

Shaun C. A. Romero

CEO | COO | P&L Owner | HealthTech | Process Innovation | Multi-Industry Operator

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SUMMARY

Transformational CEO and COO with 17+ years of P&L ownership and operational scale across healthcare, healthcare technology, SaaS, real estate, and finance, with a proven record of applying the same disciplined operating framework across industries: build the system, automate the workflow, scale the revenue, protect the margin. Known for leading at the intersection of clinical operations, technology commercialization, and capital discipline – converting organizational complexity into competitive advantage. Trusted by boards, payers, legislators, and investors to deliver measurable outcomes in environments where the margin for error is low.

EXPERIENCE

Co-Founder & Co-Chief Executive Officer

[MedWest LLC.](#) 📅 06/2023 - Present 📍 Phoenix, AZ
🌐 <https://medwestconnect.com/>

Embedding real-time data into provider workflows across 90+ EHR systems via HL7, FHIR, ADT, CCD, and claims feeds. Unifies fragmented patient records and automates care gap closure, HCC coding, pre-visit planning, and quality reporting for primary care groups, ACOs, IPAs, CINs, MCOs, and payers.

- Commercialized AI-powered SaaS platform across 90+ EHR systems.
- Built a national B2B pipeline across ACO and payer markets.
- Architected HL7, FHIR, ADT, CCD integration strategy at scale.
- Launched four branded products with distinct value propositions.
- Redesign value-based care workflow with automation and gap capture with less FTE

President & Chief Operating Officer

[ClearPath Family Healthcare LTD.](#) 📅 02/2016 - 12/2024 📍 Phoenix, AZ
🌐 <https://www.healthgrades.com/group-directory/az-arizona/phoenix/clearpath-family-healthcare-xby6p8>

Co-owner and senior executive of a multi-provider primary care organization built around patient-centered, value-based care delivery. AI-driven clinical workflow automation, an in-office medication dispensing kiosk, Collaborative Care (CoCM) for behavioral health integration focused on care delivery and patient experience.

- 67% average annual revenue growth, internally funded
- 25% year-over-year enterprise expansion, sustained
- Top 10% primary care performance in Arizona
- Quality metrics improved from 60% to 93%.
- Provider revenue increased by 82%.
- Operating costs reduced by 24% through workflow automation.

CORE COMPETENCIES

<u>P&L Ownership</u>	<u>Go-to-Market Strategy</u>
<u>Capital Allocation</u>	<u>AI Strategy</u>
<u>Strategic Planning</u>	<u>Risk Adjustment</u>
<u>Value-Based Care</u>	<u>Data Strategy</u>
<u>Stakeholder Management</u>	<u>OKR Execution</u>
<u>Lean Methodology</u>	

MEDIA & SPEAKING

The Big Idea

[The Hertel Report](#)

Shaun Romero & Rick Romero

📅 04/2025 🌐 www.shaunromero.me

Authored feature on Arizona's strained primary care system and how MedWest Connect streamlines workflows and surfaces actionable data to reduce administrative burden and strengthen value-based care performance.

ACO Participation Webinar

[SmartLink Health](#)

Shaun Romero

📅 06/2025 🌐 www.shaunromero.me

Featured executive panelist offering a candid clinic-side view of ACO participation – what providers gain, what they don't say out loud, and what determines whether they stay.

The Exam Room

[VB Care Network / Podcast Series](#)

Shaun Romero

📅 08/2025 🌐 www.shaunromero.me

Three-part series with Dr. Rhiannon Winsor: Caring Beyond the Chassis, Breaking Barriers, and Data, Dashboards & Forecasting – exploring how standardized workflows, integrated data, and predictive analytics remove friction in value-based care models.

EXPERIENCE

Regional Manager

[Northpoint Asset Management](#) 📅 06/2012 - 08/2016 📍 Phoenix, Arizona
<https://www.northpointam.com/>

Senior regional executive for a national real estate investment and property management firm specializing in residential and commercial assets. Directed regional operations, asset performance strategy, and growth across a four-state portfolio.

- 670% growth in units under management in four years
- Scaled portfolio from 212 to 1,250+ units
- Managed \$8M+ multi-state portfolio across four states
- Built a repeatable operating model faster than overhead growth

CIVIC, COMMUNITY & NONPROFIT LEADERSHIP

Operations Manager

[Environmental Professionals of Arizona \(EPAZ\)](#) 📅 05/2026 - Present

Volunteer Operations Manager for EPAZ, Arizona's premier environmental 501(c)3 – overseeing operations, membership infrastructure, events, and the EPAZ Scholarship Fund.

Board Member & Sponsorship Manager

[Cactus Horizon Little League](#) 📅 06/2025 - Present

Active board member and organizational sponsor for Cactus Horizon Little League – one of Scottsdale's premier youth baseball programs serving players ages 4–14. Contribute to league governance, operational oversight, and community fundraising in support of CHLL's mission to deliver high-quality youth baseball at the lowest possible cost to families.

EDUCATION

Bachelor of Arts, Philosophy

[University of Arizona](#) 📅 08/2000 - 12/2006 📍 Tucson, AZ

KEY ACHIEVEMENTS



Top-Decile Primary Care Performance in Arizona

Drove ClearPath into the top 10% of primary care groups in Arizona, with higher quality recognition from multiple Medicare Advantage plans – translating clinical outperformance into measurable contract upside and Stars-driven incentives.



Legislative Contributor & Clinical Voice — Arizona SB1018 (CoCM Integration)

As one of Arizona's earliest primary care practices to implement the Collaborative Care Model at full clinical and billing integration, ClearPath Family Healthcare served as a real-world proof-of-concept for statewide adoption. Selected to speak directly to Arizona legislators, providing firsthand clinical and operational testimony that contributed to the passage of SB1018



Transformed Behavioral Health from Cost Center to Revenue Driver

Implemented the Collaborative Care Model (CoCM) at ClearPath Family Healthcare – integrating behavioral health into primary care workflows and converting what most practices treat as a referral cost into a direct revenue and quality performance engine.