

BRENDA REGINATTO

PRODUCT MANAGEMENT | USER EXPERIENCE | HEALTHCARE

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PROFESSIONAL EXPERIENCE

ASSOCIATE PRODUCT MANAGER

COHERE HEALTH – Boston, MA

May 2022 – Present

Led end-to-end development for internal product features, aimed at making the creation and maintenance of Clinical Contents - the building blocks that power Cohere Health's prior authorization solutions - more intuitive, efficient and scalable.

Spearheaded the creation of the Clinical Content Staging Environment, a new environment aimed at streamlining clinical content creation and testing. The solution resulted in a significant decrease in the number of content-related errors and length of time from content creation to publishing. It also completely eliminated the need for routine engineering support for clinical content testing.

- Collaborated closely with engineering, design, and clinical content teams to define product vision, roadmap, and feature prioritization.
- Articulated problem statements, jobs-to-be-done, value proposition, business impact, goals and success metrics through product documentation (e.g. PRD).
- Implemented a user-centric design approach, to incorporate end-user feedback and create intuitive and user-friendly workflows.
- Successfully led the development team through Agile methodologies, orchestrating sprints, managing backlogs, and maintaining clear communication channels to ensure efficient progress.

Developed a more efficient and reliable process for updating medical code sets (e.g. CPT-4, ICD-10), a critical component of the Cohere portal. Since launch, code sets have been updated in a timely manner 90% of the time, significantly improving the experience of Portal end-users. The new process also reduced the need for engineering support by 70%, allowing the team to concentrate on more critical tasks.

- Collaborated closely with customer success, clinical content, data management and data engineering teams to gather requirements, align on roles / responsibilities and define an end to end solution that addressed all stakeholders' needs.

SENIOR EXPERIENCE STRATEGIST CONSULTANT (CONTRACT)

MAD*POW – Boston, MA

Sep 2020 – Dec 2020

Provided consulting to a leading medical supplier on the development of their eCommerce platform. This project mapped out the current experience of hospital employees responsible for inventory management and ordering of disposable devices, and identified gaps and opportunities that could be addressed through an eCommerce solution.

- Gathered requirements through customer interviews and surveys.
- Created a journey map highlighting jobs to be done, pain points and opportunities for different customer segments.
- Provided recommendations which directly informed the client's eCommerce product strategy and roadmap.

PRODUCT STRATEGY CONSULTANT (CONTRACT)

QUANTIOME INC – Boston, MA

Jan 2020 – Mar 2020

Provided consulting on customer discovery and MVP definition of a precision medicine service for people with diabetes.

- Defined and tested product & customer development hypotheses through interviews with potential customers.
- Defined the MVP and designed experiments to test the end-to-end customer experience.
- Ran skill building sessions on topics including customer interviews, customer segmentation, personas and Jobs-to-be-Done.

SENIOR USER EXPERIENCE STRATEGIST, HUMAN-CENTERED DESIGN

MASS GENERAL BRIGHAM - CONNECTED HEALTH – Boston, MA

Jan 2019 – Jan 2020

Helped businesses develop digital health products by leveraging the Mass General Brigham network of hospitals and clinics.

Defined use cases and articulated value proposition for an AI-based software solution for a global bio-pharmaceutical company.

- Conducted market analysis and interviews with clinicians to validate product and customer hypotheses.
- Provided recommendations for future concept iterations to the client's data solutions team.

Recognized as an expert in user-centered design; facilitated Design Thinking workshops for 50+ staff.

- Guided participants through the process of empathy building, problem definition, ideation, rapid prototyping and product requirement documentation.

USER EXPERIENCE RESEARCH MANAGER - CARE PROGRAM

UNIVERSITY COLLEGE DUBLIN - APPLIED RESEARCH FOR CONNECTED HEALTH – Dublin, Ireland

Aug 2015 – May 2018

Managed the Care Program, leading multiple user experience research projects from conception to completion. Worked in collaboration with 15+ digital health companies, gathering and incorporating clients' clinical, technical and business requirements into project design. Managed a team of 3 user experience researchers and 2 interns. Actively engaged with the digital health community to share user-centered design best practices through public speaking, blogs and academic journals.

Created the Device Evaluation Framework, a product to help clinical researchers identify digital health solutions that meet their project needs.

- Gathered user requirements, created the product and conducted iterative tests to evaluate features.
- The Framework was used by dozens of digital health clinical researchers within the university and was purchased by external organizations. A description of the Framework was published by [Nature Digital Medicine](#).

Evaluated the use of remote monitoring products to support clinical trials in nursing homes, assessing for operational feasibility, technical performance and user experience.

- Products evaluated include a wearable sensor-based medical device to assess risk of falls; a tablet app to assess activities of daily living; an activity tracker to measure step count, heart rate and sleep patterns, and a data analytics package to extract insights from remote monitoring data.
- Evaluated usability and user experience of the different products via usability tests, user support logs, ethnographic observations, in-depth interviews and diaries.

Created user personas for a startup developing a medical device for the treatment of chronic tinnitus to inform future product iterations.

- Gathered insights on the lived experience and needs of people suffering from chronic tinnitus. Methods employed include photo elicitation and in-depth interviews.
- Communicated findings to the client's design team through customer personas and jobs-to-be-done.

USER RESEARCH LEAD

UNIVERSITY COLLEGE DUBLIN - INSIGHT CENTRE FOR DATA ANALYTICS – Dublin, Ireland

Feb 2014 – Aug 2015

Designed and evaluated [product concepts](#) in collaboration with Fujitsu Laboratories, to explore the application of wearable sensors and machine learning on remote monitoring and mobility assessment for older people.

Gathered requirements and defined specifications for two remote monitoring product concepts.

- Built prototypes that were technically reliable, easy to use and grounded in real user needs, in collaboration with the client's engineering and data science teams.
- Collected 100+ days' worth of data from adults aged 60 – 95 years using inertial sensors, a wearable camera and a wearable vital signs monitor.
- Assessed prototype usability and user experience through usability studies, field observations, semi-structured interviews and surveys.
- Derived clinically useful insights from sensor data in collaboration with the client's data science team.

PHYSICAL THERAPY MANAGER

FIT FOR LIFE LTD – Dublin, Ireland

May 2008 – Feb 2014

Provided services to 100+ nursing homes and assisted living facilities across Ireland. Led the creation of the company's Physical Therapy Department and managed a team of senior and junior physical therapists across five regions in Ireland.

Developed services to address customer needs related to falls prevention, dementia care and caregiver training.

- Designed and implemented novel care programs to help residents prevent falls and enhance their participation in meaningful daily activities.
- Created an educational program for nursing home staff members, paving the way for the company's most profitable business unit for the last decade.

PHYSICAL THERAPIST

PRIVATE PRACTICE – Dublin, Ireland

Aug 2007 – Aug 2009

Provided physical therapy services in nursing homes, homecare and daycare settings.

- Assessed, prescribed and delivered care to older adults suffering from varied chronic conditions.
- Trained caregivers and family members in falls prevention, dementia care and moving and handling strategies.

EDUCATION

PRODUCT MANAGEMENT

GENERAL ASSEMBLY – Boston, USA

2021

Final project: [MVP and roadmap for a landscaping discovery product](#).

MSc, GERONTOLOGY

KING'S COLLEGE LONDON – London, United Kingdom

2009 - 2011

Thesis: [Understanding Barriers to Wider Telehealth Adoption in the Home Environment of Older People](#).

BSc, PHYSICAL THERAPY

CENTRO UNIVERSITÁRIO METODISTA IPA – Porto Alegre, Brazil

2002 - 2006