

2019 Spring Symposium

Track B: Customer Service in Healthcare

Session 2

Topic: Harnessing the Power of CRM

Speakers: Matt Gretzcko, SVP and GM, Silverline

Walter Groszewski, Director, Healthcare Industry Development, Silverline

Speaker Bios

Matt Gretzcko, SVP and GM, Silverline

Matt is an experienced executive, strategic thinker, and consultant operating at the intersection of Technology and Healthcare for the past 15 years. Throughout his career, Matt has advised some of the largest and well-known Healthcare Systems and public health institutions on how to select, implement, and utilize technology to effectively address the industry's most pressing trends. Currently, Matt is SVP & GM, Healthcare at Silverline, a national technology consultancy based in New York City focused on leveraging CRM and other related technologies to reinforce the shift to consumer centered and value-based care, greater patient access, and improved overall engagement. Previously, Matt was an executive at a boutique management consultancy where he led multi-year technology projects and was also co-founder of two startups; one focused on providing outsourced credentialing services to the Army National Guard Medics and another that developed a technology application to improve the Provider onboarding process.

Matt is passionate about driving innovation within the Healthcare industry by elevating the dialogue through speaking engagements, webinars, and thought leadership, including a recent eBook entitled "The Provider Roadmap for Success on CRM." Silverline has received a number of accolades for the quality of its services and culture, most notably, it was named by Glassdoor as the #1 and #3 best small/medium sized company in back to back years and INC's list of fastest growing companies. Most recently, at HIMSS 2019, it also received Salesforce's 2019 Healthcare Partner Innovation Award.

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Walter is a passionate, innovative leader who has helped drive the transformation of the healthcare and life sciences industries by helping them leverage the effective use of technology to improve operations. Walter has over thirty-two years' experience in business and information technology and over twenty of those years have been spent in the healthcare and life sciences marketplaces. He has an extensive background in cultivating deep client relationships and delivering impactful and measurable results to his clients. Walter has extensive experience evaluating, starting and managing new businesses in healthcare and successfully established several emerging healthcare and life sciences businesses. In addition, he is a proven sales executive that has consistently exceeded targets and demonstrated experience with consultative selling, complex solution sales and delivery of engagements and has been recognized with many awards for his achievements. Walter has had the honor to have leadership positions and established lasting relationships in many innovative healthcare companies. These include large companies such as IBM, Oracle and Navigant as well as emerging and smaller businesses in healthcare such as with SmartRoom (a wholly owned subsidiary of UPMC), Medsphere and SourceMed (which focused on the outpatient marketplace). Walter has helped hospitals and healthcare organizations understand the value of utilizing innovative technology and ensured these clients had full access to technology for improving patient care.

As his track record shows, Walter is a talented industry veteran who has led the healthcare industry in the direction best for patients and quality care. He holds an MBA in Management from Pace University and a BS in Computer Science and Mathematics from Manhattan College. Walter currently resides in New York City in the Bronx with his wife of thirty-one years. They have two grown sons, both graduated college, one living in Austin, TX and the other in Washington DC. Walter enjoys traveling to visit his children and playing golf.