



Jeremy Coad

Healthcare Technology Product Owner

Contact Information

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Professional Summary

Certified Scrum Product Owner (CSPO)

Product Owner with 10+ years of experience delivering digital products and customer engagement solutions, with a strong focus in healthcare technology and patient experience platforms. Proven ability to lead product strategy, translate complex clinical and operational needs into scalable solutions, and deliver measurable improvements in access, engagement, and revenue cycle performance. Experienced working in HIPAA-compliant environments, aligning cross-functional stakeholders, and driving outcomes across patient engagement, CRM, and digital health ecosystems.

Employment History

Product Owner – Patient Engagement Platforms

EyeCare Partners, St. Louis, MO – Oct 2023 – Present

Own product strategy, roadmap, and Agile delivery for enterprise patient engagement and digital health platforms supporting 350+ locations across ophthalmology and optometry practices.

Key Contributions:

- Lead end-to-end development of HIPAA-compliant patient portal and contact center platforms integrated with EHR/PM systems
- Define and manage product roadmap, backlog prioritization, and sprint planning in Agile/Scrum environment
- Collaborate with clinical, RCM, operations, compliance, and engineering teams to deliver scalable healthcare solutions
- Drive API integrations across CRM, communication platforms, and healthcare systems
- Partner with cloud security, DevOps, and enterprise architecture to ensure compliance and scalability

Impact:

- Launched enterprise patient portal, improving patient access and digital engagement
- Increased online scheduling conversion rate by ~15% through UX optimization and workflow redesign
- Reduced contact center call volume via conversational SMS scheduling and automation
- Improved appointment utilization through automated waitlist and gap-fill messaging workflows
- Led implementation of customer data platform (CDP) using Twilio Segment to unify patient data
- Delivered Salesforce CRM integration for omnichannel (SMS/email/postmail) patient communication
- Established data-driven prioritization framework aligning product delivery with business KPIs and ROI

Customer Relationship Manager - Healthcare Marketing Technology

EyeCare Partners, St. Louis, MO – Aug 2022 – Oct 2023

Managed enterprise CRM strategy and marketing automation across a multi-brand healthcare organization.

- Designed and implemented CRM platform (Cordial) supporting patient communication at scale
- Built automated patient engagement workflows (appointment reminders, confirmations, follow-ups)
- Developed targeted campaigns to improve patient retention, reactivation, and service utilization
- Enabled data-driven segmentation and personalization across 350+ locations

Marketing Project Manager - Digital Health Initiatives

EyeCare Partners, St. Louis, MO – Jan 2022 – Jul 2022

Supported enterprise digital transformation initiatives focused on patient experience and digital presence.

- Led implementation of customer experience platform (Sprinklr) across 55+ healthcare brands
- Deployed digital presence management (Yext) to improve patient access and local SEO
- Contributed to patient journey mapping and experience optimization initiatives
- Supported clinical growth programs, contributing to 1.5% increase in procedure conversion rates

Marketing Manager, Eyecare Services

The Eye Institute of West Florida, Largo, FL — Apr 2017 – Aug 2022

Led digital strategy and patient engagement initiatives for a multi-location specialty practice.

- Increased online appointment bookings by 56% through digital transformation initiatives
- Improved patient portal adoption by 30% via UX improvements and communication strategies
- Reduced no-show rates by 1.3% using automated patient reminder systems
- Implemented CRM and lead management workflows to improve conversion rates
- Increased patient satisfaction and online reputation (10x growth in positive reviews)
- Optimized paid search campaigns, increasing ROI by 28%

Earlier Experience

Additional experience in operations and marketing leadership, including CRM implementation, digital transformation, and revenue growth across multiple industries.

Education

Bachelor of Science in Marketing

University of South Florida — Aug 2003 – May 2005

Courses

Certified Scrum Product Owner (CSPO)

Scrum.org — Aug 2024

Digital Marketing & E-Commerce Certificate

Google, Coursera — Jun 2022

Skills

Product Ownership	Roadmapping	Healthcare Technology
HIPAA Compliance	Agile	Scrum
Stakeholder Alignment	Customer Data Platforms	CRM
Patient Journey Optimization	API Integrations	System Architecture
Data-Driven Decision Making		

Technology Stack

CRM

Salesforce, Twilio Segment (CDP), Cordial

Digital Tools

Postman, Sprinklr, Yext, CMS, Google Adwords, Google Tag Manager, Google Analytics

Methodologies

Agile, Scrum, Product Lifecycle Management