



**Christine Sasser-Perry**

*Associate Principal, Sg2*

Christine serves as the subject matter expert for the Sg2 Patient Activation Solution, which focuses on helping hospital and health system clients acquire and retain new patients using a range of digital marketing, direct-to-consumer, physician loyalty and consumer/patient loyalty strategies. She also works closely with Sg2's Business Development and Client Services teams to support members in growing their top-line procedures and services.

Christine has more than 35 years of health care experience and has worked in both the clinical realm and in business development, client strategy and provider solutions. Prior to Sg2, she was a solutions consultant for Welltok, where she worked with the national sales team as a subject matter expert in provider solutions. She also worked as a lead client strategist for the Tea Leaves Health Physicianology application and assisted clients with planning, strategy, application usage and results around their physician engagement efforts. Additionally, Christine spent more than 25 years with Duke University Health System as an emergency department nurse educator before becoming Duke's first physician liaison and eventually the manager of the physician liaison program. Her clinical expertise allows her to understand provider relationships and strategic planning in a unique way.

Christine holds a nursing degree from the University of Kentucky and a BS from North Carolina Central University.