Spencer Ash
Product Management & User Experience Leader

linkedin.com/in/spencerrjash

spencer.rj.ash@gmail.com

Experienced health technology Product Leader with over 5+ years of experience and a background in health informatics, product management, public health, and user-centered design. Expert in building high performance product management and design teams.

My core focus: is on solving mission-critical problems in the healthcare space and I am dedicated to designing innovative clinical applications that lead to positive health outcomes across diverse populations.

Skills

Leadership, **Product Management**, Product **Strategy**, **User Experience Design** (UX), User Interface Design (UI), User Research, Information Architecture (IA), Data Science, Voice User Interface (VUI) Design, Interaction Design (IxD), Ethnographic Research, Usability Analysis and Testing, Pharmacy / Clinical / Consumer Health **Informatics**, Rapid Prototyping, **Data Analysis**, Project Management, **Design Systems**, Agile and Lean UX, **Healthcare** / Value Based Care Domain Knowledge, Public Health, Business Analysis / 6σ, Database Design

Technical and Software

Figma, Sketch, Invision / Invision Studio, Adobe Audition, Excel, Google Analytics, MixPanel, Statistics and Data Science (SQL / Excel / Python / R /SAS, Tableau, Watson Analytics), Unified Modeling Language (UML), Rapidminer, EHR Design, Visio, Lucidchart, Access, Teradata, IBM Process Integration Modeler, D3.JS Visualizations, Azure Dev Ops, Jira

Experience

SutureHealth

2022
March - November

Director of Product Management and Clinical Informatics

At SutureHealth, I implemented and led the organization's first product management and user experience team from the ground up - building the team to include two product managers, two UX specialists, and a nurse case manager. Our focus was on supporting the legacy post-acute care eSignature platform, transforming the organization's business model leveraging a product-led growth (PLG) approach, and new stealth mode development in chronic care management, remote patient monitoring, and virtual pharmacy.

Healthcare Information and Management Systems Society (HIMSS)

2022
Jan - Present

Board Member, Global Professional Certification Board

Member of the Global Certification Board for Healthcare Information and Management Systems (GCB4HIT). Advised on the administration of HIMSS certification programs and exam design. Contributed to plans for marketing and promoting certifications and consultation for maintenance of quality programs. Co-lead for the HIMSS Ambassador program.

ChenMed | Curity (a ChenMed brand)

2021-2022
June-March

Product Manager & Clinical Informatics Strategy Lead

In my prior roles at ChenMed I was tasked with concept vision development and strategy generation. Making the transition into product management allowed me to further drive strategy and own the product vision execution across the entire clinical application portfolio. This was a leadership position, functioning as a group product manager, responsible for the product delivery for three agile scrum feature teams in the clinical applications development group while working closely with business/clinical stakeholders, development teams, agile project management, QA engineers, business analysts and user experience design leads on the creation of product vision, roadmaps, and in ensuring that final deliverables meet stakeholder needs. Developed, coached, and mentored product management team consisting of several associate and staff level product managers. Achieved over $1.8b in additional yearly gross revenue through the implementation of workflow-based features.

2020-2021
October-June

Principal User Experience Designer

Functioning as the product design lead for the IT clinical applications group, my core focus in this role was to champion the overall user experience across both clinical applications as well as consumer-facing health technologies in support of the organization's core model - including new business development in HMO, PPO, and self-funded employer health insurance areas, which are now independent companies within the organization (InTune Health and TeamCare). Led the design and implementation of ePrescribe and internal medicine dispensing workflows. In addition to user experience-related work, this role also required a strategic focus where I function as the primary product strategist leading current and future product strategy - including product visioning, road mapping, stakeholder alignment, and leveraging the IT applications group to define the business model for the organization as it relates to health care technology in a future-forward state.

> Continued

PORTFOLIO

ChenMed | Curity (a ChenMed brand)

2020 March-October

Senior User Experience Designer

In this role, I functioned as the user experience and product strategy lead for the IT clinical applications group dedicated to developing internal clinical applications, including the nation's only value-based EHR system as well as patient-facing technologies to support telehealth, remote patient monitoring, digital front-door strategies. Spearheaded many of the IT group's COVID-19 response projects and also conducted numerous R&D projects, in addition to enhancing the organization's product management capabilities by designing standard processes and procedures around product prioritization, product strategy, data and metrics usage to drive outcomes, quality assurance and quality control (QA/QC), and stakeholder management.

2017-2020 May-March

User Experience Designer

User experience research and product design across clinical applications within a unified care suite using persona-driven methodologies. Focus on: Clinical technology R&D (including IOHT and Voice-Interface), leveraging healthcare informatics in design. EHR, IPHR, PHR, CDS, BPA, HIE, e-HPA, Voice-Assistants (clinical and patient-facing), Integrations (lab exchanges, medications database and e-prescribe, etc).

Education

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

Building Expertise in Administration and Management (BEAM)
2021   University of Miami - Miller School of Medicine

Certificate in Hospitality Management
2020   Florida Atlantic University

Master of Science in Health Informatics and Analytics (MSHIA)
2019   Florida International University

Advanced Medical Certificate, Public Health and Epidemiology
2017   University of Miami - Miller School of Medicine

Certificate in User Experience Design
2017   Ironhack Miami

Certificate in Monitoring and Evaluation
2016   Unite for Sight Global Health University

Certificate in Global Health Technology
2016   Unite for Sight Global Health University

Master of Professional Science in Marine Affairs and Policy (MPS)
2016   University of Miami - Rosenstiel School of Marine and Atmospheric Science

Certificate in Urban Health
2015   Unite for Sight Global Health University

Certificate in Environmental Health
2015   Unite for Sight Global Health University

Bachelor of Arts in Political Science
2014   New York University

Professional Certifications

ASHP **Pharmacy Informatics** Certificate, ASHP Wellbeing and Resilience Certificate, Certified Associate in Health Information Management Systems (**CAHIMS**), Certified **SAFe** PM/PO, Certified **HIPAA** Officer, **6σ** Certified Black Belt, **Scrum Master**, NIH Protecting Human Research Participants, Medical Terminology, Certified Healthcare Financial Professional (**CHFP**), Certified Specialist Business Intelligence (**CSBI**), RapidMiner Applications & Use Cases (Master), Strategic Leadership in Healthcare, Health Informatics & Technology in Decision Making, Economics of Healthcare Delivery