

Randi Redmond Oster

E-mail: randi@helpme-health.com

Multi- Award Winning Author, *Questioning Protocol*

EXPERIENCE

Help Me Health, Fairfield, CT 2012 – Present
Co-Founder and CEO

Delivers unique, comprehensive and sustainable healthcare educational programs to improve patient outcomes and lower overall costs

- Based on Questioning Protocol released 2014
- Launched at Lown Institute conference March 2015
- Designed courses based on patient perspective research
- Participants include healthcare workers from clinicians to reception

Long Term Planning Associates, Fairfield, CT. 2002 – 2012
SVP New Business Development [

Consulting, training and direct sales for long-term care insurance.

- Packaged new LTCi product for new market introduction for insurance carrier
- Trainer for 3 regional sales teams that received most improve recognition
- Received 2008 top 20 sales producer recognition from AALTCI

General Electric
Executive Marketing



1990 – 2002

Cross-functional ownership for new business / new product development. Led teams from concept to development to market launch.

- Drove customer and prospective customer needs analysis to generate new ideas and concepts.
- Proven experience with market sizing, establishment of market strategies, estimation of potential sales and financial impact, operational strategy and process for sales, service and claims, identification of potential risks and development of mitigation strategies, creation of integrated marketing programs and promotional activities.
- Hired / managed market research firms, advertising agencies, PR firms to build actionable project plans from pilot to launch while providing ongoing monitoring, measurement and analysis.
- Certified Six - Sigma Quality Initiatives, Black Belt
- Facilitator and media professionally trained

General Electric

1984 – 1990

Program Manager, Aerospace

Manager for the design of the Electronic Combat System for the Stealth Fighter.

- Delivered multi-million-dollar program on time and on budget.
- Identified new products using high tech materials for aircraft engines.
- Responsible for winning new business and leading teams to build and deliver to engine manufactures on schedule.

GUEST SPEAKER/ADVISORY POSITIONS

Presentations:

CT. Health Council, Lown Institute, Beryl, HARC, Dorland Health, Bridgeport Hospital, Children's Hospital, Rhode Island Quality Institute, PX Symposium, Blue Cross Blue Shield Rhode Island, Planetree, Connecticut Hospital Association

Advisory:

CT. Center for Patient Safety
Society for Participatory Medicine
Consumers Union (Safe Patient Project)
PX Policy Forum

WINNING PUBLICATIONS

Questioning Protocol, 2014, Well Path Press

USA Best Book Award, Pinnacle Award, Best Beach Read, Indie Finalist

WRITING AWARDS:

2014 Eric Martin Award - American Medical Writers Association, AMWA

2014 Recognition - Less is More, Journal of American Medical Association, JAMA 2014

2014 Winner - Cost of Care Essay Contest, "Cost of Care"

INDUSTRY RECOGNITION:

2018 Women of Innovation, Finalist, Connecticut Technology Council

2017 Right Care Alliance Leadership Award, Lown Institute

PUBLICATIONS:

JAMA, Washington Post, Hartford Business Journal, Assoc. for Patient Experience

EDUCATION

Boston University

MBA

Union College

B.S. Electrical Engineering