



Jon Barlow

Vice President, Consumer Innovation

As vice president of consumer innovation, Jon draws from long-standing health care consumer strategy experience to provide members data-driven, consumer innovation solutions that help drive rapid and impactful growth while improving the overall consumer/patient experience. The goal of consumer innovation is to meet market movements head-on with data-driven patient and physician solutions that are consumer-centric and digitally enabled, so that members can create differentiation by combining their existing clinical strengths with current consumer practices.

Before joining Sg2/Vizient, Jon was the general manager of strategic solutions at Mercury Healthcare, where he was responsible for leading the effort to provide better patient experiences on behalf of its health care clients. He led a diverse team of strategists, performance marketers, data scientists, ops specialists, project managers, print operators and a 200-person contact center to drive health care consumer acquisition, nurturing, and retention efforts for health care-focused organizations.

Earlier, Jon was senior vice president of professional services at Healthgrades, where he led a team of diverse marketing professionals that partnered with Healthgrades' health system clients to deliver a more personalized, omnichannel experience grounded in data-driven insights.

Prior to Healthgrades, Jon managed the Capstrat digital business unit of Ketchum, an Omnicom company. At Ketchum, he led the digital strategy efforts for numerous health care and technology clients, including the University of Virginia Medical Center, University of Florida Health, GlaxoSmithKline, Lenovo, Blue Cross Blue Shield of North Carolina, Arizona, and Horizon BCBS. Jon also led the first digital patient acquisition efforts for Aspen Dental in the mid-2000s.

Jon earned his bachelor's degree in communications from the University at Buffalo and a Sun Java internet application developer certification from Syracuse University. Jon has also served as an American Marketing Association instructor and an Advisory Board member for the Digital Marketing Certificate Program at the University of South Florida Muma College of Business.

Jon learns about larger macro consumerism trends outside of health care by refurbishing vintage, and building custom, electric guitars in his spare time.