

# Sydney M. Cooper, MPH

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## RELEVANT EXPERIENCE

### CVS Health, Woonsocket RI

March 2024- Present

#### Sr. Analyst Health Plan Adherence Strategy

- Developed the HPAS' 2024-2026 strategic roadmap prioritizing and sizing 50+ initiatives and programs
- Supported the 2025 capital planning process through data analytics and value proposition proposing over \$0.5M in labor reallocation
- Developed a business case for commercialization of pilot adherence programs projecting \$14k-\$60k in additional contract value and 300-1100 additional basis points in adherence per contract

### Blue Shield of California, Oakland CA

April 2022 – September 2023

#### Sr. UX Researcher and Designer

- Led the development and analysis of 19 user research studies to assess significant financial loss within the plan, improve quality of care and member experience, and reach a goal of \$5-10M annual savings rendered
- Supported the design and concept usability testing of recommended digital onboarding process revision for Blue Shield's Trio HMO plan
- Designed 2 internal sites with a focus on interaction design and accessibility to increase page visits and department / initiative visibility

### Kaiser Permanente Health Plan, Oakland, CA

January 2021 – April 2022

#### Strategic Market Planning and Execution Consultant

- Supported the development of a 5-year National Strategy Roadmap and initiative inventory
- Managed the overall program and project structure for a Multi-State accelerated membership growth plan

### Deloitte & Touche LLP, Boston, MA

January 2019 – January 2021

#### Risk and Financial Advisory Consultant

- Provides risk consulting to large healthcare clients
- Collaborates with teams to develop creative solutions, communications, and adoption techniques for large healthcare clients

### Blue Cross Blue Shield of Massachusetts, Boston, MA

May 2018 – August 2018

#### Corporate Strategy Summer Associate

- Analyzed, articulated, and presented competitive intelligence to develop, inform and drive company strategies

### Boston Medical Center, Boston, MA

January 2018 – May 2018

#### Telemedicine Project Consultant

- Analyzed the usefulness of telemedicine in an Accountable Care Organization

## SPEAKING ENGAGEMENTS

- Health In Her Hue Monthly Community Events Moderator January 2021- Present
- HITLAB Digital Health Symposium on Health tech's Impact on Access and Equity August 2023
- HITLAB Women's Tech Wednesdays November, 2023

## CERTIFICATIONS/ SKILLS

- Figma
- SharePoint
- UXC from Neilson Norman Group
- Userzoom Advanced Certification
- Google Certification: Conduct UX Research and Test Early Concepts
- PowerBi
- SQL

## EDUCATION

### Boston University School of Public Health

Boston, Massachusetts

Master of Public Health in Healthcare Management

Awards: APEX Scholarship Recipient; Santander Grant Recipient

### Howard University

Washington, D.C

Bachelor of Science in Healthcare Administration, Cum Laude:

Awards: 4-year Legacy Scholarship; 4-year Division 1 Athletic Scholarship; CCSA All Academic; The Award for Community Service and Leadership