

# Tracey D. Campbell

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## Overview:

Proven CEO with more than 35 years of deep experience in healthcare information technology, cyber security, risk management, governance, and compliance. Successfully scale dispersed human capital and exceed revenue and growth objectives in high-paced, growth environments. Change agent and disruptor for start-up and growth stage companies using strategy, performance-based metrics, and balancing risk, resulting in successful performance. Demonstrated executive leadership skills in strategic thinking, diversity of thought for \$8 million budget, 70-person company. Led company in establishing first DEI program.

## Employment History:

### **BRIDGE Healthcare Partners, LLC, Denver, CO**

**September 2017 – November 2022**

Managed service organization delivering healthcare IT, Cyber security, EHR, and Revenue Cycle Management services to clients across the US. [www.bridgehcp.com](http://www.bridgehcp.com)

#### **CEO**

#### **Select Accomplishments:**

- Year over year 5% revenue growth and performance objective achievement for five years.
- Company profitability in 17 months by executing on a financial and operational standardization strategy for the first time in company history.
- Investor relations and negotiation in the areas of company valuation, acquisition, due diligence.
- Led the company through new Mission, Purpose, Values, and Employee Value Proposition.
- Established company's first enterprise risk management framework and client protocol resulting in no cybersecurity attacks across client base for five years
- Proven negotiation skills in governance, contracts, compliance, and labor.
- Successful collaboration with board in areas of governance, divesture of investor, crisis leadership
- Ability to orchestrate a win-win solution to retain key clients under adverse circumstances.

### **Blackstone Entrepreneurs Network Member**

**January 2020 – Present**

CEO's and CEO advisors creating a greater positive impact on the Colorado entrepreneurial community. [www.bencolorado.org](http://www.bencolorado.org)

### **Center for Improving Value in Health Care**

**October 2012 – September 2017**

A private, non-profit, non-partisan convener and catalyst for innovative, disruptive change for payment reform, health care delivery redesign, and health care transparency. All efforts point to the support of the Triple Aim: better health, better care, and lower costs. [www.civhc.org](http://www.civhc.org)

### **Vice President of Strategy and Business Development**

#### **Select Accomplishments:**

- Monetization of company asset in collaboration with Board members maintaining compliance with HIPAA and HITECH legislation for \$5 million annual budget.
- Successful creation of marketing and sales of analytics and reporting for health plans, integrated delivery systems, employers/brokers, major provider groups, health care nonprofits, state agencies and academic/research community to increase transparency of cost, quality, and value.
- Negotiated and obtained multiple state rule changes with legislators and stakeholders to maximize the comprehensiveness and value of the Colorado All Payer Claims Database.

**Nuvera, Inc.****April 2006 – October 2012**

A pioneering and innovative telehealth company providing solutions for care management and general wellness programs. [www.nuvera.com](http://www.nuvera.com)

**Director, Sales, and Business Development****Selected Accomplishments:**

- Top producer of new channel partnerships and new client contracts for six-year period.
- Part of startup team: successful execution of population-based care management and chronic care management technology programs. Created and executed consumer engagement and compliance strategies for cost containment and value-based products.

**HealthTrio, Inc., Denver, CO:****January 2000 – April 2006**

The leading EHR/PHR provider of eHealth solutions to organizations that manage care.

[www.healthtrio.com](http://www.healthtrio.com)

**Director of Business Development****Selected Accomplishments:**

- Part of company launch team. Responsible for business partner revenue targets, marketing strategy, proposals, and presentations, including America's Health for Insurance Plans (AHIP), Healthwise, IncentOne, and HealthDay.
- Created Account Executive program using performance metrics: annual contract value, customer satisfaction survey results, contract renewal rates.

**Inteck, Denver, CO****September 1998- December 1999**

Inteck, Inc., Denver, CO: A provider of Healthcare Information Technology consulting services.

[www.inteck.com](http://www.inteck.com)

**Director of Business Development****Selected Accomplishments:**

- Successfully managed development and execution of brand management, sales, and marketing.
- Developed new service lines: Interactive Healthcare & Health, Electronic Medical Record (EMR) Assessment/Readiness, and IT System Maximization for top three healthcare HIS software vendors.

**HBO & Company****November 1984 - September 1998**

Enterprise healthcare electronic health record software application vendor.

**Sales Executive****Selected Accomplishments:**

- Sold 120% of sales quota and selected for sales Achievement Club.
- Successful development of executive level customer relationships and ensuring customer satisfaction through effective planning and execution of solutions purchased.

**Civic Organizations**

- Board of Trustee, St. Elizabeth's School, Denver, Colorado
- Board of Trustee, Campbell Foundation, Denver, Colorado
- Former President and Board Chair: Colorado Health Information Management System Society. [www.colorado.himsschapter.org](http://www.colorado.himsschapter.org)

**Education**

University of Kansas, Lawrence, Kansas, Bachelor of Science