Verato Strengthens Leadership Team to Continue Ambitious Growth

[Verato](#), the identity experts for healthcare announces Richard Jordan has been appointed as chief commercial officer (CCO). Bringing over 25 years of healthcare industry experience to the role, Jordan's leadership will further support Verato's ambitious revenue, customer acquisition and retention goals through its current and future periods of hyper-growth.

Over the past several years, Verato's healthcare identity segment has grown by over 60% annually and the organization has achieved customer satisfaction and Net Promotor Scores in the top 99% of healthcare technology providers. Jordan's leadership will build on this success, prioritizing sustainable revenue and customer growth, as well as scalable sales teams, partnerships and processes. Jordan will work closely with Verato's former CCO, Jason Bihun, now senior vice president of growth focusing on expanding Verato into new markets.

"If my years in the healthcare industry have taught me anything, it's how to spot an organization that is 'doing it right' and has the potential to change the game for leaders and stakeholders," said Jordan. "Verato has achieved truly astounding growth over the last several years, proving that they have the right products and the right approach to meet the needs of an ever-changing market. I'm excited to work with such a dynamic team as we continue to accelerate and expand, creating more of an impact in the digital transformation stories for organizations across the board."

Prior to joining Verato, Jordan led the Provider and Life Sciences Sales and Delivery organization for Sutherland Global Healthcare Solutions. He was also the first chief sales officer at API Healthcare and played a critical part in the sale and transition to Symplr. He developed his passion for healthcare and technology during the first 18 years of his career in various expanding commercial leadership roles at McKesson. Throughout his career, Jordan has overseen significant scale and growth of transformative healthcare technology platforms while leading organizations to substantially increase revenues and achieve landmark customer satisfaction and retention.

"We are at a pivotal moment in healthcare where patient experience and retention, as well as improved outcomes and efficient care, are inextricably dependent on healthcare's ability to drive digital transformation and interoperability. Our customers tell us time and again that none of that is possible without trusted identity from Verato," said Clay Ritchey, CEO of Verato. "Verato's ongoing growth and truly stellar client success rates are a testament to how critical trusted identity is across the board. Richard's authenticity and integrity, coupled with his experience in scaling commercial organizations at high-growth companies while delivering operational excellence will serve Verato and our customers well as we endeavor to transform healthcare together. I am thrilled to welcome Richard to our team."

Souce: [Verato](#)

Published on : Wed, 17 Aug 2022