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**Personal Biography:**

Natasa Sokolovich is currently Executive Director, Telehealth and Senior Director, Affiliated Physician Services, UPMC. The UPMC Health System, located in Pittsburgh Pennsylvania is a \$12 billion global health and integrated clinical delivery system with over 60,000 employees, 21 hospitals and over 400 doctors' offices and outpatient sites. UPMC also maintains its own health insurance services division with close to 3 million members.

As Executive Director, Telehealth, Natasa is responsible for the strategic growth of UPMC's Telehealth program. As a leading integrated delivery & finance system UPMC is committed to implementing innovations in technology to develop new models of care that will move us from a "volume to a value" based delivery system. Over the past several years, the UPMC Telehealth program has experienced significant growth, with the expansion of multiple use cases beyond acute virtual care.

UPMC launched its Telehealth program in 2006 with both TelePsychiatry and TelesStroke services. UPMC's TeleStroke services currently span across 21 UPMC-owned and Independently-owned Hospital locations throughout Western Pennsylvania and Northeastern Maryland, facilitating neurological care to over 2,500 patients. Through the on-going expansion of telehealth, UPMC offers patients throughout Western Pennsylvania and beyond with access to world-class clinical care closer to home. In FY 2015 over 15,800 patients were treated via telemedicine and in FY 2016 the visits increased to over 20,000 telemedicine visits.

In mid-2012, UPMC launched a new model of healthcare delivery by establishing the first of several virtual multi-specialty clinics, branded as UPMC Teleconsult Centers. The UPMC Teleconsult Centers now provide 35 virtual sub-Specialty services to patients throughout Western Pennsylvania. Through this new virtual clinic model, patients have access to specialty clinical services within their community, which were previously not available. The clinical sub-Specialist services continue to expand across multiple locations, with over 4,000 specialist visits completed through FY 2016.

In addition, in 2013 Natasa led the successful expansion of UPMC's direct to consumer, on-line convenience care platform- UPMCAnywhereCare.com, providing 24/7/365 day/year, on-demand access to acute care diagnosis and treatment for patients across Pennsylvania. UPMC was the first health system in the nation to develop its own on-line, convenience care platform which integrated a patient portal and electronic health record platform as part of the visit. Since launch, services

have expanded to patients in Maryland and over 10,000 patients have successfully utilized the on-line platform and received care.

As Senior Director, Affiliated Physician Services, Natasa led the launch of a new suite of professional services called- UPMC Practice Solutions. UPMC Practice Solutions provides a menu of options which support private Practice Physicians throughout the community. The program includes services such as: Electronic Health Record Solutions, Answering services, Transcription services and various other business solutions. Since inception, the UPMC Practice Solutions program has enrolled over 600 participating providers. In addition to the UPMC Practice Solutions program, Natasa led UPMC's partnership with the Western Pennsylvania Regional Extension Center- "PA Reach West" (Federal Program through the Office of National Coordinator) as a sub recipient working to assist "preferred primary care providers" with adopting an Electronic Health Record and becoming "meaningful users" of this technology. Through the end of the program, UPMC contracted to assist over 750 providers throughout Western Pennsylvania.

Prior to joining UPMC Health System, Natasa held various leadership and management positions in Pricing, Contracting, and Sales & Marketing in the Pharmaceutical and Biotech Industries. Her professional experience includes working for Johnson & Johnson, Roche Laboratories and Enzon Pharmaceuticals, Inc. Natasa's extensive professional experience includes operations, management, sales & marketing, as well as contracting and legal analysis. Prior to transitioning to UPMC, Natasa assisted with the successful transition of Enzon Pharmaceuticals' business to new ownership under Sigma-Tau Pharmaceuticals.

Natasa's education includes a dual major, Bachelor of Science, Magna cum Laude degree from the University of Pittsburgh in Business and Psychology, as well as a Masters in Healthcare Policy and Management from Carnegie Mellon University's H. John Heinz III College. Natasa also holds a Juris Doctorate degree from the University Of Pittsburgh School Of Law and is licensed to practice Law in Pennsylvania. Natasa is a member of the Pennsylvania Bar Association and the American Telemedicine Association. Born in Slovenia, Natasa is fluent in Serbo-Croatian.