

# SARAH BROCK, NHA

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

Fort Collins, CO · 970.231.2234

sarahbrock.co · sbrock945@gmail.com · LinkedIn

## WHO I AM

Principal product leader with 20+ years spanning post-acute healthcare operations and enterprise SaaS platforms. I hold an active Colorado Nursing Home Administrator license earned during my time running health information technology across 15+ care sites at Columbine Health Systems — giving me operational credibility few product leaders in this space can offer.

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

## WHAT I BUILD

- Regulatory-inflection platforms — identifying CMS change points 12–18 months early and building competitive strategy around them.
- Shared platform foundations — centralizing APIs, validation engines, and logic so teams build faster without re-architecting.
- AI-native decision support — production models with explainability layers for human-in-the-loop clinical workflows.
- Cross-EHR integrations — unified architectures spanning assessment, claims, and PBJ data across enterprise systems.

## HOW I WORK

Collaboratively and without ego — strong engineering partnerships, clear ownership, and enough technical depth to co-design in the room rather than just translate after the meeting.

## ACTIVE AI WORK

- ContinulQ — AI attrition protection agent built with Claude Sonnet and AWS Bedrock, using retrieval-augmented reasoning across behavioral and qualitative signals.
- CarePathIQ & ShiftIQ — applied AI prototypes surfacing clinical and operational decision support in regulated post-acute workflows.
- HOPE pivot — coordinated international engineering with AI-assisted workflows, delivering at the October 2025 CMS deadline in 8 weeks.

## CAREER HIGHLIGHTS

### Only vendor ready at CMS HOPE go-live

Identified the inflection point 12–18 months early, protecting providers from up to 4% Medicare payment penalties.

### 700+ validation rules centralized

Unified CMS and proprietary logic split across 5 engineering teams into a shared service layer for 4 EHR platforms.

### Platform rescue at Simple

Took over Home Health Connect after 2.5 years of stagnation, reset MVP scope, delivered 400+ validation rules in 6 months.

### 60% HHCAHPS market share at SHP

Built analytics reaching 60% HHCAHPS and 40% CAHPS Hospice — first-in-industry scorecards at patient-level grain.

### Production predictive models

Hospitalization risk and hospice referral models retrained on MDS/OASIS with explainability layers for clinical workflows.

### ~95% client retention

Maintained across CMS-mandated CAHPS programs through disciplined regulatory execution.

## CAREER AT A GLANCE

### Simple (Netsmart)

Principal Product Manager · 2022 – 2026

### Strategic Healthcare Programs (SHP)

Senior Product Manager, promoted to Principal Product Manager · 2014 – 2022

### MatrixCare

Senior Product Manager · 2012 – 2014

### Columbine Health Systems

Director of HIT · Licensed NHA · 2004 – 2012

## CREDENTIALS

Licensed Nursing Home Administrator, Colorado — active  
Pragmatic Marketing Certified, Level III  
Bachelor of Landscape Architecture, University of Oregon  
Superhuman AI · Uncommon Business · AWS Bedrock