



KATHLEEN HERTZOG

CHIEF MARKETING OFFICER

In her role as Chief Marketing Officer, Kathleen leads Canton & Company's marketing, communications, brand development, and public relations, as well as its client-facing marketing practice.

A healthcare marketing leader, she has more than 20 years of experience creating integrated strategies designed to achieve critical business goals. Her deep expertise includes go-to-market planning and execution, content marketing, thought leadership, corporate communications, PR and analyst relations.

During more than two decades in the healthcare industry, Kathleen's work has focused on population health, health information exchange, administrative simplification/ HIPAA, interoperability, revenue cycle management, and artificial intelligence (AI). She's also a noted champion for value-based healthcare, having published several research studies and thought leadership pieces on the subject, with her work cited extensively by industry media organizations, such as Health Data Management, Modern

Healthcare, Healthcare IT News, and Managed Healthcare Executive.

Kathleen honed her expertise in healthcare marketing and communications at companies including Optum, Envoy (now Change Healthcare), and Availity, and has worked with a diverse range of clients including Anthem, Humana, McKesson, Target, and providers of all sizes.

She believes in the power of an outstanding client experience for elevating brands, that thoughtful planning paves the way for flawless execution, and simplicity is the key to great messaging. She also believes health should be approached holistically, the millennial generation is changing the game, and pets are the secret to a happy life.

AREAS OF EXPERTISE

- *Go-to-Market Strategies*
- *Content Marketing*
- *Thought Leadership*
- *Brand Development*
- *Communications*

Representative Accomplishments

Rebranded national health information exchange company, seamlessly integrating multiple acquisitions into the new brand architecture; efforts garnered Awards of Distinction from The Communicator Awards

Led program to conduct original research on topics of importance to target audiences and reflective of a national healthcare clearinghouse – specifically value-based payments and programs that shift risk to healthcare providers

Created thought leadership platform, positioning company as market experts in payment reform, differentiating them from the competition, and driving media exposure

Transformed client experience for population health technology company by implementing a robust client communications/ education program and re-designing a client engagement platform; contributed to a 10-point lift in NPS score

Guided client communications during company crisis, consistently providing round-the-clock information to customers, and being lauded as the “silver lining” to a challenging situation

Produced hundreds of successful health industry events as part of integrated marketing strategies

Led the implementation of Pragmatic Marketing and related certification and immersion training programs as basis for product management and marketing discipline

Transformed marketing function of national healthcare clearinghouse to more intelligently engage target markets, refocusing the organization on market-based problem-solving as the foundation for product development

Introduced digital marketing discipline, including marketing automation and social presence, increasing the ability, ease, and speed to identify and target markets, track, and nurture leads through the sales funnel

Facilitated corporate strategy update, supported by a relevant product strategy, roadmap deliverables, and pricing; delivered 12 major projects/ 400+ small initiatives

Built market research and competitive intelligence function, enabling more informed decision-making across the company

Managed sales channels and marketing initiatives for major artificial intelligence (AI) company including partnerships with McKesson Health Solutions, Thomson Medstat, and Glaxo Smith Kline; championed entry into Medicaid and Behavioral Health markets

Fostered a \$40 million book of business for a national health organization; business included health plans, self-insured employer groups and unions

Publications and Speaking Engagements

- Hertzog, K. *Healthcare Predictions 2019, Perspectives from Five Industry Experts*, Canton & Company report, January 2019.
- Hertzog, K. *The Best Market Opportunities in Healthcare: Four Trends to Watch*, Canton & Company white paper, September 2018.
- Hertzog, K. *ADT Authorizations and Notification Requests, A multi-billion dollar problem of waste and missed opportunities*, Availity Special Report, May 2015.
- Hertzog, K. *Revenue cycle best practices during an Epic implementation*, Availity Special Report, June 2015.
- Hertzog, K. *Provider Revenues: The impact of consumerism on patient payments*, Availity white paper, November 2014.
- Hertzog, K. *Value-Based Payment Models: An Opportunity for Return on Collaboration*, Health IT Outcomes, June 2014.
- Hertzog, K. *The Future of Integrated Healthcare Delivery*, panelist, W2O Go. Ahead in Health Summit, Las Vegas, NV, December 2013.
- Hertzog, K. *Health Plan Readiness to Operationalize Value-Based Payment Models*, Availity research study, 2013.
- Hertzog, K. *Provider Readiness to Support Value-Based Payment Models*, Availity research study, August 2013.
- Hertzog, K. for Klapstein, J.D. (2010). Administrative Simplification chapter. In D. Merritt (Ed.), *Paper Kills 2.0, How Health IT Can Help Save Your Life and Your Money*, CHT Press.
- Hertzog, K. *Health Information Exchange*, Kentucky General Assembly meeting, Frankfort, KY, 2010.
- Hertzog, K. *Understanding HIPAA*, Phycom Annual Kick-Off Meeting, Kirkland, WA, 2001.
- Hertzog, K. *Opening remarks: About Phycom*, National Plan Automation Group Meeting, Mackinac Island, MI, 2001.
- Hertzog, K. *Implementing EDI in the Dental Practice*, National Dental Association Annual Meeting, Chattanooga, TN, 1999.
- Hertzog, K. *Implementing EDI in the Dental Practice*, Delta Dental Plan of Massachusetts Technology Meeting, Boston, MA, 1998.
- Hertzog, K. *Dental EDI Best Practices*, Envoy customer conferences, Nashville, TN, Parsippany, NJ, Los Angeles, CA, 1997.
- Hertzog, K. *The Value of EDI for the Dental Practice*, Envoy Annual Meeting, Opryland Hotel, Nashville, TN, 1997.

Affiliations and Memberships

- Member, Forbes Communications Council, 2019-present
- Expert Panel, Communications, Forbes.com, 2019-present
- Member, CMO Council, 2012-present
- Member, Content Marketing Institute, 2015-present
- Member, Health Information Management Systems Society (HIMSS), 2007-2017
- Member, Healthcare Financial Management Association (HFMA), 2010-2017
- Member, America's Health Insurance Plans (AHIP), 2007-2017
- Member, Workgroup for Electronic Data Interchange (WEDI), 1996-2014
- Executive Council, American Heart Association, Go Red for Women, 2013 and 2014
- Member, Medical Group Management Association (MGMA), 2010-2014
- Member, National Dental EDI Council (NDEDIC), 1996-1999

Education

BA, Communications, Jacksonville University, Cum Laude

Pragmatic Marketing Certified

Professional, Academy for Healthcare Management