

Randi Oster

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Fairfield, CT.

Business Development & Innovative Healthcare Leader

Award winning healthcare author who builds teams to translate big-picture vision into realistic strategic plan with integrated marketing, operations and financial solutions that are scalable, easily deployed and meets patient expectations

Selected Healthcare Career Highlights

- Award winning author of **Questioning Protocol**. Explains how to navigate the healthcare system with confidence by combining executive corporate background, including aerospace quality tools, with easy to implement techniques. Book tour revealed the biggest customer base was the healthcare C-suite. Leaders valued the patient perspective and needed training for their employees.
- Built an innovative patient experience training business, Help Me Health, from concept to roll-out to train all levels of healthcare workers and clinicians. Funded by Insurance and Healthcare organizations from steering committee, pilot, beta test and roll-out. Business launched with no debt and no equity investors.
- Instill a culture of collaboration between clinicians and front-line health care workers by breaking down silos and shifting focus to the patient journey. Increase teamwork results in 61% of employees implement an idea that improves the patient experience within 30 days of the workshop. Recognized by top 10 insurance carrier to be a key quality initiative that drove improved STARS ratings.
- Serves on FDA and National Quality Forum to provide the patient focus input for decision makers. Identified as one of 12 members on FDA pediatric advisory committee to vote on drug approvals. Also, a voting member for the National Quality Forum for the development of patient experience metrics in hospitals and nursing homes for CMS payment.
- Founding member of three non-profit ventures to unify physicians and patients to improve the patient experience. Transferred strategic plan skill set from B2B and B2C segments to non-profit to move teams from idea to execution.
- Chosen national key-note speaker to focus on the patient experience, healthcare reform and shared decision making. Recognized as thought leader for understanding healthcare current processes and ability to transfer best practices from industry to healthcare.

Core Competencies

Strategic Planning
Training & Development
Public Speaking
Project Management
Six Sigma Quality
Profit / Loss Accountability
Sales Team Leadership

Key Account Development
Account Capture & Retention
Customer Engagement
Contract Negotiation
Team Building
Market Analysis
Mentoring

Process Optimization
Change Management Sales
Pipeline Development
Client Service
By-line articles
Pod casts
Media Interviews

Career History

Help Me Health – Fairfield, CT
Co-Founder and CEO

2015 – present

Delivers unique, comprehensive, and sustainable healthcare educational programs to improve patient outcomes and lower overall costs

- **Strategy:** Defined overall business strategy by building team to transfer best practices from industry to healthcare. Business fully funded at each stage of development through customer partnerships.
- **Business Development:** Primary salesperson to C-Suite for closing sales. Sold vision and built cross-functional team within healthcare organizations to hit key milestones for program launch.
- **Awareness:** Led team to develop communication pieces, easily co-branded, with key messaging to help drive program participation across social media and traditional platforms.
- **Execution:** Developed easy to implement tactics that tie to overall strategy for rapid deployment by every level of employee. Created scheduling database, follow-up notices and operations practices that are easily scalable. Lessons learned from one practice integrated across healthcare systems.
- **Product Development:** Pioneered new learning map for healthcare by forming steering committee of clinicians and front-line workers completing a pilot and beta test prior to roll-out. Completed process steps in 8 months. Recognized as one of the fastest deployments by major health system.
- **Partnership:** Developed solid relationships with leaders at accountable care organizations to ensure buy-in and support for sending employees for training. Feedback from early attendees ignited sign-up participation including C-suite.
- **Speaking:** Sales growth strategy based on delivering compelling keynote address at conferences and completing workshops in break-outs. Testimonials always included words: awakening, inspiring, most informative.
- **Results:** Led state-wide roll out to healthcare employees • 95% of participants rated the workshop “highly effective” • 94% were moved to action by the workshop.

Long-Term Planning Associates – Fairfield, CT.
SVP, Sales and Marketing

2003 – 2014

Business recognized as #1 producer for long-term care insurance sales. Provided training, product development and direct sales

- **Sales:** Recognized as top 20 sales agent out of 4,000 for long-term care insurance. Sales exceeded \$350,000. Annually ranked as top 100 sales agents nation-wide by AALTCI. Consistent close rate of 50%. Success based on ability to understand customer needs and find appropriate solutions.
- **Product Development:** Packaged new LTCi product for new market for Prudential Insurance. Provided consulting services to aid insurance carrier ability to develop and roll-out program.
- **Training:** Trained 3 regional sales teams for Prudential; Collectively teams awarded most improved performance. Streamlined sales process to identify best prospects to reduce wasted time.
- **Corporate Sales:** Closed multiple deals with customers in education and manufacturing segments to provide long-term care insurance to all employees. Negotiated directly with business C-suite and insurance carrier to ensure program success.

Cross-functional team leadership for new business development from concept to launch for B2B and B2C ventures in Aerospace and GE Capital

- **New Business Development:** Approached \$1 Billion delivered in new sales in various markets by accurate market sizing, establishment of market strategies, estimation of potential sales and financial impact. Discovered repeatable processes for reducing mistakes for new ventures.
- **Program Management:** Led team to design the electronic combat system for the stealth fighter and delivered multi-million-dollar top-secret program on time and under budget. Success based on motivating team to hit aggressive milestones in stressful environment while facing layoffs upon program completion. Achieved zero personnel turnover prior to program delivery.
- **Sales Leadership:** National sales leader for Public Finance delivering \$250MM in sales from three market segments direct, vendor and broker. Developed a consistent back room process for deal flow and worked with risk managers to proactively mitigate concerns to speed transaction flow.
- **Quality Leader:** Completed Six Sigma Quality training. Received Black Belt for customer service project.
- **High Potential:** Highly regarded and recognized as an influential member of the GE team that provided consistent and proven results.

Awards / Recognition – Leadership

Top 100 Healthcare Leaders Int'l forum Advancement in Healthcare	2020
Women of Innovation Connecticut Technology Council	2018
Right Care Leadership Award Lown Institute	2017

Awards / Recognition – Writing

Questioning Protocol - 1 st Place in Health USA Best Book Award	2014
Questioning Protocol - 1 st Place in Health Best Beach Read	2014
Questioning Protocol, Eric Martin Award American Medical Writers Association	2014

National Advisory Roles

- FDA – Consumer Representative, Pediatric Advisory Committee: Voting member 2018 - present
- National Quality Forum – Patient Experience Metric review team 2019 - present
- Department of Commerce – Malcolm Baldrige National Examiner 2014 - 2017

Professional Associations – Currently Active

- Patient Safety Action Network (PSAN) – Founding member www.psan.org
- Patient Experience Policy Forum (PXPF) – Founding member www.theberylinsitute.org/page/PXPF
- Right Care Alliance – Founding member www.rightcarealliance.org/
- Society of Participatory Medicine (S4PM) www.participatorymedicine.org/

Media / Publications (Examples)

A patient's role in developing new drug treatments Connecticut Post	2020
Doctors should let dying patients make their own decisions Washington Post	2018
Patient Satisfaction is linked to knowledge Engaging Patients	2017
Less is More - Questioning Protocol JAMA Internal Medicine	2014
A beautiful choice: Living and dying with dignity Dorland Health	2013
A Mom's Need for More Medical Knowledge is a Prescription for a Better Night's Sleep Emmi Solutions	2013

National Key-Note Speaker (Examples)

Beryl Institute, Blue Cross Blue Shield Rhode Island, Bridgeport Hospital Leadership Meeting, Connecticut Hospital Association, Connecticut Health Council, Dorland Health, HARC, Lahey Hospital, Lown Institute, Mt. Sinai Leadership Summit, Planetree, Rhode Island Quality Institute, Yale Grand Rounds

Education

MBA
Boston University, Boston Massachusetts

B.S. Electrical Engineering
Union College, Schenectady, N.Y.