PeraHealth.Bios

Stephanie Alexander
Chief Executive Officer

A 27-year veteran of the healthcare industry, Stephanie has broken new ground for pioneering benchmarking systems, developing strategic growth plans, and managing acquisitions.

While at Premier Inc., a healthcare alliance company, Stephanie accomplished a sea change. Over 23 years, she grew the healthcare informatics business from $1 million to more than $100 million in revenue. She pioneered the development of Premier's Perspective system, the largest clinical benchmarking database of its kind in the U.S.

She advanced other projects, serving as the Executive Sponsor of the Centers for Medicare & Medicaid Services' (CMS) Hospital Quality Improvement Demonstration (HQID) project, a first-of-its-kind initiative to determine whether financial incentives are effective at improving the quality of inpatient hospital care. She went on to provide executive oversight for the Advancing Quality initiative in the United Kingdom's National HealthService Northwest region, a program modeled after HQID.

In the complex world of healthcare, experience in managing mergers and acquisitions is key. Stephanie has been at the center of several of these transitions. She led Premier's acquisition of Cereplex Inc. (2006), a startup company with breakthrough technology for reducing hospital infections and overuse of antibiotics, and CareScience from Quovadx Inc. (2007), which combined two of the nation's leading clinical informatics technologies to improve health system quality and efficiency.

Prior to joining PeraHealth in March 2012, Stephanie was President of Performance Analytics at MedAssets, where she developed an enterprise strategy in clinical analytics. She also served as president of MedAssets' Decision Support Services (formerly Avega Health Systems, a 2006 acquisition) and led MedAssets' data exhaust business and supply-chain technology integration and project management for the Broadlane (2010) acquisition.

Stephanie holds a BS in industrial engineering from North Carolina State University and an MBA from the University of North Carolina- Chapel Hill.

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Meredith Cage
Senior Vice President, Marketing and Product Strategy

Meredith is a scientist who became a marketing maven, and has more than fifteen years of experience working with providers, payers, manufacturers and academia.

Meredith began her healthcare career performing early stage oncology and cell biology research at Duke University. She then spent five years in healthcare management consulting leading quality improvement, cost reduction, and revenue enhancement projects for multiple healthcare systems.

Meredith went on to work for Johnson & Johnson as a Worldwide Marketing Manager, directing global marketing activities from a strategic standpoint. While at J&J, she was selected to join its elite three-year leadership program.

Prior to joining PeraHealth, she worked as an advisor to start-ups and small companies, providing guidance in marketing and growth planning.

Meredith earned a BA from Princeton University and an MBA from Harvard Business School.
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Pamela Howard
Senior Vice President of Sales

Pamela is a 30-year veteran sales executive with a history of success in a start-up healthcare environment.

Pam's hands-on approach adds a human element to her work. Her clinical experience as a registered Respiratory care practitioner included critical care, pediatric, cardiac, burn ICU, emergency medicine, and home care for ventilator dependent children and adults.

Pam's sales credentials include working as Vice President of Sales for CareScience, and Vice President of Sales Operations and Area Vice President for MediServe Information Systems. She later became Health System Sales Leader for the Informatics division of Premier Inc., a healthcare alliance company. While at Premier, she also directed sales operations for a newly acquired Premier company, SafetySurveillor.

Pam earned her Respiratory degree at SUNY Upstate Medical Center and holds a BS in Healthcare Services from State University of New York.
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Carolyn Scott
Senior Vice President, Chief Customer Officer

A sparky Texan, Carolyn leads PeraHealth's relationship management and clinical adoption services.

Carolyn has valuable real world experience as a registered nurse and various nursing administration roles in the Dallas area. She spent seven years in various consulting and relationship management roles with KPMG and Vizient (formerly VHA) before providing consulting services in the areas of Value-Based Performance and Health Data/Analytics.

She went on to work as Service Line Vice President, Quality & Safety, for Premier, Inc., a healthcare alliance company, where she stayed for six years. At Premier, she was responsible for the strategic direction, planning and execution of healthcare quality and safety service line, including consulting services and large scale collaboratives and clinical networks.

Carolyn holds an MHA from the University of Texas at Arlington, a BS in Nursing from Texas Christian University, a MS in Secondary & Higher Education Consulting & Guidance from Texas A&M and a BA in Business and Finance from University of Texas El Paso.
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Edward Yurcisin
CIO, Senior Vice President of Technology & Services

Edward has more than twenty years of experience as a business strategy executive. He knows how to create competitive advantages by using business intelligence and analytics.

Edward has international experience. He worked as Vice President of Data and Analytics for an investment company in Mexico, leading trading analytics for equity and commodity investment. While in Mexico, he co-founded eMonterrey, which specialized in cost-competitive business intelligence and quality engineering software services.

He went on to co-found MicroStrategy, holding various positions, including Vice President of Customer Management and Director of Predictive Analytics. His responsibilities included consulting with clients on big data, data mining, and predictive analytics in healthcare, retail, financial services, and other industries.

At PeraHealth, he leads all technical support, sales operations, and quality engineering efforts.

Edward received a BA in Economics and Political Science from Duke University.
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Michael Rothman
Co-founder and Chief Science Officer

Michael Rothman co-founded PeraHealth in 2005 with his brother Steven.

Early in his career, Michael gravitated toward science. He went to work as an engineer in computer science and artificial intelligence at IBM's T.J. Watson Research Laboratory, where he developed models that led to a doubling of chip yields in IBM's microelectronics division.

Michael is a natural interpreter of information, and loves to refine processes. As a manager and executive consultant for the IBM Consulting group, his duties included translating mathematical results into effective business strategies for major banks and financial institutions. Later, as Senior Vice President for Strategic Information at First USA Bank, Michael established a database to better determine customer preferences.

In 2000, he founded Michael Rothman & Associates to focus on data analysis and product development through consulting, patent filing and joint ventures. Projects have included developing a system generating customized discharge forms for hospitals, helping determine cash flow and profitability for a pharmaceutical company's newly introduced drugs, and pro bono work analyzing puppy mortality data for a guide dog school.

Michael earned a Bachelor of Science and Master of Science degree from Brown University, and went on to earn a PhD in Chemistry (from Brown?).
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Charles Shelley
Senior Vice President, Chief Growth Officer

Charlie has dedicated his career to improving healthcare through the use of data. His areas of focus have been: decision support, performance management, data management, business intelligence, and care transitions.

Charlie's pioneering spirit led him to join several early-stage companies. In the 80's, he co-founded Avega, a hospital decision support systems company, using his flair for growth to transform it into a market leader. He also helped develop the healthcare industry's first object-oriented data model, which is still in use by leading Health Information Technology (HIT) vendors.

Prior to joining PeraHealth, Charlie served as Senior Vice President in Sales, Marketing and Channel Development for Curaspan, the industry leader in post-acute care transition solutions. At Curaspan, Charlie reorganized the front end of the business, while developing and managing channel partnerships with prominent Electronic Medical Records (EMR) and Case Management vendors.

At PeraHealth, Charlie will lead all business related to revenue, including sales, business development and channels.

Raised as a New England Yankee, Charlie currently resides in Key Biscayne, Florida. He earned a BA in Economics from Cornell University, where he also completed graduate studies in health services administration.