



# MICHELLE MUTERT

## MARKETING, GROWTH & VALUE CREATION

### PROFILE

Strategic healthcare leader with 20+ years of experience driving growth and value across health plan, employer, union and digital health partnerships. Proven ability to own and expand complex partnerships by aligning engagement, clinical outcomes, and business performance. Expert in translating data into actionable insights and executive-level narratives that drive retention, expansion, and long-term value. Known for building cross-functional alignment and scaling programs in fast-paced, evolving healthcare environments.

### WORK EXPERIENCE

**Lead, Member Engagement** January 2024—Present  
[Apree Health, SaaS Healthcare Solution and Primary Care Centers](#)

- Own engagement strategy across health plan and employer partnerships, driving measurable growth in utilization, KPIs, and total cost of care
- Advise client stakeholders on lifecycle engagement strategies based on population health goals
- Leverage data and market insights to identify growth opportunities, optimize performance, and inform strategic decision making
- Lead a team of engagement consultants to develop and execute integrated strategies that drive member engagement and overall partnership value

**Impact:**

- Increased appointments and engagement by 5.2% YoY
- Grew new patients by 7.7% and unique patient visits by 22.4% YoY
- Achieved 35.5% registration across health plan partnerships, accelerating digital adoption

**Senior Director, Member Engagement** July 2022—October 2023  
[Prescriptive Health, SaaS Prescription Solution and Pharmacy Benefits](#)

- Partnered with client success and leaderships teams to shape engagement strategies aligned with growth, activation, and retention goals
- Developed and executed strategies targeting high-utilization populations to improve adoption and ongoing engagement

**Impact:**

- Increased registration among high-utilization members to 40%, driving value and cost-savings for employer partners

**Senior Director, Member Engagement** April 2017—July 2022  
[Transcarent, A Digital Health and Care Platform \(acquired BridgeHealth\)](#)

- Led end-to-end engagement strategy to drive activation and utilization across digital health and care delivery services
- Collaborated with product, clinical, and operations teams to launch and scale new offerings within employer and union populations
- Built and led high-performing teams focused on growth, engagement, and member experience
- Leveraged testing, analytics, and segmentation to optimize performance and inform strategic decisions

**Impact:**

- Drove 25% activation rate and 15% increase in surgery program utilization
- Accelerated growth through multi-channel engagement strategies and continuous optimization

### CONTACT

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### EXPERTISE

- Health Plan, Employer & Union Partnerships
- Value-based Care Strategy
- Growth & Expansion
- Client Retention & Development
- Member Engagement & Activation
- Go-to-Market Strategy
- KPI & Performance Management
- Strategy & Planning
- Positioning & Message Development
- B2B, B2C & B2B2C Marketing
- Product Marketing
- Email Marketing
- Demand Generation
- Trade Show & Event Management
- Team Management
- Vendor Management

# MICHELLE MUTERT

## EDUCATION

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DePaul University  
Kellstadt Graduate School

- Master of Business Administration with Distinction

Michigan State University

- Bachelor of Arts
- Marketing

Pragmatic Institute

- Product Marketing Certification

## WORK EXPERIENCE

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### Marketing Director

January 2014—April 2017

[WellDyne, Pharmacy Benefit Management](#)

Responsible for leading the team in development of positioning, messaging, and development of multi-channel marketing campaigns. Served as project lead on customer quality council to identify root causes of member issues and drive process improvements.

### Account Manager

December 2012—October 2013

[Blue Onion, Marketing Agency](#)

Managed client engagements with an emphasis on strategic vision, driving excellent execution, fostering relationships, and improving client P/L. Optimized growth potential for each client and managed resources to achieve margin targets. Managed the agency's two largest accounts: Einstein Noah Restaurant Group and SourceGas.

### Marketing Program Lead

December 2010—November 2012

[Walgreens, Pharmacy Marketing](#)

Led marketing strategy and B2C activation plans to increase lifetime value of pharmacy patients through medication adherence programs. Developed marketing briefs, marketing mix, and campaigns to drive demand for Walgreens offerings, pharmacy growth, and profit objectives. Conducted creative and message testing to develop effective marketing communications for patient personas. Commissioned marketing research and determined actionable ways to use consumer insights to improve patient experience and retention.

### Business Development Director

March 2003—September 2009

[Magnani Continuum Marketing, Marketing Agency](#)

Managed agency's marketing and business development efforts; served as account supervisor for client strategic planning and execution of brand and marketing communications for the agency and its clients.