Lisa Schaffner, PhD

Senior Advisor, Fractional Chief Data & Analytics Officer

About Lisa

Dr. Lisa M. Schaffner, PhD, is an accomplished expert in healthcare strategy, data, and analytics. A visionary and execution-oriented executive, she conquers chaos and accelerates rapid and sustained returns by transforming data and analytics assets into actionable insights. Serving as a cross-functional business partner, Lisa develops and executes customized strategic plans and roadmaps for revenue generation, expense management, leadership vision, and competitive differentiation. With experience of leading teams of three to staff of over 150, Lisa implements Agile methodology to increase speed to insights, incorporate customer input and feedback, stimulate and promote business growth, and improve employee satisfaction and engagement. Over her career, Lisa has generated an astounding $2B in revenue, medical and pharmacy cost savings, and administrative efficiencies for payers, providers, systems, and technology enablers. Healthcare is her primary focus and is a personal calling for Lisa. Above all, Lisa is most passionate about helping organizations become data fluent. She understands that high data fluency is a core part of organizational culture and strategy, and allows greater companywide collaboration, where teams share and analyze data together to solve problems and pursue common goals. This facilitates faster decision making where leaders and individual contributors alike can track performance with metrics and set data-driven objectives.

How Lisa Has Helped Businesses Optimize Performance

- **Strategic operator** – Led a successful renewal of business with the company's principal customer for Ohio's largest health insurance company by being a strategic operator and working across entire service team. Established data protocols to glean insights that indicated over $100M in actionable cost of care savings, and a plan that streamlined reporting and analytics provided to the customer. The renewal was for five years, two years longer than the long-term customer had ever renewed previously, and worth $600M in revenue.

- **Create value** – Established the first clinical and population health analytics capabilities for an integrated healthcare delivery system and payer. Leveraging that investment, directed the development of a commercialized self-service platform that identified over $300M in actionable opportunities to improve clinical, behavioral, social, and financial outcomes.

- **Change agent and new technology** – For the parent company of a multi-state healthcare provider, created the company's first AI team and models. This adoption of new technologies enabled the generation of over $50M annually in revenue, and over $30M in medical and pharmacy cost savings, by predicting members' likelihood to obtain evidence-based care, or to have adverse events such as readmissions and falls.

- **Tactical analytics** – Initiated the first medical cost management committee for a value-based care enabler. Built the company's data infrastructure and architecture by curating data assets internal and external to the organization. Through the data uncovered, identified over $75M in actionable reductions for total costs of care. Aligned with clinical, financial, and operational leaders to develop initiatives to impact the company's shared savings performance from its participation in Centers for Medicare and Medicaid Services (CMS) and accountable care organizations (ACOs) value-based care programs

Expertise

Industry Experience

- Health Insurance
- Healthcare Systems
- Providers of Care
- Care Enablement

Specialties

- Data and Analytics
- AI and Machine Learning (ML)
- Digital Health
- Data Governance
- Enterprise Data Management
- Data Security, Privacy, and Ethics
- Quality and Outcomes Metrics Development, Measurement, and Improvement
- Data Science and Advanced Analytics
- Value-Based Care and Alternative Payment Models
- See Appendix for entire list of specialties

Contact Information

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Healthcare and Data Analytics Leadership Experience

- A To I Advisors, CEO and Founder, Pittsburgh, PA
- Advisor; Heuro Health, Pittsburgh, PA
- Senior Vice President, Value-Based Care Analytics; Vytalize Health, Remote
- Vice President, Care Analytics; Highmark Health, Pittsburgh, PA
- Vice President, Healthcare Analytics; Highmark, Inc., Pittsburgh, PA
- Vice President, Healthcare Analytics; Medical Mutual of Ohio, Cleveland, OH
- Manager, Advanced Analytics & Data Science; Regence Blue Cross Blue Shield, Portland, OR
- Manager, Clinical Quality Improvement & Evaluation; Regence Blue Cross Blue Shield, Portland, OR
- Senior Consulting Research Analyst; Regence Blue Cross Blue Shield, Portland, OR
- Postdoctoral Fellow, Health Services and Clinical Research; Oregon Health & Science University, Portland, OR
- Research Scientist and Instructor; Oregon Health & Science University, Portland, OR
- Senior Research Associate, Oregon Health & Science University, Portland, OR

Clients and Companies Served

- Ford Motor Company
- Chrysler
- Cleveland Clinic
- Boeing
- Blue Cross Blue Shield Association
- Cleveland Guardians and Pittsburgh Pirates (MLB)
- Buffalo Bills and Cleveland Browns (NFL)
- Cleveland Cavaliers and Portland Trailblazers (NBA)
- US Steel
- Microsoft
- Starbucks
- Celebrity Cruises
- Costco
- Amazon
- States of Delaware, Idaho, Ohio, Oregon, Pennsylvania, Washington, Utah, West Virginia, Ohio, Oregon, and Delaware Public Employee Retiree Systems

Education

PhD, Health Policy and Management – Johns Hopkins University

Chief Data Officer (CDataO) Certificate Program – Carnegie Mellon University

Leading to a Higher Mark Executive Leadership Program – University of Pennsylvania, The Wharton School

Postdoctoral Research Fellowship, Health Services and Clinical Research – Oregon Health & Science University

BS, with Honors, Health Management and Policy – University of New Hampshire

Syracuse University International Training Program – UK, Netherlands, and Switzerland

Awards and Honors

- Nominee, Remarkable Reinventors Recognition Program, Highmark Health
- "Higher Mark" Corporate Leadership Recognition and Development Program, Highmark Health
- Woman of Professional Excellence, YWCA of Greater Cleveland | Medical Mutual of Ohio
- Healthcare Informatics Director's Award for Innovation, Cambia Health Solutions
- Cambia Leadership Development Program Awardee, Cambia Health Solutions
- Business Achievement Award, Cambia Health Solutions
- Postdoctoral Training Fellowship in Health Services and Clinical Research, Agency for Health Research and Quality
- Health Policy Fellowship, Academy Health and National Center for Health Statistics | Johns Hopkins University Bloomberg School of Public Health
- Pre-Doctoral Training Fellowship in Mental Health Services Research, National Institute of Mental Health
- Pre-Doctoral Training Fellowship in Mental Health Economics and Operations Research, National Institute of Mental Health
- Harry and Beatrice Rogers Scholarship for Mental Health Advocacy and Research, University of New Hampshire
- Christopher Weinheimer Scholarship in Health Care Finance and Management, University of New Hampshire

Thought Leadership and Speaking

- ProNexus Advisory – "Key Considerations for AI-Enabled Healthcare Platforms", November 2024
- Pittsburgh Technology Council – "Promoting Diversity in the Tech Sector is Good Business" , August 2022
- American Cancer Society – "Women in Leadership: A Conversation In & Out of the Lab" , May 2022
- Highmark Health Media – Actionable Analytics: A Higher Mark Podcast, November 2020
- Pittsburgh Business Times – "AI Tools Improve Care To Patients with Chronic Conditions—and Savings for Insurers and Employers", May 2020

Appendix

Data, Analytics and Technology Vendors

- Optum
- Milliman
- IBM
- Google
- Tableau

- Salesforce
- Databricks
- Snowflake
- Inovalon
- Gartner

- IBM
- Epic
- Oracle (formerly Cerner)
- AllScripts
- NextGen

- Practice Fusion
- eClincialWorks
- Conifer Health
- Vizient
- Cotiviti
- Citius Tech

Specialty: Healthcare

- Value-Based Care and Alternative Payment Models
- Alternative Payment Models
- Shared Savings and Shared Risk Reimbursement Models
- Clinical and Population Health Management
- Medical Economics
- Preventive Health and Wellness
- Chronic Condition Management
- Behavioral Health
- Quality and Outcomes Metrics Development, Measurement and Improvement
- Disease, Case and Utilization Management
- Commercial Health Insurance
- Government Health Insurance

- Federal and State Health Care Policy
- Accreditation
- Health Benefit Design
- Patient and Provider Experience and Engagement
- Social Determinants of Health
- Virtual Care
- Healthcare Delivery
- Home Health
- Palliative and Hospice Care
- Care Model Development and Evaluation
- People and HR Analytics
- Workforce Planning and Optimization
- Savings Estimation and Validation

Specialty: Data and Analytics

- Data, Analytics and AI Strategy
- AI and Machine Learning (ML)
- Data Science
- Advanced Analytics
- Business Intelligence (BI)
- Enterprise Data Management
- Data Architecture and Modeling

- Data Engineering and Data Literacy
- Clinical Data (EMR, HIE, lab pharmacy) Acquisition and Integration
- Data Governance
- Data and Analytics Operations
- Vendor Assessment and Management
- Talent Acquisition and Development
- Data Product Development and Management
- Data Visualization and Storytelling
- Data Privacy and Ethics Data Security