



Penny Kelley | Outreach & Enrollment Services Program Manager

Penny Kelley joined CHAD in September 2021 as the outreach and enrollment services program manager, where she manages the outreach and enrollment program in South Dakota, providing planning and development for the O&E program strategies and practices. She also coordinates navigator activities and provides training and expertise to South Dakota health centers and partners.

Previously, Penny was a certified application counselor (CAC) at Rural Health Care, Inc., where she assisted consumers in applying and enrolling in Marketplace health care plans. She also worked for the State of South Dakota Department of Social Services - Division of Economic Assistance, helping develop the online applications for Medicaid and the Children's Health Insurance Program (CHIP). Penny serves as a volunteer for the National Alliance on Mental Illness (NAMI), and in 2021, she was appointed to the Governor's Behavioral Health Advisory Council.

Penny graduated from Black Hills State University with a bachelor's degree in composite business administration and sociology with a minor in American Indian studies. She lives in Pierre with her husband and children, where they enjoy camping with their two rescue dogs.