medicine physician who trained at the University of Colorado, including a chief residency year. She joined National Sales and Account Management full-time in 2019 as physician advisor, customer clinical solutions. Dr. Friesen is also the host of a new Kaiser Permanente podcast called, *Health Views with Deb Friesen, MD*. She was in private practice for 11 years before joining Kaiser Permanente 15 years ago. As part of the Colorado Permanente Medical group, she was on the board of directors for five years and was board chair for two of those years. Dr. Friesen has partnered with National Sales and Account Management for 13 years, telling the story of Kaiser Permanente's integrated care and coverage model to C-suite executives while articulating the Kaiser Permanente Value Proposition as demonstrated by utilization data, clinical data outcomes and customer analytics. She also consults and presents on wellness and workplace health, chronic care management, preventive and maintenance care, medication adherence and behavior change to customers in numerous conference settings. She is a fellow of the American College of Physicians (the professional society of internal medicine) and recently graduated with honors with a master's degree in business administration through the University of Denver.