

DAWN M. GRASSO

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SUMMARY OF QUALIFICATIONS

Accomplished Health Care Technology professional with demonstrated excellence in leading cross functional teams in design, development and implementation of blended learning solutions for complex technology-based products. Learning strategist with expertise in multiple platforms serving both employees and external customer populations. Recognized for risk mitigation resulting in account retention and an improved customer experience.

- Program Management
- Project Management
- Customer Training
- Curriculum Development
- Instructional Design
- Asset Management
- Gap Analysis
- Learning Strategy
- Vendor Management

PROFESSIONAL EXPERIENCE

ATHENAHEALTH

2014 - Present

Manager, Coaching and Training Services Instructional Design

Design strategy and training in multiple modalities, including instructor-led and web-based training. Manage a team of instructional designers that design, develop and maintain release enablement and e-Learning course content providing client and internal customers a consistent, guided learning experience customized for their role, segment, and stage of their learning journey.

- Developed the vision and strategy for a Digital Badging Program. Presented a Proof of Concept (POC) at the athenahealth 2019 Success Summit, with 1500 healthcare customers in attendance.
- Managed a redesign of eLearning courseware across multiple products, including 65 course updates on short deadlines.
- Led team of instructional designers in building and operationalizing a jobs-to-be-done framework for hospital services, which provides a common taxonomy to align training content deliverables against customer learning objectives across the customer lifecycle.
- Managed hospital instructional designers release enablement demos for customers. These demos helped contribute to a 20%+ YoY improvement in customer satisfaction with training and documentation and a 50% YoY reduction in calls to the Customer Support Center, at \$32 a call.
- Created and launch new training to support implementation of clinical and revenue cycle suite of products to physician offices and hospitals.
- Designed onboarding program to ensure all new hires assimilate effectively into the organization and achieve rapid productivity.

MCKESSON CORP, Alpharetta, Georgia

1996 - 2014

Program Manager (2013 – 2014)

- Developed and executed the Professional Services programs and strategies for Enterprise Information Solutions.
- Ensured customer satisfaction by effectively translating business problems into measurable solutions.
- Established training programs to quickly roll out Service Solutions for the Professional Services Business.

Professional Services Manager (2012 –2013)

- Led overall Professional Services End User Asset Development Programs and supported Operations Manager with forecasting and resource utilization.
- Evaluated and drove additional market offerings successfully increasing the Professional Services Portfolio.
- Improved profitability of custom instructional design through employee review versus contractor potential.
- Enhanced custom instructional design capabilities, leveraging additional technology and process improvement to drive profitability of the delivered services.
- Successfully completed training and certification exams for Six Sigma Yellow Belt and Green Belt .

Learning Strategy and Development Manager, Nursing Solutions (2011 –2012)

Development Manager (2010 –2011)

Set precedence and direction with thought leadership for curriculum design methodologies, instructional techniques, learning technology, and performance-based training applications. Managed curriculum development function by providing leadership to curriculum development teams on planning, strategy, analysis, design, development, prioritization, and evaluation. Developed plans and strategies for multiple training programs, interventions, and activities. Direct reports increased from 4 to 18 in 8 months.

- Determined strategy for education modalities and set modality standards to use across all segments.
- Established education solutions product roadmap, guiding the transition from classroom training to a blended learning suite featuring web-based training (WBT) and virtual instructor-led training (VILT).
- Led team of instructional designers through the transition from instructor-led training to web-based training.
- Recognized for outstanding performance and promoted to leadership role in Development organization.

Product Manager 2010

Coordinated cross-functional team (unit leaders, training sales support, product marketing, services, support, training development and delivery, business operations, education technology, and external customers) for the assigned product strategy and definition. Partnered with BU leadership to assess customer learning needs and develop training interventions. Managed product messaging, positioning, pricing, packaging, and sales education.

- Ensured adoption by providing performance consulting to McKesson customers, internal business units, and leadership to define appropriate interventions.
- Directed product management of the education product architecture and technology base resulting in the best customized learning solution for the customer.

Senior Development Project Manager (2006–2010)

Managed and led the development of ILT, CBT, DL, WBT and blended learning projects, including courses with complex technical material and design. Mentored other Development PMs on WBT development. Selected to manage critical strategic initiatives such as: Project 289, LCMS and third-party WBT partner management.

- Managed relationships with third-party WBT partner and internal resources to complete development and delivery of 135 WBT projects totaling 216 hours of training content.
- Achieved a Performance Rating of 1 (highest level) for four consecutive years.
- Delivered the equivalent of \$3.6 million more WBT than was budgeted.
- Completed 51 projects totaling 81.9 finished hours; 566% increase in projects; 381% in previous years' hours.
- Directed custom WBT development to bring in \$459.5K of revenue; 336% increase over previous fiscal year.
- Managed development of 20+ WBT courses more than 70 hours throughout previous fiscal year.
- Completed projects approximately \$24K under budget and over 2 months early.

Senior Education Consultant (1999 –2006) | Senior Project Manager (1996 - 1999)

Delivered classroom, on-site and e-learning training programs for clients nationwide. Developed and administered comprehensive enterprise project plans including interface integrations and third-party initiatives. Acted as customer relations manager for high visibility accounts. Maintained and enhanced relationship and communication with customer's senior management.

- Generated more than \$1 million in revenue annually.
- Implemented billing system for physician practices that reduced AR days by 30 days on average.
- Conducted training needs analysis to recommend training objectives and instructional strategies.
- Conducted 10 consulting service tracks annually, each generating over \$100,000 in gross revenues.

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- Achieved a Performance Rating of 1 (highest level) for three consecutive years.

ADDITIONAL PROFESSIONAL EXPERIENCE

METROPOLITAN HEALTHCARE, Roswell, Georgia
Director of Operations

AFTCO ASSOCIATES, Roswell, Georgia
Management Analyst

DR. LAURA PARRA, Durham, North Carolina
Dental Hygienist

EDUCATION

Bachelor of Science Degree in Biology
Juniata College, Huntingdon, Pennsylvania

Associate of Science Degree in Dental Hygiene, GPA 4.0
DeKalb College, Dunwoody, Georgia