Rebecca Smith

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**EXPERIENCE SUMMARY**

* Over 10 years Healthcare Payer Systems or Government experience as project manager and product development/owner working with stakeholders, operations and engineers on systems related to healthcare.
* 6 years project management managing budgets, resources and timelines. Reporting progress, risks/mitigations, or solutions
* 5 years product development and management turning business needs into user stories and backlogs

**SKILLS**

* Product Owner and Scrum Master certified
* Developing and improving healthcare platforms with Devops (Care management, outcomes, Stars intervention, risk score accuracy)
* Operations experience in surround code including call center, CSM, eligibility and Tableau reporting,

**PROFESSIONAL EXPERIENCE**

**UCare Health Plan (contract through Q Consulting) 8/2020-2/2021**

**Project Manager - Clinical Services Lead**

* Shared vision on new line of business and business model with clinical services operations owners to develop supporting capabilities
* Managed and launched complex project by creating and maintaining work to be done
* Identify barriers, risks, mitigations, and solutions
* Comprehensive communication with stakeholders on work complete, work to be done and risks.

**Prime Therapeutics (contract through York) 12/2019–8/2020**

**Project Manager/ Product Owner (Business Operations and IT Surround Code)**

* Identified business needs and translated them into requirements used by IT development.
* Responsible for creating product discovery and definition, prioritizing work, working with developers to estimate and secure resources while tracking to budget
* Responsible for ensuring work meets client needs on an iterative basis
* Mentor IT PM in Agile development process

**Medtronic Care Management Services 8/2018-7/2019**

**Senior Upstream Marketing Program Manager (Product Development)**

* Marketing and product strategy of clinical services software including program and project management of product planning, market insights, concept development and business case development and roadmap
* Designed Tableau reports for home health owners and led program and project launch team including charter and project launch plan of new business intel product from requirements to sales training and market launch.
* Mentor PMO in Agile development process.

**Blue Cross Blue Shield Minnesota 10/2017-7/2018**

**Portfolio Manager, Medicare Advantage Product Development**

* Drove strategic direction of transformational product from Cost to Medicare Advantage
* Led team determining segment specific business strategy for Med Sup (based on Minnesota standardized Med Sup benefits), Cost and Group Retiree

**Medica (contract through Upton Hill) 8/2016-2/2017**

**Product Owner, Health Management Workstream**

Product Owner for clinical platform migration and integration with benefits, claims and enrollment for government business expansion. Led workstream of PMs, BAs and SAs in modified Agile environment

* Ensured Medica business needs were met by determining MVP
* Led SDLC workstream to build user stories, business processes and technology solutions for MN Medicaid and Medicare Advantage lines of business
* Drove product backlog for 10 product suites

**Prime Therapeutics  8/2015-6/2016**

**Principal Product Development Manager**

Led product development and management initiatives and product management team for health plan clients. Used technology to design products that increase healthcare savings and quality.

* Piloted concept EMR-based messaging in the physician’s office during a patient visit on opportunities to improve medication adherence related to Star Ratings.
* Positioned clinical product solutions to demonstrate value and benefit based on market insights
* Drove three-year product roadmap
* Launched industry leading drug formulary product
* Project managed product development initiatives

**UnitedHealth Group 2011-2015**

* Client Solution Development Director – Optum 2014-2015
* Created custom solution and value story for a large Boston-based health plan to leverage new products related to in-field care management and digital health
* Led initiative with UHC to generate and develop new concepts using Affinity idea generation process to grow public exchange business in new geographic market
* Designed consumer solutions for Fortune 1000 employers based on strategic needs
* Market and Product Development Director - Optum 2011-2013
* Grew direct health plan channel by $8.7 million targeting 300 health plan clients

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| **Education**  University of St. Thomas - M.B.A., in Marketing  University of Minnesota - bachelor’s degree in marketing | 6/1997  6/1991 |
| **Certifications**  Certified Scrum Master  Certified Scrum Product Owner  Pragmatic Marketing Level II | 2/2021  9/2017  5/2017 |

* Sold program to 2 large health plans to improve Star Ratings and realize new revenue for Optum of $4 million in the first year