



Chief Executive Officer

Bright Health

British Columbia

Reporting directly to the Chair of the Board, the Chief Executive Officer (CEO) is responsible for the overall strategic direction of the organization including the development and ongoing refinement of organization strategy, business development and revenue generation, structure, product development, partner and client relations, and other organization-wide growth and evolution initiatives. The CEO will lead the organization through a critical phase of change and transformation, driving initiatives that enhance the organization's reputation, expand its market presence, and solidify its role as a leader in healthcare innovation.

In this role, the CEO will work closely with the senior leadership team to create a cohesive, empowered, and adaptable organizational culture, capable of responding to the rapidly changing healthcare landscape. The CEO will empower the Bright Health team to ensure operational excellence, financial sustainability, and alignment of technology initiatives with the organization's strategic goals. By fostering innovation and cultivating key relationships, the CEO will position Bright Health to continue leading initiatives that enhance healthcare delivery in British Columbia, supporting progress and positive outcomes across the province.

The ideal candidate is a seasoned technology executive with a proven track record of driving growth, revenues, and operational excellence in complex environments where software is sold to a highly-specialized client base, ideally within the healthcare sector. With strong strategic vision and the ability to translate that vision into actionable plans, the candidate excels at leading organizations through significant technological shifts, particularly in moving from traditional to cloud-based systems.

The candidate brings a collaborative leadership style, characterized by relationship-building and trust, with a focus on coaching, mentoring, enabling and empowering teams. They are committed to fostering a positive organizational culture that values continuous improvement, creative problem-solving, and employee development.

The role demands a leader who excels in external engagement, demonstrating a strong ability to build and nurture relationships that extend beyond the organization. They effectively represent Bright Health in diverse settings, securing opportunities that drive strategic objectives forward. With strong skills in marketing, business development, and project management, coupled with a deep understanding of the software development process, they ensure that the organization remains competitive and innovative in its offerings.

As a BC based organization, the CEO is expected to have visibility in our Vancouver and Prince George offices.

The targeted salary range for this position is \$225,000 supplemented by potential short term incentives and a competitive total rewards package. If leading Bright Health through the next stage of its evolution aligns with your professional experience, please send your resume to **Allison Rzen** and **Suchin Pawa** at www.pfmsearch.com.

Bright Health, formerly known as the Applied Informatics for Health Society, is a not-for-profit organization dedicated to advancing healthcare through the development and support of innovative digital health solutions. Our flagship product, the MOIS® (Medical Office Information System), is a robust and standards-based Electronic Medical Record (EMR) system designed to enhance patient care, improve clinic efficiency, and support healthcare providers in delivering the best outcomes for their patients.

Founded with a mission to transform healthcare through technology, Bright Health works closely with healthcare providers, government agencies, and industry partners to ensure that our products are aligned with the latest provincial standards and best practices in medical informatics. Our collaborative approach enables us to continuously evolve our offerings to meet the changing needs of the healthcare community, positioning Bright Health as a leader in the field of healthcare technology in British Columbia and beyond.



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