



## Rasu B. Shrestha

Enterprise EVP & Chief Strategy and Transformation Officer

**Rasu B. Shrestha, MD, MBA**, is enterprise executive vice president & chief strategy and transformation officer for Atrium Health, one of the largest non-profit and leading academic health systems in the United States. As a member of the executive leadership team, Shrestha is responsible for Atrium Health's enterprise strategy, including planning and tactical direction for the organization's current strategic roadmap and beyond. In addition, he spearheads a renewed focus on innovation, launching new healthcare inventions, discoveries and ideas to benefit our patients and the communities Atrium Health serves. He also provides executive leadership for corporate communications and marketing, as well as enterprise data and analytics.

With over 25 years of experience, Shrestha joined Atrium Health in February 2019. Prior to joining the organization, Shrestha served as chief innovation officer for the University of Pittsburgh Medical Center (UPMC), where he was responsible for driving UPMC's innovation strategy, serving as a catalyst in transforming the payer-provider organization into a more patient-focused and economically sustainable system. In addition to leading innovation at UPMC, Shrestha also served as executive vice president of UPMC Enterprises.

In addition, he serves on the Board of Directors of the Healthcare Information and Management Systems Society (HIMSS), the Society for Imaging Informatics in Medicine (SIIM), as well as Academy Health, and was the chairman of the HIMSS Innovation Committee, and co-chair of Health Datapalooza. Shrestha also serves on the Board of the Blumenthal Performing Arts.

Among his many achievements, Shrestha was recognized as "Executive of the Year" by *Healthcare Dive* and was acknowledged as one of the "Top 20 Health IT Leaders Driving Change" and as a "Top Healthcare Innovator" by *InformationWeek*.

Shrestha was the youngest student in his college in Malaysia and holds a Doctor of Medicine degree from CCS University in India. He has received training in radiology and has held a fellowship in informatics at the University of London. Shrestha also holds a master's degree in business administration from the Marshall School of Business at the University of Southern California.