

Rasu B. Shrestha, MD, MBA

Rasu B. Shrestha, MD, MBA, is executive vice president and chief strategy officer for Atrium Health, one of the most comprehensive and highly integrated not-for-profit healthcare systems in the nation. As a member of the executive leadership team, Dr. Shrestha is responsible for Atrium Health's enterprise strategy, including planning and tactical direction for the organization's current strategic roadmap and beyond. In addition, he spearheads a renewed focus on innovation, launching new healthcare inventions, discoveries and ideas to benefit our patients and the communities Atrium Health serves. He also provides executive leadership for corporate communications and marketing, showcasing Atrium Health as a meaningful, national brand.

With a wealth of experience and national expertise in healthcare innovation, analytics and patient-centered care design, Dr. Shrestha joined Atrium Health in February 2019. Previously, he served as Chief Innovation Officer for the University of Pittsburgh Medical Center (UPMC), where he was responsible for driving UPMC's innovation strategy, serving as a catalyst in transforming the payer-provider organization into a more patient-focused and economically sustainable system. In addition to leading innovation at UPMC, Dr. Shrestha also served as Executive Vice President of UPMC Enterprises, pushing the needle in the pursuit of a unique blend of healthcare intelligence, technological expertise and entrepreneurial drive to develop inventive and commercially successful solutions to address complex healthcare challenges.

Dr. Shrestha is a respected thought leader and visionary in the field of healthcare information technology and was recently recognized as "Executive of the Year" by *Healthcare Dive* and was acknowledged as one of the "Top 20 Health IT Leaders Driving Change" and as a "Top Healthcare Innovator" by *InformationWeek*. In addition, he is on the Board of Directors of the Healthcare Information and Management Systems Society (HIMSS) and is the Chairman of the HIMSS Innovation Committee, and Co-chair of Health Datapalooza.

Dr. Shrestha was the youngest student in his college in Malaysia and received his medical degree from CCS University in India. He went on to complete his training in radiology and his fellowship in informatics at the University of London. He also earned an MBA at USC's Marshall School of Business.