

# **Marketing Person of the Year – Health IT**

## **1. Linda Stotsky (Boston Software Systems) 1**

### **Brief Summary**

I'm nominating myself. I came to Boston Software Systems almost 3 years ago, and we went from a boutique vendor that no one had heard of to a name that resonates with everyone when referring to RPA solutions. We've accomplished a lot, but the big lift was in dragging BSS into the larger community.

### **Why does this nomination stand out? Why does it deserve to win? (max 300 characters)**

Boston Software Systems had to “begin again” across all marketing channels. We had to totally re-write our website, re-write all content and become invested in the power of community. The company had always placed people first, yet we had not been part of the larger HIT community. (my mission).

### **Entry Details (max 3500 characters)**

Boston Software Systems had been the best kept secret in Boston for over 30 years, but, it took a lot to sell them on the power of community in everything we do, from our verbiage to website, etc. We've since gone on to publish a blog, we're all over social and we placed 2nd in Best of KLAS for 2 yrs!

## 2. Linda Stotsky (Boston Software Systems) 2

### **Brief Summary**

A believer in the power of community, Linda has been a passionate citizen of the HIT tribe for over 20 years. There are so many ways to get the word out these days, doing so effectively is the trick; and Linda is a master at it.

### **Why does this nomination stand out? Why does it deserve to win? (max 300 characters)**

How do you effectively communicate the value of technology that does what a person can do? This is what Linda does every day; using social media, web and blogging.

### **Entry Details (max 3500 characters)**

Transformative technology is only thusly so when value is understood. That understanding is so very hard to achieve, when the technology in question solves a nearly unlimited number of specific problems. Linda has the unique skill to identify these specifics and lead the listener in their journey towards understanding.

Linda's process begins by understanding the customer. Being a citizen of the HIT community, she speaks and more importantly understands their language. Blending her deep understanding of the customer and technology, Linda is able to effectively communicate using the tools that best facilitate learning. The process works. Starting from green field, Linda has created a robust web, blogging and social media presence. Her success originates from experience with EHR implementation; information is useless if it cannot be used. Linda has long focused on the usability of information; and that comes from elevating and knowing the story of the source.

Listening to and elevating the story of individuals is the perfect approach to market Healthcare Robotic Process Automation (HRPA). HRPA is a person focused technology by definition. It only succeeds by knowing the individual decisions and actions for a given workflow. Linda gets this, and therefore our customers do as well.

### **Supporting Links**

<https://www.bostonsoftwaresystems.com/Home>

<https://blog.bostonsoftwaresystems.com/>

### 3. Sara Strom (Panda Health)

#### **Brief Summary**

An accomplished B2B growth marketing leader with deep experience building award-winning health technology brands, Sara Strom is a visionary, creative and analytical thinker. Both strategic and tactical, she masterfully launched a new marketing vision for Panda Health, leading to immediate results.

#### **Why does this nomination stand out? Why does it deserve to win? (max 300 characters)**

Sara is an amazing leader who cultivates excitement within internal teams, while spearheading efficient, successful, and creative campaigns. Within her first few months at Panda, she launched a messaging and design rebrand, website, and market report to advance Panda's goals and awareness.

#### **Entry Details (max 3500 characters)**

At Sage Growth Partners, we've had the privilege of partnering with Sara on her marketing initiatives for more than three years, including in her roles as Senior Marketing Manager at VigiLanz and Marketing Director at Panda Health.

She is committed to embracing and pursuing new ideas, sets high expectations for herself and her team and partners, and never shies away from new or challenging initiatives to grow and strengthen her organization's marketing presence.

While Sara has always been an impressive leader, this has been a standout year for her. She positioned VigiLanz for success in the clinical surveillance space through a Best in KLAS campaign, multiple case studies, and product launches, before beginning the journey to develop and lead a new marketing function at Panda Health. In this role, Sara took the ground running, and has already accomplished the following during her five months there:

- 40+ C-suite / VP-level health system leads delivered to Growth team via Sage market survey.
- Onboarded multiple agencies and contractors.
- Aligned leadership on and completed the following in an expedited manner:
  - Created a marketing strategy, plan and budget for 2022 (done in the first 30 days of new role)
  - Launched a rebrand and website
  - Completed a messaging engagement
  - Pitched and achieved a major PR placement, resulting in outreach for ViVE, thousands of impressions, and commentary on Twitter and LinkedIn
  - Led Panda's first corporate trade show and hosted a reception to receive 162 booth leads and 126 reception attendees
  - Launched a market survey to provide strategic insight and direction
  - Expanded the marketing department with a new Marketing Manager
  - Created a Group Buy campaign
  - Launched 3 product categories (externally)

Sara is an exceptional leader whose energy is contagious and commitment to excellence is clear. We can't to see what she does next at Panda Health.

**Supporting Links**

<https://panda.health>

#### 4. Kaycee Kaplin (Premier)

##### **Brief Summary**

Kaycee Kalpin, Chief Marketing Officer at Premier Inc., is a successful, authentic and empowering marketing leader. During her almost nine-year tenure, Kaycee has built an innovative, agile and reputable marketing team who differentiates and elevates Premier's commercial presence and buyer loyalty.

##### **Why does this nomination stand out? Why does it deserve to win? (max 300 characters)**

As CMO, Kaycee is responsible for creating a bold brand that delivers memorable customer experiences that generate company growth. Kaycee has built an innovative, agile and strategic marketing team that differentiates and elevates Premier's commercial presence while focusing on customer success.

##### **Entry Details (max 3500 characters)**

Kaycee Kalpin, Chief Marketing Officer at Premier Inc. (a leading healthcare improvement and technology company headquartered in Charlotte, NC, NASDAQ: PINC), is a successful, authentic and empowering marketing leader. Throughout her almost nine-year tenure at Premier, she has built an innovative, agile and reputable team that differentiates and elevates Premier's commercial presence, creating bold brand experiences and strong buyer loyalty.

Kaycee received a bachelor's degree in political science from Florida State University and her Master of Business Administration (MBA) from American University.

In the beginning of her career at Premier, Kaycee was tasked with marketing all aspects of go-to-market and demand generation for Premier's suite of IT solutions. Her success helped the team earn national recognition from KLAS Research, as a Best in KLAS award winner.

After being promoted to vice president of marketing, Kaycee led her entire team in becoming certified in Agile Marketing. This designation isn't the norm for the marketing industry, but the risk directly led to the success of navigating a healthcare organization through a global pandemic. During COVID-19, information was changing rapidly, and Kaycee's department had to communicate to employees, members and the market just as quickly.

Also, during her tenure at Premier, Kaycee has overseen the digital revamp of their annual Breakthroughs Conference and Exhibition (including designing a custom online experience during the pandemic that included a virtual tradeshow to keep the industry informed and connected), launched a trending healthcare podcast for the CEO, transitioned Premier's annual Investor Day meeting to completely virtual and was instrumental in launching Premier's new comprehensive technology and services brand, PINC AITM.

Under her stewardship, Premier achieved a customer net promoter score of 73.6 in 2021, surpassing typical scores for most other healthcare technology brands. Kaycee is also consistently ranked among the top 10 social influencers in healthcare IT.

Almost nine years ago, she began her career at Premier as a product marketing manager and has grown in her career every two years - from manager, director and senior director to vice president and now, chief marketing officer. This trajectory inspires her team for manifesting their own paths. Kaycee asks the right questions so her team can uncover the potential of what they can bring to the table. She is willing to take risks and allows her team to do the same, which has led to direct success for the company, including its partners and members, even during the trying times of the COVID-19 pandemic.

Kaycee's commitment to staying true to herself and not conforming to society's standard of what a woman leader in corporate America should be, is fearless. At Premier, she is one of two female leaders in the c-suite. While always professionally dressed, you'll never find her in a pinstripe suit. She is not afraid to be herself, which is a trait her colleagues and mentees find empowering.

Finally, Kaycee genuinely cares about the people she works with and provides them with opportunities to grow and take charge of their careers, helping to develop and mentor the next generation of leaders. In doing so, she's trailblazing the future of marketing - transforming the norm, which takes guts in a market as traditional as healthcare.

### **Supporting Links**

<https://twitter.com/KayceeKalpin>

<https://martech.org/modernizing-healthcare-marketing-with-agility-a-deep-dive-into-agile-transformation-at-premier-inc/>

<https://amacharlotte.com/blog/2020/11/30/ama-charlotte-executive-interview-series-kaycee-kalpin-vice-president-strategic-marketing-at-premier-inc>

<https://podcasts.apple.com/us/podcast/power-collaboration-kaycee-kalpin-premier-inc/id1478739370?i=1000506731524>

<https://www.youtube.com/watch?v=Arl2MNzTKY4>

<https://www.youtube.com/watch?v=0fvh5i7G4fk>

<https://twitter.com/CancerExpertNow/status/1338823666172375041>

## 5. Erin Waller (Greenway)

### **Brief Summary**

As Marketing Vice President at Greenway Health, Erin Waller leads Greenway's marketing team in driving client engagement, retention, and revenue growth. With over 20 years of experience and go-to-market expertise in the healthcare industry, Waller has transformed the marketing team at Greenway.

### **Why does this nomination stand out? Why does it deserve to win? (max 300 characters)**

Erin Waller started with Greenway Health in October of 2021. In her short tenure, she shifted the marketing department to focus on strategy, ROI and goals. Additionally, she focuses on growing the skillset of her marketing team through processes, resources, and frequent trainings.

### **Entry Details (max 3500 characters)**

With more than 20 years of leadership experience, Erin Waller was ready to instill her marketing mantra to Shift to Strategy in order to achieve goals. Valuing collaboration and cross-functional partnerships, she took the team's battle cry of, "Reimagining A Great New Greenway" to heart.

#### SHIFT TO STRATEGY

From her first day at Greenway, Waller's goal was to ensure the marketing team was working collaboratively to create powerful results. With a fully remote team, she found that restructuring the team into a pod system would immensely increase productivity. No longer were the days of endless meetings. Waller listened to her team and found that this strategic change was turning out stronger results for Greenway while boosting company morale.

#### GROWING TEAM

A continuation in her efforts to change up the company strategy, Waller decided to bring more positions in-house and ensure internal efforts were taken seriously. By removing outside companies, team members were able to better collaborate and grow their campaigns. Fresh faces with varied backgrounds not always in the healthcare industry, meant fresh new ideas and better ways to reach and exceed goals

#### GEARING UP FOR ENGAGE

Greenway's yearly conference, ENGAGE, was paused for four years due to natural disasters and the COVID-19 pandemic so the promotional marketing for this event needed to be strong.

With the conference's slate for 2022 approaching, Waller took the time to work with the events team to strengthen their promotional materials. Creating eye-catching videos, onsite activations, and interactive spaces to connect with clients, Waller ensured Greenway clients were excited and ready for this conference -- four years in the making.

#### SUMMARY

All in all, Erin Waller accomplished a lot at Greenway in 2021. With a few short months, her innovative ideas took Greenway by storm. She deserves to be recognized for her accomplishments in assuring the Greenway Marketing team is truly just that GREAT.



## 5. Eliana Donner-Klein (Audacious Inquiry)

### **Brief Summary**

Senior Associate, Marketing, Audacious Inquiry, Eliana Donner-Klein is a natural marketer, demonstrates mastery in strategic planning and has extensive knowledge of health policy where she elevates topics such as health equity to the forefront of the company's mission and solution offerings.

### **Why does this nomination stand out? Why does it deserve to win? (max 300 characters)**

Eliana helped to spearhead a task force to improve the company's approach and work related to health equity in its roadmap, thought leadership, and related federal projects. Eliana applied her knowledge and learnings from working with the health equity task force to co-author a Health Equity eBook.

### **Entry Details (max 3500 characters)**

As an example of Eliana's leadership on the task force within the company, she led efforts to meet with Audacious Inquiry's Master Data Management team on patient-matching for vulnerable populations. Additionally, the team is analyzing how often care coordination data accounts for values such as Race, Ethnicity, Gender, and Language, for consistent standardization in line with federal guidelines to advance interoperability through inclusion of health equity data.

The eBook she co-authored, titled, "Health Equity and Health Disparities," demonstrates how health IT can make a measurable impact in improving health equity. This ebook has been the centerpiece of Audacious Inquiry's health equity discussions and has been a popular medium that has opened the doors to numerous media and thought leadership speaking opportunities for Audacious Inquiry.

Eliana does not accept the status quo and did not hesitate to identify and seek out external partners for public relations support and counsel that would better serve Audacious Inquiry's marketing objectives and positioning. As a result, the company garnered increased awareness Eliana was able to continue to build upon and leverage in content strategies for the products she manages.

While Eliana's work in the area of health equity has become as encompassing as a full-time job in and of itself, it is only one aspect of her contributions. Eliana contributes positively and productively in several areas across Audacious Inquiry. In her marketing role, Eliana manages Audacious Inquiry's PR and Social strategies, oversees the go-to-market roadmap and related marketing aspects for two product lines. She regularly contributes content in the form of whitepapers and blogs and is heavily involved with new business development and partnership initiatives. Eliana is the consummate team player and manages all of these responsibilities with grace and poise.

Quote to note: "Eliana is bar none one of the brightest most capable individuals I've had the pleasure of working with. Her knowledge of health policy and information exchange, her divine writing abilities, and her mastery of strategic planning make her a tremendous asset to the Audacious Inquiry team and an absolute delight to work with. And the woman is genuinely kind. It's a blessing to know her" - Jess Clifton, Health IT Writer

### **Supporting Links**

<https://ainq.com/primer-on-initiatives-to-reduce-maternal-mortality-rate/>  
<https://ainq.com/key-takeaways-from-micky-tripathi-shiec-2021-session/>  
<https://ainq.com/benefits-of-emergency-preparedness-drills-and-exercises/>  
<https://www.linkedin.com/in/eliana-donner-klein/>

## 6. Aaron Bours

### **Brief Summary**

Aaron led a small, low budgeted marketing team to build a strong brand in healthcare while driving 2.5x revenue growth, including a campaign that turned \$5000 in PR spend for a free COVID-19 assistant into 6 newly-signed health systems. Hyro is now a fierce, recognized player in conversational AI.

### **Why does this nomination stand out? Why does it deserve to win? (max 300 characters)**

With healthcare's attention focused on COVID-19, our team had to find creative ways to get CIOs to listen. Promoting a free COVID-19 assistant to help was good karma but risky, and ultimately paid dividends. Aaron used a blend of organic channels, PR blitzes and effective messaging to get it done.

### **Entry Details (max 3500 characters)**

Aaron led 3 passionate marketers to compete with Nuance, Orbita and Syllable with plug & play conversational AI for health IT teams. As a company, we're headquartered in New York, have 55 FTEs and have raised \$15M to date. Tasked with standing out in a red ocean of chatbots and IVR systems, Aaron used a blend of social media, content, field marketing and email marketing to drive pipeline while creating a now-recognized brand in healthcare IT.

### **SOCIAL**

Aaron and his team were heavily active on LinkedIn and Twitter, posting 4-5x per week, and engaging with healthcare IT influencers as well as healthcare providers 1:1 via comments, tags and direct messages. He gave the LinkedIn page a personality, and often added comments to trending posts from Hyro's page (personification of brand). During events, he and the team are heavily active, sharing guides for HLTH, HIMSS and ViVE and tagging upcoming speakers. They also amplified the wins of their current customers, like this one here from Novant Health:

<https://www.linkedin.com/feed/update/urn:li:activity:6913114161136746496>

### **CONTENT**

Aaron spearheaded Hyro's newly minted healthcare blog (<https://www.hyro.ai/blog-category/healthcare>) which is visited by 5K people per month and features a fresh design and tone of voice in the industry. He also is responsible for releasing a COVID-19 Insights report which was featured in Inc., as well as a white paper on Conversational AI in Healthcare. Our newsletter, "The Conversation" goes out to 7K subscribers per month and covers all-things digital transformation and AI in healthcare. Aaron's COVID-19 virtual assistant made waves in Forbes and Entrepreneur, and the vaccination version for call centers, VAXA, made headlines in the Wall Street Journal and Modern Healthcare.

### **FIELD MARKETING**

Conferences came back hard in 2021, with Aaron and his team needing to navigate this newly-revived channel for the first time and make noise. Aaron used Cameo to land a celebrity appearance from Dr. Cox from Scrubs for \$350, telling doctors to visit Hyro at HIMSS in August 2021

(<https://www.linkedin.com/feed/update/urn:li:activity:6824011461271146496>). Hyro's unique mini guides (<https://www.linkedin.com/feed/update/urn:li:activity:6904439345936265216>), featuring must-visit sessions and a schedule of main events were smash hits for HLTH 2021 and ViVE 2022. In addition, using flying SuperHyro monkeys (stuffed animals) as Hyro's signature swag worked in driving 200+ qualified leads to our small yet impactful booth at each event. Turns out adults care more about swag for their kids.

## SUMMARY

Overall, Hyro's marketing team, led by Aaron Bours, beat the odds to stand out amongst legacy juggernauts like Nuance and Syllable. They managed to carve out a strong piece of the conversational AI market in healthcare with limited resources that only grew once immense value was conveyed upstream. Based on his impact on Hyro, healthcare IT, and his marketing team, as well as the creative, growth-hacking techniques he used to stand out, this might be the year he has earned a HITMC award.

## **Supporting Links**

Aaron's Profile: <https://www.linkedin.com/in/aaronbours/>

HIMSS: [https://www.linkedin.com/posts/aaronbours\\_himss-2022-mini-guide-by-hyro-activity-6908811951636652032-](https://www.linkedin.com/posts/aaronbours_himss-2022-mini-guide-by-hyro-activity-6908811951636652032-)

GZo9?utm\_source=linkedin\_share&utm\_medium=member\_desktop\_web

ViVE: [https://www.linkedin.com/posts/aaronbours\\_healthcareit-vive2022-vive22-activity-6906947600873062400-](https://www.linkedin.com/posts/aaronbours_healthcareit-vive2022-vive22-activity-6906947600873062400-)

LCTw?utm\_source=linkedin\_share&utm\_medium=member\_desktop\_web

Novant Health: [https://www.linkedin.com/posts/aaronbours\\_conversationlai-healthcareit-digitalhealth-activity-6883832632795291648-C-](https://www.linkedin.com/posts/aaronbours_conversationlai-healthcareit-digitalhealth-activity-6883832632795291648-C-)

X8?utm\_source=linkedin\_share&utm\_medium=member\_desktop\_web

Dr. Cox: [https://www.linkedin.com/posts/aaronbours\\_himss21-himss2021-hyroathimss-activity-6825393231912542208-](https://www.linkedin.com/posts/aaronbours_himss21-himss2021-hyroathimss-activity-6825393231912542208-)

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