

SARAH BROCK, NHA

Principal Product Manager · Platform Strategy & AI Infrastructure · Regulated B2B Systems

Fort Collins, CO · 970.231.2234 · sbrock945@gmail.com · sarahbrock.co · linkedin.com/in/sarah-brock-286a6469

WHO I AM

Principal product leader with 20+ years spanning post-acute healthcare operations and enterprise SaaS platforms. I hold an active Colorado Nursing Home Administrator license earned during my time running health information technology across 15+ care sites at Columbine Health Systems — giving me operational credibility few product leaders in this space can offer.

Most effective where the mandate is platform evolution, architectural unification, and disciplined AI implementation — particularly where regulatory precision, clinical trust, and engineering partnership are non-negotiable.

WHAT I BUILD

- **Regulatory-inflection platforms** — identifying CMS change points 12–18 months early and building competitive strategy around them.
- **Shared platform foundations** — centralizing APIs, validation engines, and logic so teams build faster without re-architecting.
- **AI-native decision support** — production models with explainability layers for human-in-the-loop clinical workflows.
- **Cross-EHR integrations** — unified architectures spanning assessment, claims, and PBJ data across enterprise systems.

HOW I WORK

Collaboratively and without ego — strong engineering partnerships, clear ownership, and enough technical depth to co-design in the room rather than just translate after the meeting.

ACTIVE AI WORK

- **ContinuIQ** — AI attrition protection agent built with Claude Sonnet and AWS Bedrock, using retrieval-augmented reasoning across behavioral and qualitative signals.
- **CarePathIQ & ShiftIQ** — applied AI prototypes surfacing clinical and operational decision support in regulated post-acute workflows.
- **HOPE pivot** — coordinated international engineering with AI-assisted workflows, delivering at the October 2025 CMS deadline in 8 weeks.

CAREER HIGHLIGHTS

Only vendor ready at CMS HOPE go-live

Identified the inflection point 12–18 months early, protecting providers from up to 4% Medicare payment penalties.

700+ validation rules centralized

Unified CMS and proprietary logic split across 5 engineering teams into a shared service layer for 4 EHR platforms.

Platform rescue at Simple

Took over Home Health Connect after 2.5 years of stagnation, reset MVP scope, delivered 400+ validation rules in 6 months.

60% HHCAHPS market share at SHP

Built analytics reaching 60% HHCAHPS and 40% CAHPS Hospice — first-in-industry scorecards at patient-level grain.

Production predictive models

Hospitalization risk and hospice referral models retrained on MDS/OASIS with explainability layers for clinical workflows.

~95% client retention

Maintained across CMS-mandated CAHPS programs through disciplined regulatory execution.

CAREER AT A GLANCE

Simple (Netsmart)

Principal Product Manager · 2022 – Present

Strategic Healthcare Programs

Platform Product Owner · 2015 – 2022

Senior Product Manager · 2014 – 2015

MatrixCare

Senior Product Manager · 2012 – 2014

Columbine Health Systems

Director of HIT · Licensed NHA · 2004 – 2012

CREDENTIALS

Licensed Nursing Home Administrator, Colorado — active

Pragmatic Marketing Certified, Level III

B.S. Landscape Architecture, University of Oregon

Superhuman AI · Uncommon Business · AWS Bedrock