

Stephanie Finnel, PhD

HEALTHCARE ANALYTICS DIRECTOR

A strategic healthcare analytics director, I seek to enhance patients' quality of life and the effectiveness of our healthcare system through the creative use of data and analytics. I mentor teams to achieve these goals and to do so in collaboration with stakeholders inside and outside an organization.

My career began at the University of Pennsylvania, where I studied consumer psychology. After earning my PhD, I joined BAYADA Home Health Care, where I applied data analytics to improve patient outcomes and experience. In one project, I led the development and deployment of a new medication management program that maximized drug efficacy and minimized adverse drug interactions for home health patients.

At BAYADA, I learned that older adults taking multiple medications are at high risk for severe complications. I joined Tabula Rasa HealthCare, a medication safety solutions company, because I wanted to play a bigger role in mitigating that risk.

In my current role as Director of Data Science at Tabula Rasa HealthCare, I lead a team of data scientists dedicated to quantifying and enhancing the value of medication management services for populations on complex medication regimens. Our current projects focus on measuring the savings and clinical improvements resulting from medication management and on identifying the populations and conditions in which the benefits are greatest.

Areas of expertise and skill include:

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|-----------------------------|-----------------------|--------------------------------------|
| ✓ Data Visualization | ✓ Data Analysis | ✓ Consumer Psychology |
| ✓ Research Methods | ✓ Employee Mentorship | ✓ Text Analytics |
| ✓ Software: R, Tableau, SQL | ✓ Lean Six Sigma | ✓ Native English and Spanish Speaker |

PROFESSIONAL EXPERIENCE

Tabula Rasa HealthCare

Moorestown, NJ · Sep 2019 - Present

DIRECTOR - DATA SCIENCE

Lead a team of data scientists focused on quantifying and enhancing the value of medication management services

KEY ACCOMPLISHMENTS:

- Develop team members by enhancing their data science skills, exposing them to senior leadership, and mentoring them on communicating data insights to diverse non-technical audiences
- Created a method to measure prescriber uptake of the company's recommendations for reducing medication-related risk
- Estimated potential savings from deploying the company's offerings to a new population, thereby aiding in business development efforts
- Consolidated all analytics demonstrating the value of the company's offerings into a single repository that senior leadership could easily access and interpret

BAYADA Home Health Care
Philadelphia, PA · Aug 2017 - Aug 2019

DIRECTOR - RESEARCH, ANALYTICS, & INNOVATION

Led a team of data scientists focused on data visualization, predictive analytics, and evaluation of program efficacy

KEY ACCOMPLISHMENTS:

- Proved the efficacy of a medication management program when a randomized controlled trial was infeasible, showing a reduction in hospitalizations among high risk home health patients
- Demonstrated that fewer hospitalizations and health complications occur for spinal cord injury patients who receive advanced nursing care at home
- Responsible for selection and management of all corporate vendors for gathering patient and employee feedback, enabling managers to intervene to reduce patient and employee attrition

BAYADA Home Health Care
Philadelphia, PA · Oct 2015 - Jul 2017

ASSOCIATE DIRECTOR - RESEARCH, ANALYTICS, & INNOVATION

Served as a corporate leader for improving patient experience

KEY ACCOMPLISHMENTS:

- Increased health care administrator satisfaction with the management of patient surveys by 20 percentage points in one year by prioritizing areas for improvement and developing action plans
- Ensured compliance with Medicare survey regulations, thereby preventing a 2% reimbursement cut
- Developed and led training of 500 office personnel and 3,000 clinical staff on how to interpret scores and comply with regulations on Medicare mandated patient surveys
- Boosted patient satisfaction with appointment scheduling from 50% to 80% in a pilot site in two quarters (no improvement in control site) by:
 - Identifying the appointment scheduling process as a high priority area based on patient survey data
 - Streamlining the scheduling process in collaboration with office staff and clinicians

BAYADA Home Health Care
Philadelphia, PA · Mar 2015 - Sep 2015

SENIOR MANAGER - MARKETING INTELLIGENCE

Designed and tested interventions to improve patients' clinical outcomes

KEY ACCOMPLISHMENTS:

- Designed and deployed a pilot pharmacy program in home health to maximize drug efficacy and minimize adverse drug interactions, side effects, and costs. Hospitalization and fall rates were directionally lower in pilot vs. control site. This effort involved:
 - Collaborating with outside pharmacists to streamline patients' medication regimens at start of care
 - Persuading leadership to commit \$20K and over 20 staff members to this project
 - Motivating a cross-functional team to have medication regimens reviewed, obtain doctors' approval regarding changes, and educate patients regarding the reasons for any modifications to their medications
- Program has been scaled up into a new service line that manages medications for home health patients.

BAYADA Home Health Care
Moorestown, NJ · Feb 2013 - Feb 2015

MANAGER - MARKETING INTELLIGENCE

Created custom studies and data visualizations for over 50 internal customers to track and improve performance

KEY ACCOMPLISHMENTS:

- Collaborated with each customer to define his/her business problem and to craft custom research studies
- Quadrupled the volume of usable survey data within a quarter by creating a more precise sampling method

The Wharton School, University of Pennsylvania
Philadelphia, PA · Sep 2007 - Aug 2012

RESEARCHER AND INSTRUCTOR

Researched the impact of human psychology on consumer and patient decision making

KEY ACCOMPLISHMENTS:

- Identified reasons why patients fail to adhere to their prescribed medication regimens
- Published two articles in top tier peer reviewed journals

EDUCATION, TRAINING, AND AWARDS

PhD and MS in Marketing

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA | PHILADELPHIA, PA | 2012
Dissertation on Consumer Psychology and Decision Making

BA in Economics and Mathematics

YALE UNIVERSITY | NEW HAVEN, CT | 2007
Senior Essay in Behavioral Economics cited in Nobel Laureate Robert Shiller's Book *Animal Spirits*

Certified Six Sigma Green Belt

AMERICAN SOCIETY FOR QUALITY | 2016

Regent's Early Careerist Award for Southeastern Pennsylvania and Southern New Jersey

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES | 2019