

## **Traci McGinnis**

### **Vice President, Health Informatics**

#### **Benefitfocus**

Traci McGinnis leads Health Informatics strategy for Benefitfocus, a benefits technology platform enabling rapid innovation for employer, health plans and consumers. As part of the product organization, Traci works closely with Benefitfocus customers to drive data strategy and implement data-driven products and services to enable customers and consumers to make decisions informed by actual healthcare cost and utilization.

For more than 20 years, and across various software and service industries, Traci has worked closely with customers to unlock the power of data to improve performance and lower costs. In her tenure at Benefitfocus, Traci has spent the majority of her time leading the Health Insights organization, working directly with self-funded clients to partner with data sources and provide valuable insight into what is driving the cost of healthcare, how to design plans in order to optimize plan budgets, how to improve health outcomes for members and how to track ROI on partner solutions.

As data transparency and interoperability become more “mainstream,” Traci and the Benefitfocus team continue to leverage opportunities to drive value to customers using data to personalize products and services, create new capabilities and connections, and drive superior customer experiences. Traci is passionate about changing the landscape of healthcare in our country and believes the power to make real and lasting change lies within the data.