

# SARAH BROCK, NHA

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

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## SUMMARY

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Principal product leader with 20+ years spanning post-acute healthcare operations and enterprise SaaS platforms. I hold an active Colorado Nursing Home Administrator license — a credential I earned during my time running health information technology across 15+ care sites and service lines at Columbine Health Systems, and one that gives me direct operational credibility few product leaders in this space can offer. Over the last decade I have led cross-platform modernization initiatives in regulated B2B environments, translating complex CMS regulatory change into scalable product strategy while maintaining the perspective that comes from having experienced vendor products from the provider side.

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

## SELECTED CAREER HIGHLIGHTS

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- Led Simple to become the only scrubbing and submission vendor ready at the October 2025 CMS HOPE go-live, identifying the regulatory inflection point 12–18 months ahead of competitors and delivering capabilities that protected providers from up to 4% Medicare payment penalties.
- Design and scale a unified API platform at Simple spanning SNF, Home Health, and Hospice products, enabling integrations across assessment, claims, and Payroll Based Journal (PBJ) data and supporting secure write-back architecture across multiple EHR systems.
- Centralized 700+ CMS and proprietary validation rules previously maintained independently across five engineering teams into a shared rule engine, delivering consistent compliance logic across multiple EHR platforms.
- Built production predictive models for hospitalization risk and hospice referral likelihood at SHP, continuously retrained on MDS and OASIS data and embedded into clinical workflows with explainability layers clinicians could act on.
- Reset and unified the Team TSI product roadmap post-acquisition, aligning data models, analytics direction, and platform architecture to move from parallel product tracks to a cohesive modernization strategy.
- Built first-in-industry analytics scorecards enabling multi-dimensional root cause analysis by clinician, diagnosis, payer, referral source, and episode of care, integrating quality and patient satisfaction data in a single operational view.

## PROFESSIONAL EXPERIENCE

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### Simple (Netsmart)

Principal Product Manager · 2022 – Present

*Healthcare regulatory compliance and analytics platform serving Home Health, Hospice, and Skilled Nursing providers. Own cross-platform product strategy across compliance engines, analytics systems, claims infrastructure, API integrations, and browser-based extensions in a 30-day cancellation environment.*

- Identify regulatory and market inflection points ahead of the industry, translate them into platform-level strategy, and align engineering, compliance, and executive stakeholders under federal timelines.
- Led the strategic pivot for the HOPE hospice regulatory transition, built the executive business case against initial skepticism, and delivered production-ready scrubbing and submission capabilities at the October 2025 CMS go-live — making Simple the only vendor ready at launch and protecting providers from significant Medicare payment risk.
- Rescued and rebuilt the Home Health Connect platform after 2.5 years of stagnation by auditing architecture, redefining MVP scope, rebuilding partner trust, and delivering a scalable foundation with 400+ OASIS validation rules within six months.
- Centralize 700+ regulatory and proprietary validation rules into a shared service layer deployed across myUnity Essentials, myUnity Enterprise, Epic, and MatrixCare, eliminating duplication across five separate engineering teams.
- Design and scale a unified API architecture spanning SNF, Home Health, and Hospice, enabling vendor integrations across assessment, claims, and PBJ data with secure write-back support for enterprise EHR systems.
- Partner with executive leadership on pricing strategy, portfolio positioning, and client retention across all product lines with no multi-year contract safety net.

## Strategic Healthcare Programs (SHP)

*Platform Product Owner* · 2015 – 2022

*Senior Product Manager* · 2014 – 2015

*National analytics and benchmarking platform serving Home Health, Hospice, Skilled Nursing, and Acute Care providers.*

- Designed and led production predictive models for hospitalization risk and hospice referral likelihood, continuously retrained on MDS and OASIS data and embedded directly into clinical workflows with explainability layers rather than black-box outputs.
- Delivered CareStat, a cross-continuum analytics platform linking hospital, SNF, Home Health, Hospice, and patient satisfaction data at patient-level grain to evaluate preferred provider network performance.
- Built and maintained 40+ interfaces spanning SNF, Home Health, Hospice, and Infusion, integrating assessment, claims, and patient satisfaction data across EHR systems to power analytics and benchmarking at scale.
- Built hospice claims analytics integrating 837 claims data across all claim types and linking claims grain to assessment grain for validation and quality measurement — first-to-market at this level of integration.
- Led strategic roadmap unification of the acquired Team TSI product line, aligning architecture, analytics direction, and data models into a cohesive forward-looking platform.
- Maintained approximately 95% client retention across CMS-mandated CAHPS programs through disciplined regulatory execution and consistent product quality.

## MatrixCare

*Senior Product Manager* · 2012 – 2014

*Multi-setting SaaS EHR serving Skilled Nursing, Assisted Living, and Home Health providers.*

- Owned product roadmap for MDS assessment modules and core clinical functionality within the post-acute EHR.
- Led development of a new Assisted Living clinical product and designed a Return-to-Acute tracking module embedded into the EHR to enable proactive readmission reduction.
- Supported enterprise sales engagements and executive presentations contributing to national market expansion.

## Columbine Health Systems

*Director of Health Information Technology* · 2004 – 2012

*Post-acute network spanning Skilled Nursing, Assisted Living, Independent Living, Home Health, LTC Pharmacy, DME, and Therapy across 15+ care sites and service lines.*

- Led enterprise HIT strategy across 35+ clinical and operational applications, advancing from Systems Project Coordinator to Director of Health Information Technology.

- Played a key leadership role in opening two skilled nursing facilities from the ground up, owning technology strategy, workflow design, and regulatory readiness from pre-opening through steady-state operations.
- Directed enterprise EMR implementation across all facilities, coordinating workflow redesign and training for 700+ employees while maintaining uninterrupted resident care.
- Activated NHA license during a leadership transition at a 130-bed Skilled Nursing Facility, serving in an acting capacity to maintain regulatory standing, census stability, and care quality while permanent leadership was placed.
- Reduced IT operating costs by 30% through full data center migration and operational restructuring.
- Holds an active Colorado Nursing Home Administrator license — a credential that provides direct operational context few enterprise product leaders in this space can bring to healthcare vendor and provider conversations.

## APPLIED AI & PLATFORM INNOVATION

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Active, hands-on AI product development with a focus on explainability, human-in-the-loop design, and clinical trust in regulated environments.

- Built an AI-powered customer attrition risk agent using Claude Sonnet and AWS Bedrock, loading a curated multi-source knowledge base for retrieval-augmented reasoning across behavioral, usage, and qualitative signals. Outputs included prioritized at-risk client lists with explainable risk drivers, designed as decision support rather than automated action.
- Developed CarePathIQ, ContinuiQ, and ShiftIQ — applied AI prototypes using retrieval-augmented reasoning to surface clinical and operational decision support in regulated healthcare workflows, informed by 20 years of domain expertise.
- Applies AI tools across specification drafting, validation documentation, JIRA creation, and cross-functional collaboration to accelerate disciplined product development while preserving regulatory integrity.
- Technical exposure includes REST API architecture, HL7v2 and FHIR interoperability standards, and AWS infrastructure.

## EDUCATION & CREDENTIALS

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- Licensed Nursing Home Administrator, State of Colorado — active
- Pragmatic Marketing Certified, Level III
- Bachelor of Landscape Architecture, University of Oregon