

## My Story

### The Why Behind Coalignity

#### Early Career in Financial Services

I began my career over 20 years ago as a call center agent in the financial sector, working for a company many know well, CitiCards. It was there that I developed a strong foundation in communication, operations, and the importance of delivering a consistent customer experience.

#### Transition Into Healthcare

About 15 years ago, I transitioned into healthcare. This move challenged me in new ways and ultimately helped me discover my true passion. I had the privilege of working alongside some incredible leaders who inspired me to look deeper into the operational gaps that impact not only staff performance but also revenue, access, and the overall care experience.

#### Experience With Outsourcing

Throughout my career, I have worked in roles closely tied to outsourcing. I supported organizations in implementing external solutions such as call center services, patient engagement platforms, and access solutions. However, I quickly realized that outsourcing is not always the best first step.

#### Addressing Organizational Challenges

Often, the challenges an organization faces, whether related to communication, workflow inefficiencies, or training, can be solved internally first with the right guidance, automation, structure, and support.

## Founding Coalignity

That realization is why I founded Coalignity.

Coalignity exists to help organizations identify internal gaps and optimize their operations before deciding whether outsourcing is necessary. My approach is grounded in partnership, transparency, and a deep understanding of how people, processes, purpose, and technology must align to drive meaningful and lasting change.



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