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Velatura HIE Corporation names Tara Broxton Cramer as Senior Vice President for Regional Growth and Data Innovations

Grand Rapids, Mich. — Tara Broxton Cramer has joined the Velatura HIE Corporation (Velatura) as Senior Vice President for Regional Growth and Data Innovations, where she will orchestrate Velatura’s business development, community engagement and strategy for growth throughout the United States.

In this role, Cramer is responsible for ensuring Velatura meets the needs of clients by engaging with a variety of stakeholders, such as providers, medical centers, government officials, and potential business partners, as well as cultivating the health delivery arm of major academic medical centers across the nation and supporting the operationalization of clinical research activities. She will also look to expand existing partnerships and spearhead efforts to gain new clients.

She joins Velatura with more than 15 years of experience in the health information technology sector. Prior to her current role, she served as the Executive Director of the Georgia Regional Academic Community Health Information Exchange (GRACHIE) which is now integrated with Velatura.

“Tara Broxton Cramer has demonstrated experience in planning, developing, and implementing innovative technology and information solutions to serve diverse needs,” said Angie Bass, Executive Vice President of Velatura HIE Corporation. “We’re thrilled to add her leadership and experience to the Velatura team to continue to enhance interoperability to improve patient care.”

Cramer holds a degree from Georgia Southern University. She is a former Secretary of the Board for the National Cooperative of Health Networks and received the organization’s New and Emerging Leader Award in 2009 and was named a 2015 Health IT Change Agent by Health IT Outcomes.

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About Velatura HIE Corporation

Velatura HIE Corporation is a not-for-profit organization offering affiliation, collaboration, and integration opportunities to health information exchanges (HIEs) across the country. VHIE Corp. is backed by more than a decade of experience and deep acumen in all aspects of clinical information interoperability. Additionally, VHIE Corp.’s service offerings draw on the proficiencies and innovation in research and development. For more information on how Velatura HIE can elevate your health information exchange efforts to the next level, visit our website at www.velatura.org.