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## Christopher and Dana Reeve Foundation, Colleen Coppla, Chief Development Officer



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CPSI, a healthcare solutions company, is pleased to announce executive-level changes and three new strategic business unit appointments spanning the organization, including revenue cycle management (RCM), patient engagement, and the core electronic health records (EHR). The business unit leadership changes swiftly follow the appointment of President and Chief Executive Officer Chris Fowler. The talent changes support the larger organizational transformation beyond community hospital information system technology to a more comprehensive go-to-market strategy dedicated to easing the pressure and stress that healthcare providers experience so they can focus on taking care of people and making healthcare more accessible to all.

Executive-level changes include the appointment of Dawn Severance, who came to CPSI by way of the Healthland acquisition in 2016, and who will lead CPSI as the Chief Sales Officer (CSO). Dawn will leverage her experience in RCM while strategically supporting the TruBridge division, which now accounts for nearly 60% of the annual revenue for CPSI. The CSO role will centralize the sales function across all business units to build deeper relationships among existing clients, drive growth, and continue building upon the foundation of sales excellence across the organization.

The three newly appointed business unit leaders will collectively report to 32-year CPSI veteran David Dye, who is transitioning from the Chief Growth Officer to Chief Operating Officer (COO) of CPSI. This transition will create a holistic view across business units, facilitating transparency and alignment across the purchasing experience, and advancing operational excellence. David's role as COO will also oversee business unit support, services, and product development.

The business unit leadership appointments include the following:

- Patrick Murphy, General Manager of the RCM business unit
- Christina Hendricks, General Manager of the Patient Engagement business unit
- David Harse, General Manager of the EHR business unit, covering all acuties

Leading the RCM business unit as the General Manager is Patrick (Pat) Murphy. Pat has been with TruBridge since 2011 as Director of Revenue Consulting Services, Vice President, and most recently Senior Vice President of TruBridge. Pat is uniquely qualified to help propel the RCM business unit within CPSI to the next chapter in the organization's evolution and will help to focus on delivering value to key stakeholders.

Leading the patient experience business unit of CPSI as the General Manager is Christina Hendricks. Christina has been with Get Real Health for 17 years filling several leadership roles, and most recently served as the Vice President of Operations. Christina's experience in both the client and corporate perspective will help drive CPSI's strategy, execution, and customer satisfaction initiatives in the patient engagement market.

Leading the EHR business unit of CPSI as the General Manager is David Harse. Previously, David served as the Senior Vice President and General Manager of Patient Engagement at Healthmark after spending 20 years at Cerner in various roles of increasing responsibility. David's long-standing experience in the EHR market will offer industry expertise and proven experience leading double-digit transformational business growth.

"We want to ensure that CPSI is a trusted business partner to our customers and part of their long-term strategic plan, whether that's streamlining workflows in care delivery, augmenting staffing shortages, improving the patient experience, preparing for value-based reimbursement, or all of the above," said Chris Fowler, Chief Executive Officer of CPSI. "As a market leader, we have witnessed enormous change in the industry throughout the years. Today, we are applying our knowledge and expertise in the healthcare market – including critical

patient experiences and the financial health of healthcare organizations. As we continue to work towards sustainable growth and improved profitability for CPSI, we are providing our customers the technology and services to better engage patients and remove distractions so that these providers can focus on providing accessible and high-quality healthcare.”

Source: [CPSI](#)

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