

# PETER RAIMIST

Innovating Products and Experiences to Improve People's Health

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## SUMMARY

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Growth focused product leader who is passionate about building digital experiences that make access to meaningful health care simple. Life-long learner seeking to solve complex problems through tech-forward solutions

## PROFESSIONAL EXPERIENCE

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### Vice President, Technical Product Management

#### Optum, United Health Group

►09/2021 – Present 🌐 Richmond VA; Eden Prairie, MN

Optum (part of United Health Group, a Fortune 5 company) offers Health Care and Analytics solutions to Individuals, Employers, Payors, and Government

- Led several organizational functions for the digital commercial product platform delivering consumer product strategy, product operations/issue management, and go to market strategies for U.S. employer and payor clients
- Rolled out a backlog prioritization methodology to maximize the value of a \$40M capital investment to enhance employer & payer solutions
- Drove client reporting improvements to demonstrate value/outcomes and win/retain business
- Built sales collateral and presentations, launched an MVP demo capability and SMS messaging, supported RFP responses and client meetings to assist sales and grow \$60M in annual revenue
- Recognized for leadership excellence and strong collaboration across multiple organizations (product, sales, marketing, legal, finance, etc.)

### Senior Director, Product Management

#### Anthem Blue Cross Blue Shield

►08/2017 – 03/2021 🌐 Richmond VA; Indianapolis IN

Anthem, Inc. is the largest for-profit managed health care company within the Blue Cross Blue Shield Association of 36 different companies

- Reporting to CPO, developed and delivered wellness, engagement, and digital product strategy and solutions across employer and individual book of business for the enterprise
- Developed and integrated four new products from ideation to post-production adopted by more than 3M users
- Drove marketing & sales initiatives increasing product pipeline & conversion rate by +364% in 13 months
- Owned deployment of a unit of 30+ clinical operations health coaches, pharmacists, and quality managers achieving measurable health outcomes by reducing member obesity and tobacco use
- Recognized for leadership excellence & ability to drive change

## KEY ACHIEVEMENTS

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### Grew Revenue \$60M in one year

Partnered with the Optum growth team including several strategic and national clients to deliver compelling presentations, product/features, and value proposition to win business

### Cost Savings exceeds \$6M

Reduced Anthem's G&A expense over \$6M through strategic and tactical product life cycle management

### Clinical referrals up 300%

Increased clinical referrals 300% by implementing multiple system, reporting, and process changes that improved care gap closure and cost-of-care savings

### Launch Wellbeing Coach Product

Built an \$18M revenue stream in two years by bringing to market a scalable, coaching product w/ unlimited smartphone access to clinical care resources with an AI chat for weight, stress, sleep, and tobacco cessation plus live coaches, pharmacists, nutritionists, and behavioral health professionals

### Pre-Bariatric Surgery Coaching

Successfully optimized an agile execution timeline by partnering cross functionally to launch a fully custom clinical coaching product in six months to a large state employer group

## PROFESSIONAL EXPERIENCE

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### Program Director, Clinical Health and Wellness Product

#### Anthem Blue Cross Blue Shield

► 08/2011 – 08/2017 🌐 Richmond VA; Indianapolis IN

Tapped by VP of Commercial Product to recruit and lead a product business liaison team responsible for implementing annual benefit changes across 14 local state markets as well as national clients.

- Increased revenue and total number of end users for wellness and rewards products reducing overall health risk
- Delivered innovative wellness product offerings across multiple markets in less than 12 months leading to a 10-point increase in NPS
- Coached less-experienced product managers and provided direction and leadership to dotted-line associates

### Program Director, New Solution Prioritization and Design

#### Anthem Blue Cross Blue Shield

► 08/2010 – 08/2011 🌐 Richmond VA; Indianapolis IN

Accountable for enterprise new business case and program management support for business development team

- Partnered across stakeholders to develop a Medicaid product strategy for deploying an integrated Disease Management product to support the Aged, blind, and disabled population, resulting in improved quality of care and revenue growth
- Drove process improvements, standards, and deployed templates and processes to gain efficiencies in business case development, investment prioritization, and future healthcare product opportunities

### Program Director, Clinical Operations, and IT Clinical Fulfillment

#### Health Management Corporation

► 09/2009 – 08/2010 🌐 Richmond VA

Owned reporting oversight and operational improvements for three clinical programs (Maternity, 24x7 Nurseline and My Health Advantage)

- Oversaw operation of a \$20M annual fulfillment function and delivered multiple process improvements
- Championed and implemented technology, processes, and tools to improve quality and lower cost for a women's health maternity program
- Aligned chronic disease management direct marketing initiatives and established digital marketing best practices

### Technical Project Manager

#### Anthem Blue Cross Blue Shield

► 03/2005 – 09/2009 🌐 Richmond VA; Indianapolis IN

Responsible for delivering creative technology solutions to minimize expense

- Led small, medium, and large-scale projects while traversing multiple levels of the company to ensure tight coordination between business & IT
- Institutionalized an enterprise change management process for system changes requiring less than <\$1M each, resulting in clear line of sight to demand, and a mechanism to remove barriers to success

## SKILLS/COMPETENCIES

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- Product Strategy
- Product Development
- Product Management
- Systems Integration
- Clinical and Product Ops Mgmt
- Incentives/reward design
- Presentation
- Cross-functional Leadership
- Go to Market
- Forecasting/Financial Management
- US Healthcare
- HIPPA
- Relationship Management
- Process Improvement
- Growth
- Reporting
- CRM (Salesforce)
- PDLC (JIRA)

## EDUCATION

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B.S., Double Major  
English & Political Science  
James Madison University  
Harrisonburg, VA

Summer Fellowship – Yeat's  
International School, Sligo, Ireland

Summer Fellowship – Virginia  
Commonwealth University, Richmond  
VA

## COMMUNITY/INTERESTS

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President, Richmond Velo Sport  
(Cycling Organization) 2014-15

Board Member, Nature's Path Cycling  
Team 2005-10

Co-Founder of "Spin Mafia" Cycling  
Club 2004-Present

Travel, Music, Meditation