

# KASEY HAAS, M.S., FACMPE

## DIRECTOR OF HEALTHCARE ANALYTICS & IT OPERATIONS

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### SUMMARY

**Results-driven Healthcare Analytics Executive** with over 20 years of experience specializing in business intelligence, data architecture, and operational excellence. Proven track record of operating at the Director level for 10+ years, reporting directly to the Chief Financial Officer (CFO) to execute strategic, enterprise-wide initiatives. Expert in transforming legacy systems into modern reporting infrastructures (SQL/Power BI) and cultivating high-performing technical teams. A forward-thinking leader who bridges the gap between clinical needs and technical solutions, driving revenue cycle optimization, process automation, and the secure adoption of Artificial Intelligence (AI) in healthcare.

### KEY ACHIEVEMENTS

- **Analytics Infrastructure Modernization:** Architected, designed, and deployed the proprietary “Report Suite,” a highly successful Revenue Cycle Management application widely adopted by 600+ providers and 100+ organizational leaders.
- **Enterprise AI Governance:** Pioneered organizational AI adoption by establishing and leading an Artificial Intelligence Governance and Initiatives Committee, securely leveraging Microsoft 365 Copilot to optimize workflows.
- **Healthcare Innovation & Intellectual Property:** Authored a patent application for an innovative hospital patient throughput system designed to optimize cross-unit communications and capacity management.
- **Revenue Capture & Financial ROI:** Conducted deep-dive audits of reporting processes to identify system errors, uncovering and securing revenue collection opportunities of up to \$500,000.
- **Rapid Career Progression:** Demonstrated exceptional leadership and business value by earning three consecutive promotions within three years at Pediatric Management Group, rapidly advancing from Senior Analyst to Director.

### PROFESSIONAL EXPERIENCE

#### PEDIATRIC MANAGEMENT GROUP | Los Angeles, CA

2014 – Present

The largest pediatric medical group in the country.

#### *Director, Decision Support Services & IT Technical Support*

2017 – Present

Direct enterprise-wide IT and data analytics operations, reporting directly to the CFO to drive revenue cycle strategy, technological modernization, and corporate AI governance.

- **Executive Financial Analysis:** Perform and present detailed, high-level analyses of revenue cycle activity directly to the CFO and Executive Board to inform organizational strategy.
- **BI & Systems Architecture:** Designed and launched the proprietary “Report Suite” application utilizing SQL and Power BI, completely modernizing the organization's analytics infrastructure.
- **AI Strategy & Governance:** Founded and currently lead the AI Governance and Initiatives committee, driving the secure, enterprise-wide rollout of Microsoft 365 Copilot.
- **IT Infrastructure & Logistics:** Managed the complex implementation of hardware and associated technical logistics to successfully execute the corporate "Return to Office" initiative.
- **Team Leadership & Development:** Mentor and expand the capabilities of a cross-functional IT and analytics team, initiating ongoing team-building strategies to strengthen engagement and technical excellence.

#### *Director, Decision Support Services*

2016 – 2017

Led the complete transformation of the organization's legacy reporting infrastructure to enable scalable data dissemination.

- **Digital Transformation:** Led the complex data migration and transformation of the proprietary reporting application from MS Access to SQL and Power BI, vastly improving **reporting** speed and accuracy.

### **Manager, Decision Support Services**

**2015 – 2016**

Managed the Decision Support team and spearheaded operational improvements for strategic KPI tracking.

- **Strategic Benchmarking:** Integrated internal KPIs with external national benchmarks (MGMA, ECG, AAAP, AMGA) to enhance executive strategic planning and competitive positioning.
- **Workflow Automation:** Introduced SharePoint-based report request workflows and enterprise knowledge management tools to streamline analyst operations.

### **Senior Operations Analyst, Decision Support Services**

**2014 – 2015**

Delivered advanced financial and reimbursement analysis to ensure governmental billing compliance.

- **Compliance & Performance Monitoring:** Delivered critical data analytics to improve governmental billing compliance and accurately monitor payer performance and reimbursements.

### **INSYGH T INTERACTIVE, INC. | Santa Monica, CA**

**2012 – 2014**

A leading provider of strategic pharmaceutical and healthcare communications.

### **Associate Director, Platform & IT**

**2013 – 2014**

Headed the Information Technology and Platform divisions, managing cross-functional teams to deliver pharmaceutical compliance and event tracking software.

- **Application Rollout:** Designed, managed, and deployed a custom iPad application utilized for tracking pharmaceutical speaker programs, attendees, and strict compliance reporting.
- **Agile/Scrum Management:** Directed application development lifecycles utilizing both Waterfall and SCRUM methodologies, overseeing wireframes, technical specs, rollout, and QA.
- **Cross-Functional Leadership:** Oversaw a high-functioning team of analysts coordinating 1,000+ national speaker programs annually; led client meetings, training sessions, and focus groups.

### **Systems Analyst, Platform Team**

**2012 – 2012**

Designed and implemented technical workflows to optimize pharmaceutical program management.

- **SharePoint Architecture:** Designed and built customized SharePoint workflows specifically tailored for pharmaceutical program management teams.

### **PEDIATRIC MANAGEMENT GROUP | Los Angeles, CA**

#### **Senior IDX Analyst**

**2012 – 2012**

Optimized claims creation and dictionary updates to maximize revenue collection and system efficiency.

- **Revenue Optimization:** Identified erroneous reporting processes and systemic gaps, uncovering immediate revenue collection opportunities of up to \$500,000.
- **Process Automation:** Replaced manual operational processes with electronic approval workflows, fully automating critical IDX dictionary updates.

### **TMC HEALTHCARE | Tucson, AZ**

#### **Senior Systems Analyst**

**1996 – 2006**

Architected and implemented a proprietary patient throughput system to streamline cross-unit hospital communications.

- **Systems Integration:** Designed a comprehensive patient throughput system that integrated multiple disparate hospital data sources, significantly reducing the need for administrators to reference multiple systems.
- **Change Management:** Translated non-technical staff needs into rigorous technical documentation; tested system functionality, authored reference materials, and conducted hospital-wide personnel training.

### **THE UNIVERSITY PHYSICIANS, INC. | Tucson, AZ**

#### **Contract Analyst**

**1994 – 1996**

Provided critical utilization management analysis and reporting.

- **Data Analysis:** Executed deep-dive Utilization Management (UM) analysis to support operational tracking and reporting.

### **BOOZ-ALLEN & HAMILTON | Alexandria, VA**

#### **Consultant Navy International Programs Office (SECRET Clearance)**

**1991 – 1993**

Advised senior Navy leadership on international agreements and policy.

- **Executive Briefings:** Advised the Deputy Assistant Secretary of Navy-International Programs (DASN-IP), delivering executive leadership briefings on International Agreements and MOUs.

## EDUCATION

Master of Science (M.S.), Business Management (Project Management Focus)

Colorado Technical University | 2008 – 2010

Bachelor of Arts (B.A.), International Affairs (Minor: French)

James Madison University | 1987 – 1991

## CERTIFICATIONS

- **Fellow, American College of Medical Practice Executives (FACMPE)** – June 2025
- **Lean Six Sigma Yellow Belt** – October 2019
- **ACMPE Certification** – February 2019
- **USC HealthCare Leadership Academy** – May 2018

## AREAS OF EXPERTISE

- **Strategic Leadership:** IT Operations Management, Artificial Intelligence (AI) Governance, Cross-Functional Team Leadership, Project Management (Agile/Scrum/Waterfall).
- **Healthcare Operations:** Revenue Cycle Management (RCM), Strategic KPI Benchmarking (MGMA, ECG), Patient Throughput Optimization, Utilization Management, HIPAA Compliance.
- **Continuous Improvement:** Lean Six Sigma Methodologies, Workflow Automation, Process Improvement, Change Management, Financial Analysis.

## TECHNICAL PROFICIENCIES

- **Data & Analytics:** Microsoft Power BI, SQL, Microsoft Access, Excel (Advanced).
- **Enterprise Platforms:** Athena, Microsoft 365, SharePoint, IDX.
- **Emerging Tech:** Microsoft 365 Copilot, Generative AI integration workflows.