

ABOUT Healthcare Appoints Veteran Sales Executive as Chief Revenue Officer



Former Healogics growth executive Matthew Smith hired as chief revenue officer

[ABOUT Healthcare \(ABOUT®\)](#), a leading provider of SaaS-based hospital operations solutions for admission management and post-acute placement, announced today that veteran healthcare sales executive and growth driver [Matthew Smith](#) has been hired as the company's chief revenue officer (CRO).

Smith brings to his new role more than 25 years of experience in healthcare, sales, and finance. A proven sales leader, he has been successful in delivering revenue growth and leading high-performing enterprise sales teams. In his position as CRO, he will be responsible for customer acquisition, business growth, building and training a sales team, and collaborating with the executive team to develop long-term goals and strategies.

Before joining ABOUT, Smith was EVP, Chief Development Officer at Healogics. Prior to that, he held sales leadership roles at a variety of healthcare technology companies including Cohealo, Avant Healthcare Professionals, and Universal Hospital Services.

"What excites me about the ABOUT AI care orchestration platform is that it serves the needs of the patient from the time they are admitted through their discharge," Smith said. "This is the kind of comprehensive solution that can be transformative for providers and patients."

Smith earned a bachelor's degree in business administration from Villanova University and an MBA at State University of New York in Binghamton, N.Y.

"Selling an enterprise-wide solution to a healthcare organization requires a vastly different set of skills than selling a point solution, and that's what Matthew brings to the table," said ABOUT CEO Jonathan Shoemaker, who was [named the company's chief executive officer](#) last fall. "He understands how to navigate a sales process that involves multiple buyers who may have different needs and concerns. We are excited to have Matthew on board as ABOUT continues to build momentum in the care orchestration market."

ABOUT recently [announced](#) the purchase of Edgility, a company that sells an AI and analytics platform for monitoring and managing operations in real time, resulting in optimized capacity, enhanced patient progression, and accelerated discharge velocity. This acquisition augments ABOUT's care orchestration technology with new capabilities that create a next-generation system-wide patient flow model from admission to discharge.

Source & Image Credit: [ABOUT Healthcare](#)

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