

KRISTEN TIEDE, PMP

Blythewood, SC | 571.426.8515 | Kristen.Tiede@KJSolutions.org

EXECUTIVE SUMMARY

Data-driven healthcare analytics and performance measurement leader with 20 years of experience defining, standardizing, and governing KPIs, metrics, and reporting frameworks across Medicaid, Medicare Advantage, and value-based care programs. Proven expertise owning end-to-end performance measurement from member interaction through enrollment, outcomes, and realized value. Skilled at building unified analytics frameworks that connect operational activity to enterprise results, delivering actionable insights to payers, clinical, and operations stakeholders. Passionate about leveraging data to optimize member journeys, improve health outcomes, and drive scalable operational excellence in complex healthcare environments.

CORE COMPETENCIES

Performance Measurement & Analytics Frameworks • KPI & SLA Definition, Standardization & Governance • Member Engagement & Journey Analytics • Value-Based Care Metrics & Outcomes Analysis • Cross-Functional Collaboration & Stakeholder Alignment • Reporting & Performance Narratives • Scalable Analytics Processes & Tools • Insights Translation & Decision-Ready Recommendations • Team Leadership & Analytics Mentorship • Payer Engagement & Joint Operating Committees • Contract & Operational Performance Evaluation • Healthcare Operations & Data-Driven Process Design

PROFESSIONAL EXPERIENCE

Vice President, Programs and Partnerships

Tryko Partners – iRedeem Health | Jackson, NJ | 2019 – Present

- Own end-to-end performance measurement across the full member engagement lifecycle for Medicaid and Medicare Advantage programs, connecting interaction, enrollment, and realized value to drive revenue growth and operational efficiency.
- Define, standardize, and govern engagement stages, core metrics, SLAs, and performance definitions to ensure consistency across stakeholders, reporting outputs, and payer partners.
- Develop unified analytics and performance frameworks that link operational activities, virtual care programs, and enterprise value, delivering measurable improvements in member engagement, health outcomes, and CMS quality measures.
- Build cross-domain visibility into member journeys spanning clinical, operational, and technology touchpoints through scalable telehealth and wellness solutions.
- Serve as the end-to-end analytics and reporting SME for payer executives and internal teams, translating business needs into scalable analytics processes, solution designs, and delivery roadmaps.

- Apply data-driven techniques to proactively identify performance insights, risks, and improvement opportunities, resulting in 200% year-over-year revenue growth through expanded client partnerships.
- Lead Joint Operating Committee (JOC) meetings and quarterly business reviews to evaluate performance, interpret results, and define future strategy, acting as the single point of accountability for analytics interpretation and performance narratives.
- Mentor and manage cross-functional teams to deliver scalable client success processes, analytics tools, and reporting frameworks that support high-quality partner engagement and operational excellence.

Senior Director, Telehealth Solutions

Cox Communications – Trapollo, LLC | Herndon, VA | 2011 – 2018

- Managed national partnerships with payers, ACOs, and health systems, launching innovative telehealth programs and establishing performance measurement frameworks to serve complex patient populations.
- Directed program operations and client delivery teams to achieve performance KPIs, ensuring alignment between workflows, systems, and outcomes while maintaining 98% client retention.
- Collaborated with clinical, technology, and operations teams to design and deploy customized telehealth solutions for value-based care models, translating business requirements into scalable analytics processes and performance tools.
- Led client governance activities, escalations, performance reviews, and reporting to provide clear, decision-ready insights to leadership and partners.
- Partnered with executives to identify and execute growth opportunities within existing accounts using performance data to inform new service line launches and program expansions.
- Developed templates, tools, metrics, and governance structures to support scalable program delivery, high-quality partner engagement, and cross-domain visibility into member journeys.

Client Executive

Unicom | Chantilly, VA | 2006 – 2011

- Owned strategic relationships with enterprise and government clients, managing multimillion-dollar technology contracts and delivering performance-aligned solutions that drove four consecutive years of 200%+ quota attainment.
- Designed and executed account expansion strategies by aligning organizational goals with performance metrics and client success outcomes.

- Delivered client success by translating complex requirements into actionable roadmaps, ensuring satisfaction and multi-million-dollar contract awards through data-informed decision making.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Communications (Public Relations) – George Mason University

Project Management Professional (PMP) – Project Management Institute

SELECTED ACHIEVEMENTS

- Developed scalable governance frameworks to support multi-plan oversight, reporting, and performance analytics for complex healthcare programs serving millions of covered lives.
- Spearheaded virtual care programs that leveraged performance metrics to improve member engagement, health outcomes, operational efficiency, and CMS quality measures across diverse populations.
- Built and managed payer partnerships supporting millions of covered lives under Medicaid and Medicare Advantage, driving consistent performance evaluation and value-based care alignment.
- Co-founder of Trapollo, the first telehealth integrator in healthcare; spearheaded Cox Communications acquisition and led post-acquisition transition activities focused on scalable program delivery and analytics.
- Recognized for exceptional leadership in client success, contract performance, metrics governance, and organizational growth through actionable insights and cross-functional collaboration.