

Kristen (Stubbs) Xu

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Summary

Passionate operations leader with over 5 years of experience in the healthcare industry with proven expertise in streamlining workflows, implementing quality improvement initiatives, and enhancing patient satisfaction. Seeking a challenging role to apply my operational skills in a dynamic environment.

Work Experience

Cayaba Care

Head of Growth

June 2024 – Present

- Spearheading initiatives that drove over 100% growth in patient acquisition and retention within five months through innovative outreach, marketing, and strategic partnerships.
- Leading the growth strategy for Cayaba Care, focusing on expanding patient engagement and enhancing community-based maternal care solutions, ensuring alignment with operational excellence and patient-centered care.
- Collaborate cross-functionally to align growth objectives with operational excellence and patient-centered care, achieving significant improvements in patient engagement and retention.

Oak Street Health

Vice President, Outreach Program

January 2023 – March 2024

- Led the programmatic strategy for the field Outreach program, maximizing new patient acquisition through grassroots efforts, resulting in a 10% growth increase.
- Developed a new employee onboarding program for all field Outreach roles, ensuring a cohesive vision for new patient acquisition across all functions, enhancing team alignment.
- Revamped sales team compensation structure, resulting in a remarkable increase in prospect-to-new patient conversion rates from 50% to 85%.

Regional Vice President

March 2022 – January 2023

- Managed a \$350 million P&L, orchestrating a revenue increase of \$9 million within eight months through strategic people and process development.
- Achieved a 13% reduction in patient hospital admissions by enhancing efficiency in weekly care team meetings. This was accomplished through increased visibility on patient admission trends for each provider.
- Boosted total patient engagement by improving adherence to annual visits, achieving a 10% increase—8% higher than the organizational average.

Regional Director of Growth

March 2021 – March 2022

- Directed the grassroots patient acquisition strategy across Indiana, Kentucky, and Michigan regions.
- Led a team of over 100 employees, achieving a 20% improvement in growth metrics and successfully establishing 5 new clinics.
- Devised and implemented a daily time management strategy for front-line staff, subsequently adopted organization-wide for improved efficiency.

Director of Population Health

January 2020 – March 2021

- Elevated patient outcomes across HEDIS metrics by elucidating data trends for primary care providers and contributed to the creation of educational tools for providers to use with patients.
- Designed and implemented telehealth visits and the strategy of clinic operations within one week in response to the urgent demands of the COVID pandemic, allowing Oak Street to continue providing care to patients.
- Contributed to refining Oak Street's show rate calculation methodology, enhancing precision in tracking provider slot utilization.

Nationwide

Marketing Leadership Rotational Program

MBA Marketing Leadership Rotational Program – Intern

Columbus, Ohio

July 2019 – January 2020

June – August 2018

TRC

Fisher Global Applied Project (GAP) for Technical Rubber Company

Rovereto, Italy

February 2017 – April 2018

Ascena Retail Group – Lane Bryant

Merchandising Assistant

Columbus, Ohio

April – August 2017

Education

The Ohio State University

Master of Business Administration

Columbus, Ohio

May 2019

Interests

Volleyball player • Avid skier • Lego builder • Cat lover • World traveler • Learning Mandarin