



President and Chief Executive Officer

Leadership Profile

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The Opportunity

AboutHealth, headquartered in Appleton, Wisconsin, enters its next chapter at a moment of both maturity and inflection. Founded with a strong mission and supported by three health system owners, Aspirus Health, Emplify Health, and Froedtert ThedaCare Health, the organization has evolved into a multi-faceted enterprise operating across clinical improvement, shared savings, and technology-enabled care.

The next CEO will inherit an organization that has demonstrated impact, built credibility with partners, and developed differentiated capabilities while also facing the operational complexity and execution demands that accompany advancing improvement with three organizations with significant scale.

This role offers the opportunity to lead a purpose-driven healthcare organization that sits at the intersection of clinical transformation, value-based care, and technology enablement. AboutHealth is a scaled platform requiring disciplined enterprise leadership, operational rigor, and the ability to translate strategy into measurable outcomes. The next CEO will be responsible for managing a sophisticated set of partnerships within a healthcare environment defined by margin pressure, workforce constraints, and accelerated change.

The organization operates with a lean leadership structure and relies on strong alignment between clinical leaders, functional executives, and system owners. Success in this role will require managing complexity without unnecessary bureaucracy and driving clarity, prioritization, and accountability across teams that are deeply mission-driven and operating at full capacity. The CEO will need to balance hands-on operational leadership with the ability to step back and lead at the enterprise level.

Financial stewardship is a central dimension of the opportunity. The next CEO will influence budgeting, capital allocation, and investment decisions across clinical programs, technology platforms, and shared services, while ensuring AboutHealth remains sustainable and positioned for growth. This includes making deliberate choices about where to invest, where to pause, and how to leverage fiduciary responsibility in a constrained capital environment.

This is an opportunity for a CEO who is both strategic and operational. The next leader will build on a strong foundation, guide AboutHealth through its next stage of evolution, and ensure the organization continues to deliver meaningful impact for patients, partners, and the health systems it serves.

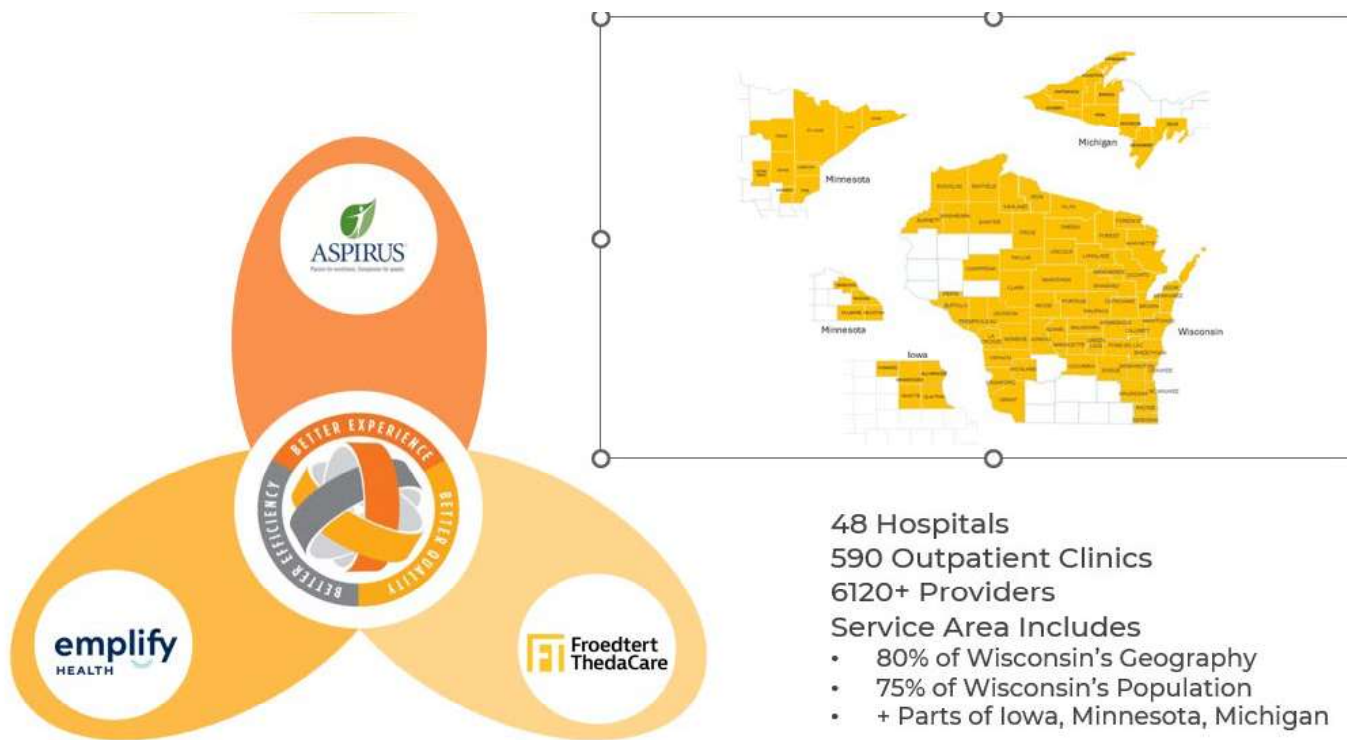
Organization Overview

Founded in 2014 in Wisconsin, AboutHealth is a vehicle for bringing disparate, and in some cases competing healthcare systems together to learn from each other, accelerate their rate of improvement in meeting their strategic goals, and provide the best care to the people they serve. Since 2015, AboutHealth has successfully completed 20 quality improvement projects with its participating systems—whose service areas include 75% of the population and 80% of the geography of Wisconsin, plus parts of Michigan’s Upper Peninsula, northern Illinois, northeastern and southeastern Minnesota, and northwestern Iowa. Collectively, they represent a total of 48 hospitals, 590 outpatient clinics, and more than 6120 providers.

Mission: To accelerate our member health systems’ ability to achieve strategic objectives and provide the best value for the customers they serve.

Vision: Together we will transform healthcare to keep our member health systems and their communities thriving.

Owners: Aspirus, Emplify Health, Froedtert Thedacare



AboutHealth’s collaborative model

AboutHealth (AH) has three work streams: clinical improvement, shared savings, and technology-enabled care. The healthcare systems involved are *Owners*, rather than just members, because they solely own AboutHealth. Quality improvement initiatives are *Collaboratives* because they are all about collaboration across systems. Acknowledging that “all of us are smarter than any of us,”

Clinical Improvement Model

About Health's clinical improvement model rests on three principles: authorship, ownership, and accountability:

- **Ownership** in how clinical leadership from each system determines the topics on which the group works collectively
- **Authorship** in everyone sharing their best practices, then agreeing on, adapting, and implementing the choicest to improve patient outcomes
- **Accountability** by C-suite's engagement and commitment to achieving shared QI objectives

Sharing is foundational to all three principles, making each healthcare system a *de facto* teacher as well as student. Sharing also means that everyone, up to the CEO, can see aggregated data throughout the collaborative's life cycle.

Examples of clinical initiatives include:

- Diabetes
- Advanced Care Planning
- Total Knee Arthroplasty
- Effective Lower Back Surgery
- Coronary Heart Disease
- Opioid Use/Misuse
- Complex Care Management
- Behavioral Health Access
- Post Acute Care
- Surgical Site Infection Control
- Anti-Microbial Stewardship
- Pharmacy Cost
- Transitions of Care
- Sepsis (Parts 1 & 2)
- Observation Length of Stay
- Congestive Heart Failure
- Goals of Care Conversation
- Chronic Obstructive Pulmonary Disease
- Pressure Injuries

Shared Savings

AboutHealth's shared savings initiatives are designed to align clinical quality, cost stewardship, and system-level collaboration across participating organizations. By identifying common priorities and addressing them collectively—rather than duplicating efforts at the individual organization level—AboutHealth enables partners to reduce avoidable variation, improve performance, and generate sustainable financial savings.

Shared saving projects include:

- Reference Lab
- Clinical Engineering Repair & Maintenance
- Freight
- Laundry Services
- Productivity Improvements
- Mammography
- C-Arms
- Healthcare Connect Fund
- Med/Surg Distribution
- IT Software
- WAN
- Unclaimed Funds
- Mail / Postage
- Medical Asset Cross Campus Sharing
- A/P Audit
- Pouring Rights
- Waste Invoice Audit

Technology Enabled Care

As the newest strategic pillar, AboutHealth's technology-enabled care model is focused on expanding access while addressing the growing constraints of the healthcare workforce. By leveraging digital platforms, data analytics, and virtual care capabilities, AboutHealth can extend clinical reach, streamline care delivery, and reduce reliance on high-cost labor models without compromising quality. This pillar emphasizes deploying technology where it meaningfully improves patient access, optimizes clinician time, and standardizes processes across sites of care. Management will bring forward practical, scalable solutions—paired with clear measures of success such as access metrics, cost savings, workforce efficiency, and quality outcomes—for Board review and consideration, ensuring technology investments are aligned with strategic and financial objectives.

For additional information please visit <https://abouthealth.com/>.

Position Summary

Reporting Relationships

Reporting to the Board of Managers, direct reports include:

- Performance Improvement Consultant (x2)
- Supply Chain Implementation Director
- Equipment/Network and HCF Support Director
- Administrative Manager.

Responsibilities

The successful President and Chief Executive Officer candidate will:

- **Strategic Leadership & Governance:** Partner with the Board of Managers to set strategic direction, organizational priorities, and long-term goals. Translate Board-approved strategy into actionable operational plans with measurable outcomes. Provide timely, accurate, and actionable information to the Board.
- **Member & Stakeholder Engagement:** Foster strong, trusted relationships with AboutHealth member organizations and stakeholders: Serve as the public and community-facing leader of the organization.
- **Operational & Performance Management:** Oversee execution of strategic initiatives and major projects. Establish and monitor organizational performance metrics. Oversight of day-to-day operations. Manage vendor and consultant relationships and accountability.
- **Financial Stewardship & Sustainability;** Recommend the annual operating budget and business plans. Ensure efficient financial management and long-term sustainability.
- **People Leadership:** Lead and develop a high-performing team. Maintain staff morale at a high level. Oversee human resource functions
- **Clinical, Quality & Population Health Leadership:** Advance quality improvement and population health strategies. Support shared learning and best-practice dissemination.
- **Compliance, Risk & Ethics:** Ensure compliance with all legal and regulatory requirements. Uphold high standards of ethics, integrity, and transparency.

Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Partner with the Board to shape and execute AboutHealth's strategic direction, translating a shared vision into clear priorities, annual goals, and measurable impact that strengthens member organizations and the communities they serve.
- Serve as the chief executive and public voice of AboutHealth, inspiring trust and collaboration across member organizations, clinical leaders, community partners, and statewide stakeholders.
- Lead the organization with energy and discipline, ensuring effective execution of strategic initiatives and day-to-day operations through clear metrics, accountability, and transparent communication.
- Strengthen financial sustainability and margin performance by managing cost structures, capital investments, and growth initiatives to ensure long-term sustainability, balancing innovation and expansion with fiscal responsibility in a capital-constrained environment.
- Inspire a high-performing, mission-driven team, fostering a collaborative, values-based culture where people are energized by purpose and empowered to lead.
- Champion quality improvement, population health, shared savings, and value-based care initiatives, accelerating shared learning and innovation across member systems to achieve better outcomes together.
- Lead the continued expansion of AboutHealth's technology-enabled services, advancing a bold vision for how digital capabilities can transform access, improve efficiency, and enable scalable, sustainable care models across the network.
- Maintain organizational sustainability by ensuring adequate scale and owner engagement, thoughtfully evaluating additional initiatives while avoiding growth that dilutes focus or impact.
- Advance AboutHealth's value proposition with owners, partners and customers. Clarify and consistently articulate AboutHealth's differentiated value internally and externally. Deepen trust and alignment with owners, boards, and key system partners.
- Establish clear definitions of success and return on investment across AboutHealth's portfolio, setting expectations for measurable financial and strategic impact, actively monitoring performance, and making disciplined start, stop, and continue decisions to ensure resources are focused on initiatives that deliver meaningful value to owner systems.

Candidate Qualifications

Education/Certification

- Master's degree in Business Management or Health Care Administration, or equivalent professional leadership experience in complex health system.
- Candidates with MD, DO are encouraged to apply.

Knowledge and Work Experience

- 15+ years of progressively responsible leadership experience.
- Demonstrated experience with integrated healthcare systems or ACOs.
- Knowledge of third-party payer systems and value-based care.

Leadership Skills and Competencies

- Systems thinker with the ability to see across organizations, align diverse priorities, and create shared direction without direct authority.
- Trusted relationship-builder who leads through influence, credibility, and transparency, and who can bring clinical, operational, and executive leaders along together.
- Change-ready leader comfortable navigating ambiguity, building new capabilities, and evolving the organization as AboutHealth grows and expands its impact.
- Proven track record operating in environments where influence outweighs authority, including partnership-based or multi-system organizations requiring sustained alignment among independent stakeholders.
- Collaborative, facilitative leadership style with the judgment to know when to listen, when to challenge, and when to drive decisions forward.
- Strong executive presence with the ability to inspire confidence, articulate a compelling vision, and represent AboutHealth effectively with Boards, CEOs, clinicians, and external stakeholders.
- Data-informed decision maker who values measurement and accountability while balancing quantitative insight with real-world clinical and operational context.
- Demonstrated ability to exercise disciplined portfolio management—prioritizing initiatives, setting clear performance expectations, confronting underperformance, and making difficult tradeoffs in service of long-term value and sustainability.
- High emotional intelligence, including self-awareness, empathy, and resilience, particularly when managing competing interests and complex dynamics.
- Deep commitment to mission and shared value, with the integrity and humility required to lead a collaborative organization built on trust.

The Community

Appleton, WI

The Fox Valley—often referred to as the Fox Cities—is a dynamic region in east-central Wisconsin anchored by the city of Appleton and a network of closely connected communities along the Fox River, including Neenah, Menasha, Kaukauna, and surrounding towns. Spanning portions of Outagamie, Winnebago, and Calumet counties, the region serves as a major economic, healthcare, and cultural hub for Northeast Wisconsin. Appleton is the largest city and the center of employment, education, and regional commerce.

With a combined population exceeding 250,000 across the broader metropolitan area, the Fox Valley offers many of the advantages of a mid-sized metro while maintaining the accessibility, affordability, and community-oriented feel of a smaller region. The local economy is well diversified, with strong representation in healthcare, advanced manufacturing, education, financial services, and technology. The region is also home to Fox Valley Technical College and Lawrence University, contributing to a skilled workforce and strong pipeline of talent.

The Fox Valley is known for its high quality of life, characterized by a relatively low cost of living, safe and family-friendly neighborhoods, and strong public and private schools. Residents enjoy a robust mix of cultural and recreational amenities, including the Fox Cities Performing Arts Center, year-round festivals, extensive park and trail systems, and proximity to Lake Winnebago and other outdoor recreation opportunities throughout Wisconsin.

The region is easily accessible and well connected. Appleton International Airport provides convenient air service, and major highway corridors offer direct access to Green Bay, Milwaukee, Madison, and Chicago. This combination of professional opportunity, livability, and connectivity makes the Fox Valley an attractive location for senior leaders seeking meaningful work in a community-focused, growth-oriented environment.

Procedure for Candidacy

Please direct all nominations and applications to Jason Petros and Wendy Kerschner via email to wkerschner@wittkiewer.com.

	Title	Phone
Jason Petros	Executive Partner & Solution Leader, Global Search	(630) 575-6156
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