

## SPEAKER BIOS – October 18, 2019



**Sunita Mishra, MD, MBA** is the Chief Executive of Express Care. The portfolio consists of 40+ retail clinics, the direct to consumer virtual and at home services. She has also works closely with the product team in Strategy and Innovation department to develop technology that can enhance the Express Care patient and provider experience.

Prior to this role, she was Medical Director of Innovation where she was responsible for vetting and piloting technology solutions for the medical group to transform the PSJH delivery model.

Dr. Mishra came to Providence by way of the Swedish Medical Center where she was an internist / primary care physician. She is passionate about re-designing primary care such that doctors and patients can connect in a more meaningful way. Prior to this, she practiced medicine in Singapore.

Dr. Mishra is a graduate of the University of Arizona College of Medicine and did her residency at the University of Washington. She also received her MBA from the University of Pennsylvania, The Wharton School.



**Paul Martino** is the co-founder and Chief Growth Officer of VillageMD, a leading provider of healthcare for organizations moving toward a primary care-led, high-value clinical model. His responsibilities include identifying and addressing market needs, growing the base of affiliated primary care physicians, developing strategic partnerships, and expanding the reach of the VillageMD brand.

A 30 year veteran of the health care industry, Paul has driven growth and fostered innovation as an executive for health plans and consultancies. Prior to VillageMD, he was Senior Vice President of Clinical Strategy and Innovation at Anthem/WellPoint, the second largest health plan in the US. He was instrumental in architecting Anthem's payment innovation strategy, developing its Patient Centered Primary Care model, and establishing value-based contracts with Anthem's primary care physician network.

Paul holds a B.A. in Philosophy from the University of Connecticut.



**Carla Small** is the Executive Director, Innovation & Operational Effectiveness at Boston Children's Hospital. The Innovation and Digital Health Accelerator (IDHA) is a seventy-person team combining the data, clinical expertise, and health care technology development experience of Boston Children's Hospital, with world leading industry partners, including Amazon, GE and Verily, to build and scale market competitive digital health technologies. Carla leads the Innovation Accelerator which has spun out five companies, including Circulation and Mightier, and partnered to accelerate external startups, with portfolio venture funding totaling over \$150 million. Carla also serves as the executive lead for Operational Effectiveness for Boston Children's Hospital enterprise-wide.

Prior to joining Boston Children's, Carla founded a health care strategy consulting firm and was a consultant with Health Advances. She also led product development at startup Work/Family Directions where she launched a series of groundbreaking products and services. Carla is an advisor to

Edwards Life Sciences, served on the Consumer Marketing Advisory Board for Medtronic Diabetes and currently serves on the Board of Trustees of the Codman Academy Public Charter School. She received her undergraduate degree from Dartmouth College and her MBA from the Harvard Business School.



**Victoria Vacaro** is a Project Manager at Mass General's Healthcare Transformation Lab. HTL was founded 6 years ago with the mission is to improve the experience and value of healthcare through collaborative innovation and digital health. HTL focuses on supporting and mentoring front line providers through the process of idea to prototype, as well as sourcing promising digital health startups. Victoria has been at the lab for 5 years with a focus on championing projects that find healthcare use cases for novel tech such as virtual reality and gamification. Victoria currently sources and manages HTL's project portfolio and new business.

Before coming to MGH, Victoria worked at the Boston Psychoanalytic Society and Institute, researching time saving tech solutions to get them off paper and helping them grow their programs and events portfolio. Victoria holds a BA in Film Studies

from Boston College.



**Sarah Wirth**, Senior Manager is a member of ECG's Patient Access practice and has experience in optimizing health system and large physician group practice operations, as well as improving financial performance through physician- and hospital-based revenue cycles. Sarah has focused on enhancing consumer and patient access to information, services, and care through the design, implementation, and optimization of centralized patient contact centers and front-end processes such as facility- and ambulatory-based appointment scheduling and physician-to-physician referral processing. Sarah has worked with some of the nation's premier academic, community, and safety net healthcare systems to transform the way patients interact and

connect with their healthcare providers.

Prior to joining ECG, Sarah worked as a management consultant, during which time she optimized all areas of hospital and professional fee revenue cycles. She held roles related to implementing a comprehensive denials management solution for a multistate hospital system with \$2 billion in net annual revenues, and she provided system conversion support and oversight for a hospital with \$300 million in net annual revenues, which successfully liquidated 90% of legacy-system accounts receivable in 90 days.

Sarah holds a master of business administration degree from the Daniels College of Business at the University of Denver and a bachelor of science degree in finance and marketing from the University of Denver.