

C3iTSM, LLC RESOURCES

Jaime Rukstales – Director

Profile

Healthcare leader in product development and customer experience development, marketing, IT and digital strategy. Strategic product development, sales & clinical partner engagement, business intelligence and marketing. Extensive experience driving growth through consumer engagement and alignment across multiple products/services for B2B2C. Cultivates partnerships and stakeholder engagement relationships to leverage strengths and identify new business opportunities for strategic communications and development investments.

- Partnered with clinicians to evaluate market opportunities and define the big picture for growth; Conducted discovery sessions to uncover strategic opportunities and synthesize marketing strategies
- Developed and executed successful strategic communication plans, content and new technology channels for start ups and small businesses to optimize proactive branding and media relations
- Articulated our strategic marketing and development priorities, competitive landscape and key drivers of success for consumer/client engagement and cultivated relationships with IT, sales, external vendors and across the enterprise to help cross-functional teams to see the big picture.
- Developed and implemented enterprise marketing plans to promote consumer-centric strategies to clients (B2B) to drive consumer adoption and uncover opportunities for innovation and growth.
- Partnered with businesses to align business, IT and marketing strategies to help define markets, identify opportunities for growth, position competitive advantages, create and manage brand identity and collect business intelligence to facilitate sound investments in marketing and IT.
- Key relationships with agencies, marketing planning and promotions teams, brand marketing teams and finance to build promotional plans that drive profitable sales, reconcile budgets and manage the future roadmap.
- Developed and implemented key marketing and business development plans for the company's key B2B market segments to generate awareness, produce leads, develop a pipeline, and position the company; Defined go-to market strategy and marketing plans to bring new products and connectivity solutions
- Managed all aspects of marketing operation to align with specific sales and revenue acceleration goals and objectives; Established company brand and promoted comprehensive enterprise products, services and outsourcing solutions in various marketing and sales programs.

Education

Illinois Wesleyan University, B.A. in Education / B.A. in Music. Bloomington, IL
Including: Institute for European Studies (IES) Vienna, Austria
College of Lake County, Grayslake, IL – Studied Marketing and Accounting

Industry Experience

Healthcare, Retail, Insurance, Professional Services, Financial Services, Arts&Entertainment

Technology Experience

- ✓ Amisys Advance – Health Plan Administration: Enrollment, Provider Networks, Medical Management, Portal, BPO Services
- ✓ McKesson – Clinical Decision Support and Episode Management: Claims, Reimbursement, Administration, Cost/ Quality
- ✓ McKesson – Care Enhance Management System: Measurement and Reporting Tools for clinical and financial performance
- ✓ Facets and QicLink – Enterprise Integration, Claims, Re-Pricing, Workflow and Productivity
- ✓ Regulatory implementations across enterprise IT platforms and business process alignment (HIPAA, URAC, NCQA)
- ✓ Quantum Leap (QL), RxClaim, RECAP – PBM Adjudication Platforms, Specialty Pharmacy and Integration with Portal
- ✓ Help Desk Solutions – Customization for cross-functional teams (HEAT Service Management, HP Service Management)
- ✓ Behavioral Analytics and Predictive Modeling Solutions for consumer communications and customer service
- ✓ Business Intelligence - Data Warehouse implementations and Reporting, actionable information across enterprise platforms
- ✓ CRM Solutions – Goldmine, ACT, Salesforce.com customization for field representatives
- ✓ IBM WebSphere - Portal development and integration across B2B and B2C platforms for payors, providers and consumers
- ✓ Enterprise Content Management (ECM) – multiple teams connecting with consumers and clinicians (Oracle, IBM, Custom)
- ✓ eMessaging and Marketing Engines – Email Marketing Engines, Enterprise integration
- ✓ Social Media – Facebook, Twitter, Social Listening and Ads
- ✓ Consumer Eye Tracking Research technology

- ✓ Virtual Environments and Hybrid Events from WebEx to Fully Hosted Virtual Conferences

Specialties

- ✓ Customer Engagement – Social, Mobile, Big Data and Business Intelligence.
- ✓ Innovation and Customer Experience Definition
- ✓ Product Development Roadmapping and Strategy
- ✓ Enterprise wide stakeholder engagement and change management

CERTIFICATION

Managed Care/HIAA Certification – Insurance Education, Chicago, IL
NMHCC University Coursework, Chicago, IL

Community Affiliations

Executive Board Member, Lake County Community Concert Association (LCCCA), Waukegan, IL
Silver Strings Quartet co-founder, Senior Programs, Community Events, Educational Outreach, Waukegan, IL

Citizenship: US Citizen

Jaime Rukstales Experience Chronology**Healthcare Strategy and Innovation** (independent)

Role: Innovative healthcare leader in business strategy, digital development and marketing
Industry: Healthcare, Technology and Community development through Arts&Entertainment
Domain: Go to market strategies, strategic development and communications

CVS Health

Role: Director and Senior Advisor for Digital Innovation and Marketing
Industry: Healthcare, Technology, Pharmaceuticals, PBM, Retail
Domain: Product Development, Change Management, Population Health Initiatives, Stakeholder Engagement, Marketing to clients

Marketing Services (independent)

Role: Marketing Leader
Industry: Healthcare, Technology, Financial Services, Small Business and Non-Profit
Domain: Market definition, business IT alignment, strategic communications, consumer engagement through integrated marketing

TriZetto

Role: Marketing Manager
Industry: Healthcare, Technology, Professional Services
Domain: Health Plan/Employer Market Segment product lead for marketing and sales/stakeholder engagement