

# Spencer Ash

Director of Product Design

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Healthcare Technology Leadership & Management | Product Design (UX/UI) | Product Management | Product Strategy | AI & Digital Health Innovation | Process Optimization | Product Launch | DesignOps

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## Professional Profile

Strategic healthcare technology leader with over a decade of experience in **innovation, AI/ML driven digital transformation, and product strategy** across value-based care, Pharmacy, and Pharmacy Benefits Management (PBM). Proven expertise in **leading multi-functional teams across product management, UX, and clinical informatics** to drive high impact enterprise-wide innovations that improve patient outcomes, optimize operations, and generate revenue growth. Experienced in **advising startups, mentoring industry professionals, and shaping digital health strategies at scale.**

### Key Focus Areas

- AI/ML-Driven Digital Health Innovation
- Product Management & Go-to-Market Strategy
- UX/Product Design & Clinical Informatics
- Healthcare AI & Data Analytics
- Enterprise Digital Transformation
- Board & Advisory Leadership

## Professional Experience

### Director of User Experience

Abarca Health | 2022 – Present

- Lead UX strategy and innovation to redefine the **Pharmacy Benefit Management (PBM) landscape.**
- Spearhead **user-centered design practices** to enhance **patient and provider experience.**
- Drive **cross-functional collaboration** to integrate design principles into product development.
- Oversee **DesignOps** to optimize processes and workflows for efficiency and excellence.
- Defined and executed PBM **HealthcareIntelligence (AI) strategy**

## Director of Product, UX, & Clinical Informatics

Healthcare SaaS Platform (Post-Acute Care) | 2022

- Led **product management, UX, and clinical informatics** for a platform serving **28,000 users across 35 states**.
- Partnered with **leading housecall medicine providers** to improve efficiency and reduce waste.
- Pioneered a **product-led growth (PLG) approach**, transforming business models to drive revenue.

## Product Manager, User Experience, & Clinical Informatics

ChenMed / Curity | 2017 – 2022

### → Product Manager & Clinical Informatics Strategy Lead (2021 – 2022)

- Directed product vision and execution across **clinical application portfolios**.
- Led **ChenMed's Clinical Informatics Center of Excellence (CoE)** to drive innovation in healthcare informatics.
- Managed **three agile scrum feature teams**, ensuring seamless execution of strategic initiatives.

### → Senior User Experience Designer (2020 – 2021)

- Designed **value-based care EHR systems** and led **digital transformation projects** for telehealth and remote monitoring.
- Played a key role in **COVID-19 response initiatives**, optimizing digital health solutions.

### → User Experience Designer (2017 – 2020)

- Specialized in **user research and persona-driven methodologies** for clinical applications.
- Contributed to **interoperability projects**, integrating EHRs with lab exchanges, medication databases, and e-prescribing systems.

## Consultant & Advisor

Various Health Tech Startups | 2019 – Present

- Advise **healthcare startups & VC-backed digital health firms** on **AI/ML adoption, product-market fit, and market strategy**.
- Provide strategic guidance on **healthcare informatics, digital transformation, and product-led innovation**.

## Board & Industry **Leadership**

- **Vice Chair, HIMSS Professional Certification Board** (2021 – Present)
  - **Advisor, Florida International University (FIU) MSHIA Program** (2020 – Present)
  - **Industry Mentor, Healthcare Startups & Digital Health Innovation**
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## Executive Programs & **Education**

**Executive MBA (EMBA) in Strategic Leadership** – Valar Institute at Quantic School of Business & Technology (2023)

**International Business Certificate** – Florida International University (2024)

**Executive Certificate in Value Creation** – Florida Atlantic University (2023)

**MS in Health Informatics & Analytics** – Florida International University (2019)

**Master of Professional Science** – University of Miami, Rosenstiel School of Marine and Atmospheric Science (2016)

**Graduate Medical Certificate, Public Health & Epidemiology** – University of Miami, Miller School of Medicine (2017)

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## Tehncial & Professional **Certifications**

- **SHIMSS (Senior Member of HIMSS)**
- **CAHIMS Certified**
- **Six Sigma Black Belt**
- **Certified Healthcare Financial Professional (CHFP)**
- **Certified Specialist in Business Intelligence (CSBI)**
- **ASHP Pharmacy Informatics Certificate**
- **Certified HIPAA Officer**