

AMANDA JONES, MBA

(570) 764-3253 · aljones08@gmail.com · Bloomsburg, PA · [LinkedIn](#)

SUMMARY

Digital healthcare leader with 15+ years of experience driving patient engagement, digital transformation, CRM strategy, portal growth, and self-service adoption across complex healthcare environments. Proven record of leading cross-functional teams, modernizing digital communications, improving operational efficiency, and delivering measurable business results including cost avoidance, revenue generation, and workforce time savings. Experienced in product strategy, customer lifecycle engagement, executive communication, and large-scale platform optimization.

Core Competencies: Digital Strategy, Customer Engagement, CRM Campaigns, Customer Communications, Product Management, Self-Service Platforms, Portal Optimization, Cross-Functional Leadership, Digital Transformation, Operational Efficiency, Analytics & Reporting, Healthcare Technology

EXPERIENCE

Senior Director, Digital Engagement | Geisinger | Remote (Danville, PA) | Oct 2021 – PRESENT

Promoted to Senior Director in June 2024 after 2.5 years as Director.

- Leads enterprise digital acquisition and retention strategy across clinical and insurance audiences, contributing to \$1M+ estimated net revenue in 2025 through appointment-conversion campaigns.
- Directs a team of product owners responsible for digital media and communications, CRM, text messaging, dynamic letters, self-service portals, digital account management, patient check-in, health questionnaires, and inpatient interactive engagement system.
- Drove patient portal adoption and engagement strategy resulting in \$27.3M in cost avoidance tied to patient portal usage.
- Advanced self-service patient check-in strategy, contributing to 86,760+ staff hours saved since 2022.
- Leads, mentors, and develops a 19-person team, overseeing workload, performance, coaching, and professional growth.
- Partners with IT, marketing, legal, privacy, analytics, operations, clinicians, customer service, and vendors to align digital solutions with business and clinical priorities.
- Evaluated enterprise communication platforms and led migration planning for dynamic letters and text messaging solutions to improve engagement and retention.
- Delivers executive updates, annual reporting, and strategic presentations for leaders and vendor partners to support decision-making and strategic alignment.

Digital Product Manager, Digital Engagement | Geisinger | Danville, PA | Dec 2016 – Oct 2021

- Led and coached staff leading 50+ digital and IT-based initiatives focused on patient engagement, access, workflow improvement, and communication efficiency.
- Established and led a cross-functional oversight committee to define enterprise objectives and roadmap for the patient portal portfolio, serving as product manager for the portal's web and mobile experiences.
- Led portal adoption strategy that reduced costs by 43% over two years while increasing patient usage and engagement.
- Directed consolidation of patient portals across Geisinger and affiliate organizations to streamline the user experience.
- Developed strategy and led conversion of 50+ health questionnaires from third-party software to native Epic functionality.
- Spearheaded planning and launch of a COVID-19 mobile care plan enabling patients to report symptoms and trigger automated escalations to care teams.
- Oversaw digital UX and system design for the patient portal, health questionnaires, and inpatient interactive patient system.
- Delivered project management and organization development training to Clinical Informatics Fellows.

Digital Product Specialist/Analyst, Geisinger in Motion | Geisinger | Danville, PA | Sept 2013 – Dec 2016

- Promoted from associate to intermediate analyst after nine months, and to senior analyst one year later.

- Launched and managed an interactive inpatient iPad platform to improve patient engagement, education, and communication throughout the care process.
- Designed, launched, and enrolled 570,000+ patients in an appointment reminder text messaging program that reduced no-show rates.
- Supported a system-wide patient experience initiative and designed a mobile feedback solution tied to the ProvenExperience™ program.
- Created digital patient education eBooks to increase engagement and support health outcomes.
- Implemented smartphone-based secure texting and medical record access tools to improve provider and nursing communication.
- Supported referring-provider portal enhancements and developed portal training resources.

Admin Regulatory Coordinator, Hematology/Oncology | Geisinger | Danville, PA | Jan 2013 – Sept 2013

- Prepared and submitted 100+ IRB application packages for CCOP and Hematology/Oncology industry projects.
- Managed amendments, continuing reviews, and documentation to maintain regulatory compliance across 100+ projects.

Administration | Cary Dermatology | Cary, NC | Dec 2009 – Oct 2010

- Managed patient scheduling and front office operations, including medical record updates, check-in/check-out, billing, and filing.

Research Assistant/Senior Research Assistant | Geisinger | Danville, PA | Aug 2007 – Oct 2009

- Managed day-to-day operations of health IT projects focused on patient engagement and workflow improvement.
- Served as liaison across executive leadership, IT, investigators, sponsors, vendors, and clinic-based providers.

EDUCATION

Master of Business Administration | Bloomsburg University of Pennsylvania | Bloomsburg, PA | 2011 – 2012

AACSB accreditation; Selected as member of AACSB international honor society (Beta Gamma Sigma)

B.S. in Business Administration | Bloomsburg University of Pennsylvania | Bloomsburg, PA | 2003 – 2007

AACSB accreditation; **Major:** Management; **Minor:** Marketing; Dean's List

TECHNICAL SKILLS

Technology & Platforms

Epic MyChart, Epic Welcome, Epic Cheers, EpicCareLink, Epic Hello World, Salesforce CRM, ServiceNow, Microsoft 365, Qualtrics, JotForm

Functional Expertise

CRM campaigns, digital communications, patient engagement platforms, portal optimization, self-service tools, analytics/reporting, survey and form development, cross-functional implementation

CERTIFICATIONS

- Epic Cheers Campaigns, December 2025; up-to-date through current version
- Epic Hello World Badge, October 2025; up-to-date through current version
- Epic Welcome Certification, August 2023; up-to-date through current version
- Epic MyChart Certification, 2019; up-to-date through current version
- Partners in Leadership Certificate (6-month program), Geisinger Health, April 2023
- What Great Communicators Do Differently Certification, Leadership IQ, 2022
- Google Analytics for Beginners, 2021
- Certified Scrum Product Owner® (CPSO®), 2020

ACHIEVEMENTS

- Rated "Exceeding Expectations/Exceptional Talent" in annual performance reviews for six consecutive years, most

recently 2025, Geisinger

- Co-presented with Luma Health: “Less phone tag. More patient retention,” November 2025, Patient Access Collaborative
- Co-presented with AVIA: “Geisinger’s journey to modernize patient communications,” May 2025, NESHCo Annual Conference
- Served on webinar panel discussing how to enhance patient access, engagement and experience via digital tools, August 2024, eHealthcare Strategy & Trends
- Contributed to Distinction: Geisinger’s Digital Front Door Improves Access for Patients, 2023, eHealthcare Award
- Launched a department mentoring program for peers to develop relationships and mentor each other, 2022, Geisinger
- Employee of the month, Marketing and Communications, September 2020, Geisinger
- Certificate of Recognition for extraordinary commitment and exceptional performance, July 2016, Geisinger

VOLUNTEER EXPERIENCE

Sunbury Bible Church | 2022 – 2026

- Designed and managed weekly email newsletter campaigns.
- Maintained and enhanced church website content and design.
- Designed, built, tested, and launched church website; updated hosting and professional domain email setup; reduced project costs by 56%.

Night to Shine | 2025 – 2026

- Event support volunteer for Tim Tebow Foundation-sponsored event.