

MELODY CRAFT

PHD, MBA, MD, MS, MA, FAHM

Vice President, Strategic Analytics and Education

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Current Responsibility

Melody Craft is a healthcare consultant in the Seattle office of Milliman and leads MedInsight Strategic Analytics and Education services. She joined the firm in 2019. She specializes in real-time analytics, clinical and operational analysis, research and education, strategy development, and business transformation for health care organizations.

Melody works with clients to help them evaluate strategic options and respond to new market opportunities. She is experienced in executive leadership for business and technological transformations, scaling innovations of products and services.

Professional Work Experience

During over 25 years in the healthcare industry, Melody has led healthcare organizations on a broad range of topics, including:

- Assessing, developing, and implementing organizational strategies in clinical leadership, research, supply chain, and pharmacy
- Designing and launching programs focused on reducing cost and improving outcomes and integration across the health system
- Conducting real-time analytics
- Leading education services in healthcare analytics
- Conducting and facilitating multi-stakeholder engagement in strategic planning, market analysis, and technical and operational problem-solving
- Developing and implementing business turnaround strategies to improve clinical, financial, and operational performance and growth of referrals and revenues.
- Evaluating, designing, and implementing improvements in administrative operations
- Developing and adopting a standardized electronic health record for health systems across multiple states
- Developing and implementing contracting strategies and addressing physician and clinician preferences and new technologies

- Writing requests for proposals and managing vendor selection processes
- Developing and evaluating predictive models

Prior to joining Milliman, Melody held senior leadership positions in large health system and group purchasing organizations, with responsibility for developing and implementing innovative strategies to improve quality, enhance business performance, and reduce cost.

Professional Designations

FAHM Fellow Academy of Healthcare Management, America's Health Insurance Plans (AHIP)

Education

- PhD, Molecular Biology, University of Cambridge, U.K.
- MD (MB BChir), Medicine and Surgery, University of Cambridge, U.K.
- MBA, University of Indiana (Beta Gamma Sigma)
- MS, Strategic Management, University of Indiana (Scholastic Award)
- MA, Pharmacology, University of Cambridge, U.K.

Presentations and Publications

Craft, M., Hadfield, M.,
Beaton, R., & Skinner, D. –
Patterns in cost and
utilization of cardiac
diagnostic procedures and
cardiovascular events.
December 2022.

<https://www.milliman.com/en/insight/cost-and-utilization-of-cv-diagnostic-and-cv-events>

Mafi, J.N., Craft, M.,
Vangala, S., Pu, T.,
Skinner, D, Tabatabai-
Yazdi, C., Nelson, A., Reid,
R., Agniel, D., Tseng, C.H.,
Sarkisian, C., Damberg,
C., & Kahn, K. – Trends in
US Ambulatory Care
Patterns During the
COVID-19 Pandemic,
2019-2021. JAMA.
January 2022.

<https://doi.org/10.1001/jama.2021.24294>

Craft, M., Barrington,
A., Pu, T., Hadfield, M.,
& Skinner, D. Insights
into cost patterns and
actionable factors in
newly diagnosed
Type 2 diabetes.
January 2022.

<https://www.milliman.com/en/insight/Insights-into-cost-patterns-and-actionable-factors-in-newly-diagnosed-Type-2-diabetes>

Webb, C., Craft, M., Barth,
M., Baeder, L., Skinner, D.,
& Pu, T. Health and
Hurricanes – Studying
Disparate Health Impact of
Extreme Climate Events,
2017-2020. Society of
Actuaries Research
Institute. January 2022.

<https://www.soa.org/resources/research-reports/2022/health-hurricanes-impact/>