# SHAUN C. A. ROMERO

P&L Leadership | Operational Design & Intelligent Automation | Enterprise Growth Strategy
602-819-9608 • ShaunRomero@pm.me • linkedin.com/in/shaunromero/ • Phoenix • ShaunRomero.me

## EXECUTIVE SUMMARY

Executive leader with cross-sector experience spanning healthcare services, B2B health technology, and real estate asset management. Leads strategy, operating performance, and P&L across growth-stage and established organizations. Scaled a primary care practice from $600K to $2.6M (~4.3x) over eight years while sustaining ~25% annual growth and ranking in Arizona's top 10%; scaled a real estate portfolio from 150 to ~1,200 properties (~670% growth) while holding occupancy at ~85% and lifting management fees from 6% to 7.5%; built the commercial organization and four-product portfolio of a B2B health technology firm now reaching ~2 million covered lives through partner ACO relationships. Strengths: value-based care strategy, market expansion, payer alignment, contract negotiation, cost governance, and leadership development.

## KEY ACHIEVEMENTS

### Collaborative Care Model at Full Integration

Achievement: Converted behavioral-health referrals from a cost center into a billed, quality-driving service line — 32% increase in provider revenue and quality performance from 60% to 93%.

### Multi-State Operating Model Build

Achievement: Scaled the regional portfolio from 150 to ~1,200 properties (~670% growth) while holding occupancy at ~85% and keeping overhead growth below the pace of expansion.

### Automation Instead of Headcount

Designed workflows that let volume rise without a 1:1 staff increase — 4.3x clinic growth and automated VBC work instead of added payroll.

## CORE COMPETENCIES

P&L Ownership · Financial Stewardship · Corporate Strategy · Growth Initiatives · Process Improvement · Workflow Automation · Regulatory Compliance · Quality Assurance · Market Expansion · Go-to-Market Strategy · Stakeholder Relations · Change Management · Value-Based Care · Payer / ACO Contracting · Leadership Development · EHR Workflow Design · Health IT / Systems Integration · Process Automation · AI-Enabled Operations · Digital Platform Build · Data-Driven Quality Reporting · Care-Gap and Risk-Adjustment Systems

## EXPERIENCE

### MedWest LLC — Phoenix,

**Co-Founder & Co-CEO** — 06/2023 - Present

B2B health-tech firm building EHR-embedded value-based care automation for primary care and ACO/payer programs.

- Built the commercial organization and a four-product portfolio delivered inside the EHR instead of as extra portals.
- Designed HCO and MCO alignment tools that operationalize value-based care initiatives and strengthen quality and risk-adjustment performance for client organizations.
- Developed automated VBC workflows that cut administrative burden and close more gaps at the visit without adding staff.
- Improve client profitability through workflow evaluation, cost controls, and administrative automation structured as long-term growth partnerships.
- Marketing partnership with SmartLink Health supported several large ACO relationships nationwide, with the combined system serving ~2 million lives annually.

### ClearPath Family Healthcare LTD. — Phoenix

**President & COO** — 02/2016 - 12/2024

Phoenix primary care practice serving adults and children, with on-site lab, integrated behavioral health, pharmacy capture, and commercial/government payer contracts.

- Grew annual revenue from ~$600K to $2.6M (~4.3x) over six years while sustaining ~25% year-over-year growth and placing the practice in Arizona's top 10%.
- Owned full P&L, financial analysis, and revenue-cycle oversight; led corporate strategy, service-line growth, and operating performance.
- Moved the practice from fee-for-service to an APM / value-based care model; raised Medicare reimbursement from ~95% to 110% of rate, with an average ~2.5% annual per-provider increase.
- Implemented integrated behavioral health through the Collaborative Care Model at Level 6, converting a referral cost center into a revenue and quality engine — 32% increase in provider revenue and quality performance from 60% to 93%.
- Partnered to launch an in-house pharmacy kiosk that increased prescription refill adherence from 55% to 85% and lifted statin and medication-adherence performance across Medicare, Medicare Advantage, and ACO / ACO REACH plans

## EXPERIENCE

### Northpoint Asset Management LLC
Arizona - Missouri - Illinois - Colorado

Regional Manager
06/2012 - 08/2016

Multi-state real estate asset / property management firm serving owners and investors across single-family and multifamily portfolios (leasing, operations, occupancy, and owner reporting).

- Scaled the regional portfolio from 150 to ~1,200 properties (~670% growth in units under management) while holding occupancy at ~85%.
- Negotiated management fee from a standard 6% to 7.5% of rents (~25% fee increase).
- Owned client, owner, and investor relations, including contract and lease negotiation, property valuation, and performance reporting.
- Led cross-market hiring, training, and development of staff across four states; built a distributed operating team and owner/investor reporting standards that supported retention and continued expansion.

## NEWS + MEDIA

### The Hertel Report — medwestconnect.com
04/2025

The Big Idea

*Shaun Romero & Richard Romero*

Co-authored feature (with Rick Romero) 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.

### SmartLink Health — medwestconnect.com
06/2025

ACO Participation Webinar |

*Shaun Romero*

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

### VB Care Network Podcast Series — https://vbcarenetwork.com/podcast/
08/2025

The Exam Room

*Dr. Rhiannon Winsor & Shaun Romero*

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

## LEGISLATIVE CONTRIBUTOR

### Invited Legislative Speaker for SB1018 (Collaborative Care)
Phoenix

2023

Invited as one of three provider organizations to address an Arizona legislative committee on the Collaborative Care Model, based on ClearPath's results operating CoCM at full integration.

- SB1018 passed — statewide CoCM funding established.

## EDUCATION

### University of Arizona
2000 - 2006

Bachelor of Arts in Philosophy