

## George L. Reynolds

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### EXECUTIVE SUMMARY

Healthcare product executive with more than two decades of experience building, scaling, and commercializing technology-enabled care delivery platforms. Proven leader in aligning product strategy with clinical workflows, reimbursement models, and multi-state regulatory requirements to drive growth, engagement, and operational durability. Deep expertise in EMR integration, patient experience platforms, and production-grade AI systems deployed within regulated healthcare environments.

### FLYTEHEALTH – San Francisco, CA

Senior Director of Product – Patient Experience | Apr 2021 – Jan 2026

Owned product vision, roadmap, and execution within a 50-state MSO-based cardiometabolic care organization delivering virtual clinical services. Aligned technology investments with clinical operations, reimbursement mechanics, and growth strategy to scale patient volume and drive sustainable financial performance.

- Led the mobile app and end-to-end patient experience from 0 to scaled production, enabling 10x growth in patient volume and parallel revenue expansion.
- Directed full product roadmap ownership across patient engagement, care coordination, scheduling, medication adherence, messaging, and program operations.
- Doubled Net Promoter Score (NPS) through analytics-driven experimentation, structured lifecycle redesign, and instrumentation of the patient journey.
- Built and led a 10-person cross-functional product team spanning engineering, design, analytics, and clinical stakeholders.
- Implemented robust analytics infrastructure to guide prioritization, retention optimization, and engagement strategy across a national patient base.

### Flagship Initiative: Enterprise-Grade EMR Integration (athenaOne)

- Led API-based integration between the FlyteHealth mobile application, proprietary care platform, and athenaOne EMR.
- Personally interfaced with athenahealth on integration strategy and implementation details to align interoperability capabilities with real-world clinical workflows.
- Designed bidirectional data exchange across scheduling, medications, vitals, care plans, and provider documentation to ensure operational continuity.
- Established infrastructure enabling downstream analytics, AI capabilities, and scalable patient experience innovation within a live care environment.

### **Flagship Initiative: Ask FlyteHealth (EMR-Integrated AI Assistant)**

- Conceived and led development of a HIPAA-compliant, patient-facing AI assistant deeply integrated with EMR data and curated clinical knowledge.
- Architected a hybrid RAG system combining structured patient data with controlled content retrieval to deliver context-aware, evidence-grounded responses.
- Defined and operationalized governance, evaluation, and monitoring workflows to mitigate hallucination risk and enforce clinical tone alignment.
- Launched into production with structured engagement and satisfaction tracking to validate early impact and guide iteration.

### **HEALTH DECISION TECHNOLOGIES – Oakland, CA**

Founder & Principal | Jan 2011 – Mar 2021; 2026–Present

Founded and led a translational health technology firm focused on bridging federally funded research with real-world clinical commercialization. Developed digital platforms across HIV care, lung cancer, behavioral health, smoking cessation, dialysis care, and chronic disease management.

### **Flagship Initiative: CAREiSCOPE (HIV Care Management Platform)**

- Led product development and commercialization of CAREiSCOPE, a smartphone-based care management system for people living with HIV.
- Originated from the HRSA-supported PositiveLinks program (served as technical lead) and evolved into a production-ready clinical product.
- Secured revenue-generating pilot deployments with Federally Qualified Health Centers (e.g., LifeLong Medical Care) and regional health systems (including Sutter Health).
- Aligned product functionality with retention-in-care metrics, medication adherence goals, and operational requirements within FQHC and health system settings.
- Managed full product lifecycle from ideation and prototyping through field validation, commercialization strategy, contracting, and publication.
- Partnered with federally funded investigators, academic medical centers, and nonprofit organizations to translate evidence-based interventions into scalable digital tools.

### **SILVERCHAIR SCIENCE & COMMUNICATIONS – Charlottesville, VA**

Vice President, Health Information & Research | Sept 2001 – Dec 2010

- Led digital content platform strategy and transformation services for national medical publishers and healthcare organizations during early adoption of web and mobile clinical technologies.
- Built and managed a multimillion-dollar portfolio of federal research contracts and grants (AHRQ, HRSA, NIH, ECRI).

- Directed development of clinical decision support and digital publishing infrastructure initiatives for JAMA, the American Academy of Pediatrics, Wiley, and the Cochrane Collaboration.
- Launched an internal innovation initiative exploring point-of-care delivery of evidence-based content across emerging web and mobile environments.

## **SKILLS**

### Healthcare Product & Operations:

- Product Strategy & Portfolio Leadership
- Technology-Enabled Care Delivery Models
- Multi-State Clinical Operations & Reimbursement Alignment
- HIPAA & HITRUST-Compliant Systems
- EMR Integration & Clinical Workflow Optimization

### AI & Data Systems:

- Production-Grade AI in Regulated Environments
- LLM / RAG Architectures for Healthcare
- AI Governance, Evaluation & Safety Controls
- Product Analytics, Engagement & Retention Optimization

### Technical Fluency:

- API Architecture & Data Integration
- Python, JavaScript, SQL, PHP, Node.js
- Langfuse, React Native, Figma, Jira, Iterable, Pendo, Lovable, Claude Code

## **EDUCATION**

University of Virginia — B.A., English