



Linda Finkel

Linda Finkel is CEO of AVIA, the nation's leading digital partner to health systems and healthcare companies committed to transformation. Linda led the business since 2014 first as President then as CEO. During that time, AVIA grew from 5 individual users and a team of 7 to a national network of over 53 large health systems and numerous strategic partners, payers and corporate clients--- powered by its Connect platform and a team of 100. A deeply experienced business leader, Linda has more than 25 years starting, growing and running successful companies, both public and private. As a healthcare innovator, she has helped health systems and others leverage the power of digital capabilities to grow, expand access, improve care, reduce cost and thrive in today's turbulent healthcare economy.

Prior to joining AVIA, she most recently served as Chief Operating Officer, Accretive Health's (now NASDAQ: RCM), population health business with responsibility for all core elements of service launch and delivery with teams in IL, MN and India.

Linda held several executive leadership roles prior to entering healthcare in 2010. These include Co-Head and Chief Operating Officer, Bowne Business Solutions, division of Bowne & Co (NYSE:BNE) where she led the business to market leadership with revenue of \$300 million and 3,000 employees in the US, UK, Hong Kong and Singapore. She also served as President of Donneley Business Services, the leading business services provider to top-tier financial institutions and professional service firms---which she grew from \$30 million to \$90 million in less than four years. Responsible for the largest business unit and 85% of the revenue, Linda also served as a founding leader of Donneley Enterprise Solutions and helped take the company public (NASDAQ:DESI).

Linda led the nationally-recognized Medicaid Transformation Project with Andy Slavitt, Administrator, Centers for Medicare and Medicaid. She serves on the Digital Health Hub Foundation Board and the Advisory Board of Cedar, the leading patient financial experience platform. She has also served on The Breakthrough Board of UChicago Medicine and the Foundation for Sarcoidosis Research, as a Trustee of Chicago City Day School, and has been an active member of The Chicago Network, The Economic Club of Chicago, and Impact Chicago.

Named by Women We Admire as one of The Top 50 Women Leaders in Healthcare, Linda is a frequent speaker and published author on healthcare transformation.

Linda holds an MBA from Harvard Business School and a BA from Stanford University.