

**Transformative, Visionary Healthcare Product Management,
Marketing & Customer Experience Leader with Full B2B2C Exposure**

Highlights

- ✦ As Chief Revenue Officer built the product, marketing, sales strategy for an FDA-cleared Class II medical device and digital health product. Market potential and valuations of >\$100m
- ✦ As Chief Experience Officer built and launched a Customer Experience Practice from the ground up at DST Health Solutions, as a key contributor to the successful implementation of transformation initiatives across the enterprise. Employed human-based design thinking that inspired clients to engage in finding new ways to work collaboratively to solve problems and gain insight into the customer's world
- ✦ Pitched, defined, and built a customer experience team with B2B and B2B2C focus for public health IT organizations, providing software and outsourcing solutions for small to mid-sized government-sponsored health plans
- ✦ Served as Chief Storyteller of Market Vision and Strategy for roadmaps shared with the company, board, and markets, to influence and solicit buy-in on strategy
- ✦ Led the redesign of a 100,000-member health plan call center as a hybrid with health plan, company, and outsourcing solution provider requiring a high-touch model and non-traditional approach to member engagement. Aligned with client needs to custom-fit solutions, leading to increases in revenue and greater client satisfaction
- ✦ Devised a revenue cycle claims management solution to the Ambulatory market which generated over \$1M in annual incremental revenue
- ✦ Co-created and launched a blog focused on healthcare education run by the Atlanta Journal & Constitution 2011-2014 (Healthflock)

Profile

- Holder of Certified Customer Experience Professional (CCXP), as recognition for expertise and skills and defining standards and best practices for the industry
- Experienced building solutions on all sides of the Healthcare industry, i.e., provider, payer, and pharmaceutical, with extensive knowledge of Healthcare Ecosystems critical for today's highly complex models
- A proponent of using ethnography and other human-centered design thinking techniques to ensure solutions are driven by customer need
- A recognized leader relied upon to solve critical business problems
- Helped organizations to take a portfolio approach to prioritize multiple products and markets
- Designed go-to-market strategies, collaborating with product marketing and downstream marketing teams
- Ensured alignment of pricing and contracting strategies with client and market expectations, using creative and visionary approaches to define solutions
- Worked closely with technology teams to ensure understanding of market and client needs and timelines, critical components of functionality and usability, and factors impacting the overall price of deployment
- Diligent in ensuring products are completed beyond the code to meet and deliver a value proposition to alpha or beta clients, and when pricing, contracting, delivery, sales, marketing, and service plans are in place
- An avid user of qualitative & quantitative data inputs to continually monitor and measure customer experience engagements
- Familiar with both the traditional healthcare fee-for-service model and the transition to value-based models

- Keen awareness of growing consumer expectations and economic factors expected to impact future health technology solutions
- Built teams of passionate leaders that have embraced customer experience principles
- As a leader, always keep the big picture in focus, setting ambitious yet reachable goals, and am valued for empowering people and winning buy-in

Select Accomplishments

DST Health Solutions

- ☐ Managed a customer user group forum, organizing a series of events throughout the year, including an annual meeting with over 300 attendees
- ☐ Led numerous experience transformation efforts including redesigning the employee onboarding program, and launching an Employee Activities committee and Community Outreach program that enhanced both customer and employee experience
- ☐ Launched Net Promoter Score (NPS) and C-Sat survey that delivered clearer insight into the client experience and prioritization of transformation efforts

Bottomline Technologies

- ☐ Led to completion a project to develop innovative solutions for a 600-bed acute care facility which delivered increased sales
- ☐ Liaised with the management team on business partnerships and M&A targets that complemented and supported the overall healthcare strategy

Emdeon

- ☐ Created business cases that forecasted new product opportunities
- ☐ Led a multipronged business intelligence strategy for provider, payer, pharmacy, and clinical businesses
- ☐ Collaborated with senior management in defining strategic goals and plans to capitalize on provider and payer relationships

McKesson/RelayHealth

- ☐ Directed a significant segment of due diligence and product evaluation during an M&A
- ☐ Defined and launched multiple products and partnerships
- ☐ Developed product pricing and supported the sales team in contract negotiations
- ☐ Worked closely with all Product Management teams to develop synergies and integration points

Honors & Awards

- 🏆 Healthcare Financial Management Association (HFMA) Follmer Bronze Merit Award (2012)
- 🏆 HFMA Sister Rose Margaret Schweers Most Valuable Member Award (2010)
- 🏆 Customer Experience Professional Association (CXPA) Who's Who (2016 and 2017)
- 🏆 Twice named to list of the top 100 Health IT Influencers (2011 and 2013)

Career History

HITLAB, New York, NY

2022 – present

Innovation Fellow - Fractional

- Strategic advisor on opportunities in digital health and healthcare technology.
- Working with companies at various stages to assess potential outcomes and economic value from digital health innovation.

Preventric Diagnostics, Birmingham, AL

2020 – 2022

Chief Product & Revenue Officer

- Critical role as a key executive team with an early-stage medical device, digital health company.
- The key leader in driving and aligning all revenue-generating activities – business development, enterprise sales, direct sales, marketing, and product innovation.
- Work directly with Board and company founders to build business strategy and secure capital.
- Responsible for launching GTM and commercialization of medical device and partnership to shift to a national contract commercial organization.
- Responsible for product strategy, building AWS cloud-native platform and a digital health/patient engagement solution with integrated America Heart Association clinical care paths.
- Work directly with development partner, EPAM, and their data science team driving strategy for long-term data efforts that included identification of hemodynamic biomarkers.

Change Healthcare, Inc. Atlanta, GA

2019 – 2020

Management Consultant, Healthcare Revenue Cycle Strategy Consulting

- Hired by VP RCM advisory services to define and launch a business process redesign initiative to shift a traditional client services team to strategic consultants driving higher value and revenue for the organizations.
- Responsible for leading a senior team of revenue cycle business consultants that provided revenue cycle management advisory services. The team engaged at pre-sales and work directly with clients on solution delivery and aligning with value. Defined and launched a collaborative business process redesign initiative to shift a services-focused team to strategic consultants driving higher value and revenue for the organizations.

Acclaro, Inc. Atlanta, GA

2018 – 2019

SVP Healthcare Consultant

- Consulting with healthcare technology organizations on customer experience, product management, innovation, business transformation, marketing, and brand strategy projects

DST Health Solutions - Birmingham, AL

2012 – 2018

Chief Experience Officer

- Senior Operating Committee Member with CEO, CFO, CTO, COO) reporting directly to President/CEO
- Served as the healthcare senior executive working with Enterprise corporate marketing to develop and launch a new brand strategy.

Managing Director, Marketing & Business Solutions

- Spearheaded transformation of the marketing organization
- Defined new marketing strategy to launch new solutions resulting in increased leads and revenue
- Served as Healthcare Senior Leader on enterprise marketing branding workgroup, representing the healthcare and pharmacy business in the brand redesign and launch efforts
- Managed the Care Management product line (CM, UM, DM) with a team of senior clinical product managers
- Managed the full product life cycle and integration with DST analytics and core claims platforms

Bottomline Technologies - Alpharetta, GA

2011 – 2012

Head Healthcare Product Management

Emdeon (Change Healthcare) - Nashville, TN

2009 – 2011

Director, Data & Analytics Product Strategy

McKesson/RelayHealth Alpharetta, GA Director, Product Management	2005 – 2009
Per-Se Technologies, Inc. - Alpharetta, GA VP Product Management & Marketing	2003 – 2005
Optio Software, Inc. - Atlanta, GA Product Manager 2000-03	2000 – 2003
Infocure, Inc. (Vitalworks/Cerner) - Atlanta, GA Product Manager	1997 – 2000

Education

Shorter University

Master of Business Administration (MBA) 1999

BS Business Administration (BSBA) 1995

Certified Customer Experience Professional (CCXP) 2015

Momentum Leadership Program (2014-2015) — 9-month leadership program that develops skills, confidence, and connections among Alabama's most promising women.

Areas of Expertise & Accomplishment

B2B & B2C Solutions | Budget Management | Business & Market Opportunity Analysis | Business Case Development | Business Development | Business Intelligence Strategy | Care Management | Consumer/Patient Engagement | Contract Negotiations Support | Cross-Functional Team Collaboration & Leadership | Customer User Group, Strategic Forums & Focus Group Leadership | Data & Analytics | Design Thinking | Digital Strategy | Due Diligence | EDI/Clearinghouse & Revenue Cycle Solutions | Full Product Life Cycle | Journey Mapping | Marketing & Go-To-Market Strategy | Payer Pharmacy/Pharmacy Benefit Management (PBM) | Population Health | Process Improvement | Product Evaluation | Product Framework Development & Launch | Product Pricing | Product Strategy | Sales Strategies & Education | Strategic Marketing | Strategic Voice of the Customer and Voice of the Market Alignment | Value Proposition Education | Medical Device | Digital Health

Speaking Engagements

- Speaker at AL MGMA Digital Transformation Starts with the Patient Journey April 2021
- Co-Speaker at Product Coffee Listen, Learn, Lead CX Lessons for Product Managers January 2021
- Panel speaker Analytics & Big Data Society August 2020
- Speaker Why Patient Experience Matters to your Hospitals Financial Health HFMA Region 8 Feb 2020
- Panelist Key to B2B CX Measurement: 'Make Customers Feel Heard' CXNYC June 2016 2-day Forrester Event June 2016
- Co-speaker Ignite (& Sustain) Great Customer Experience Unbound Conference and Exhibition 2014
- Podcast Interview, DST Radio — Top Three Things A Health Plan Should Do to Engage and Serve Consumers Feb 2015

Professional Organizations & Roles

- HIMSS (2011–2019) National Education Committee Reviewer and Moderator
- Forrester Customer Experience Leadership Board 2015-2018
- Tech Birmingham Board Member and Board Secretary, 2015–2017

- Technology Association of Georgia (TAG) Product Management SIG 2009–2013 Board member 4 years, Society Chair 2012–2013 2 years