



Deanne Primozic (Kasim)

Leading policy, strategy, growth in healthcare specializing in Data, AI

Managing Partner
Santesys Advisory

BOARD EXPERIENCE
Advisory Board, DST Healthcare

Deanne is a strategy and growth executive creating opportunities at the intersection of tech, policy, and market intelligence. Leveraging her extensive experience, she translates complex policy and tech trends into simple strategies for sustained success, then scales those strategies into effective campaigns of influence. She empowers organizations to navigate unfolding change across multiple subjects, ensuring they capture growth and remain competitive.

Deanne specializes in managing health policy, advocacy, and strategic initiatives for major healthcare players. She founded Santesys Solutions and Advisory to provide solution focused consulting services to healthcare, digital health, pharma, and non-profit stakeholders, with a particular emphasis on the compliant, equitable, and ethical uses of data and AI. As VP, Health Policy at \$6.6B Change Healthcare, she defined the business' policy strategy across Medicare and Medicaid operations, Data Interoperability, Privacy, Ethical AI development, Public Health Infrastructure, and Value-Based Care business units. She established and scaled the company's first ever Government Affairs and Health Policy team, managing the team's collaboration with Investor Affairs, the Board of Directors, External Communications, Legal and Compliance, product teams, and the services consulting unit. She directly supported the CEO, Chief Marketing and Public Affairs Officer, and Senior Counsel with strategic policy interpretation, risk mitigation strategies and communications guidance.

Before joining Change, she spent 20 years as Founding Partner of Santesys Solutions (legally DPK Marketing Solutions, LLC), where she advised clients including: GDIT, Altruista Health, InterSystems, Cotiviti, Academy of Managed Care Pharmacy, Cognosante, Cognizant, AHRQ, and the Office of the National Coordinator for Health IT (ONC) on market development, custom research, policy analyses, and strategic planning.

As an executive, Deanne successfully scales strategies and teams into proactive business enablers. She grew Santesys Solutions from a fledgling practice into a long-term partner to federal agencies and digital health companies, expanding its federal healthcare contract revenue by 250% in two years. An expert in fruitful collaboration, Deanne also leads internal and external communications and influences long- and short-term strategy development. Internally, she delivers compelling analyses of industry, regulatory, and legislative trends, and articulates these opportunities and threats to executive leadership. Externally, Deanne builds and fortifies brand reputation among legislative and regulatory staff and manages alliances, informal coalitions, and partner development.

As a prominent figure in the healthcare space, Deanne is a sought-after thought leader on topics including the role of policy analyses in corporate strategy teams, evolving regulation and policy on health data use and AI, and the future of digital health trends in a global economy. Deanne was a founding member of Change Healthcare's Data Use Review Committee and collaborated on the development of the company's data ethics pillars, data use guidelines, and the committee's overall focus.

In 2017, Deanne served on the Advisory Board of DST Healthcare (now SS&C) and assisted the C-level team in charting a five-year strategic plan and tactics. She earned her B.S. in Marketing with a minor in Pre-Med from the University of Maryland, College Park, and her M.S. in Information Systems Management from the University of Maryland, Global Campus. She is a volunteer and fundraiser for Westie Rescue of the Mid-Atlantic, and Ride Allegheny, which is an annual fundraiser for the veterans' charity Operation Second Chance. She lives in Maryland with her fiancé and two rescued dogs.

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