

SARA HOU

240-478-7452 • saracamdenhou@gmail.com • Glenview, IL 60025

SUMMARY

Motivated Product Manager with 4 years in healthcare digital transformation with Microsoft Dynamics 365. Deep knowledge of healthcare data interoperability, patient relationship management, and precision medicine. Dedicated to making healthcare more holistic, personalized, and accessible through innovation and policy reform. Personal blog: www.justiceinhealth.com

EDUCATION

Dec 2021 (expected)
Chicago, IL

Master of Science in Health Informatics
DePaul University - College of Computing and Digital Media

Jun 2016
Evanston, IL

Bachelor of Arts in Economics; Minors in Business, Creative Writing
Northwestern University

- Vice President, Relay For Life of Northwestern, 2015-2016
- Vice President, Northwestern Mixed Race Student Coalition, 2014-2016

SKILLS

- Business systems analysis
- Solution design
- Product management
- Product demonstrations
- Verbal and written communication
- Cross-functional communication
- Product roadmaps
- Market analysis

WORK EXPERIENCE

Jan 2020 – Present
Chicago, IL

Mazik Global / Product Manager

- Leading Prescription Management implementation for large home healthcare organization
- Oversaw development of 5 COVID-19 solutions for healthcare providers and universities
- Created documentation for Back-to-Work product, currently in use by over 20,000 users
- Wrote user stories for 75+ features across provider engagement, patient access, patient engagement, case management and supply chain product roadmaps

Dec 2018 – Dec 2019
Chicago, IL

Mazik Global / Industry Market Development Manager

- Collaborated with Chicago's Microsoft Technology Center to design and construct state-of-the-art Hospital of the Future showcase room featuring patient journey demos
- Conducted 100+ demos to healthcare prospects, with 80% moving into negotiation
- Scripted, configured, and recorded product demos to deliver Dynamics 365 for Healthcare Sales Tool with 50+ business scenarios to Microsoft field team and Gartner analysts
- Wrote healthcare thought leadership content and website copy on healthcare CRM

Jul 2016 - Nov 2018
Irving, TX

Mazik Global / Program Manager, Healthcare

- Served as Business Analyst on 3 Microsoft Dynamics implementations for healthcare clients
- Conducted market research and competitive analysis to develop differentiated product offering and value proposition
- Led customer education and solution design sessions with Microsoft to facilitate sales cycle
- Served as Project Manager to deliver successful ERP go-live, generating \$700,000 revenue
- Hosted, prepared, and marketed 9 webinars on chronic care management and IoT
- Wrote all marketing collateral for healthcare products

PREVIOUS EXPERIENCE

Jan 2020 – Present
Chicago, IL

Imerman Angels / Consultant

- Proposed a confidential IT project, created pitch presentation, and presented with Executive Director to investors.

Jun 2014 – Jun 2016
Evanston, IL

Imerman Angels / Outreach Captain – Northshore Kellogg Cancer Center

- Negotiated with Johns Hopkins to establish IA outreach events in their cancer center.
- Developed and executed a training event for 12 Outreach Captains to encourage collaboration and standardize procedures.
- Led monthly cancer center outreach events to register patients for free mentoring service

ACHIEVEMENTS

Author, **MS Dynamics World**, 2019

- [Microsoft Dynamics 365 in Healthcare: Delivering on the need for value-based metrics](#). Article was featured in 2019 "Best-of List."

Author, **Mazik Global Whitepaper**, 2018

- *Precision Medicine Starts with the Patient Relationship*

Recognized, **Microsoft Inspire**, 2018

- *Project I worked on was shown in a video during keynote by Microsoft's Executive Vice President, Judson Althoff*

Speaker, **HIMSS18 Microsoft Booth**, 2018

- *Patient Engagement: A Building Block to Precision Medicine*

Certification, **Microsoft**, 2016

- *Managing Microsoft Dynamics Implementation Specialist*

AFFILIATIONS

- Advocacy Committee Member, **Healthcare Information and Management Systems Society**, 2019-2020
- Education Committee Member, **Healthcare Information and Management Systems Society**, 2018-2019
- Member, **American Cancer Society Associate Board of Ambassadors**, 2018