

CATHERINE NORMAN

CLINICAL SALES LEAD

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STRENGTHS

- ♥ **Clinical credibility**
Years inside ORs made workflow questions practical; frontline teams trusted explanations grounded in actual case pressure.
- 👥 **Audience translation**
Shifted one workflow story for nurses, supply leaders, revenue cycle teams, and executives; each group saw its priorities.
- 🔍 **Consultative discovery**
Asked focused questions during assessments, then shaped product value around pain points customers had already identified.
- 💬 **Sales enablement**
Built reusable talk tracks after noticing message variation; Account Executives gained a clearer, more consistent clinical narrative.
- 🔗 **Cross-functional delivery**
Carried field feedback into product and implementation conversations, helping teams address risks before customer launch.

SKILLS

Clinical sales

Consultative discovery

Enterprise health system sales

OR workflows

Circulating operations

Implant documentation

Perioperative EHRs

Product demonstrations

Executive presentations

SUMMARY

Clinical Sales Lead and **Registered Nurse** with 11 years across perioperative nursing, OR education, **healthcare SaaS** implementation, and enterprise clinical sales. Direct experience with circulating workflows, back-table supplies, implant documentation, preference cards, perioperative coordination, and point-of-care records supports credible customer conversations. Leads discovery, workflow assessments, product demonstrations, evaluations, **executive presentations**, pilot planning, and implementation handoffs for health systems. Connects frontline nursing needs with supply chain, revenue cycle, informatics, product, implementation, and executive priorities. Working knowledge of Epic OpTime, Cerner SurgiNet, **hospital supply chain systems**, AI, and computer vision platforms strengthens solution discussions. Ready to help SurgiSight Technologies earn clinical trust, clarify workflow value, and support successful customer adoption.

EXPERIENCE

Clinical Sales Lead

SummitCare Health 📅 July 2024 - Present 📍 Denver, CO

Owns clinical discovery, workflow mapping, demonstrations, evaluation support, and implementation transitions for perioperative SaaS opportunities. Partners with Account Executives and cross-functional leaders across health system sales cycles.

- Led OR workflow discovery for multi-site evaluations, aligning nursing, supply chain, and executive priorities.
- Built **Epic OpTime** demonstrations around implant capture, **preference cards**, and point-of-care documentation gaps.
- Conducted customer-site assessments, documenting integration needs, adoption risks, and implementation success criteria.
- Created reusable **demo scripts** and objection responses, giving **Account Executives** consistent clinical messaging.
- Synthesized evaluation feedback into product recommendations that improved pilot readiness and go-live planning.
- Presented workflow value to **frontline nurses**, revenue cycle leaders, informatics teams, and **hospital executives**.

Clinical Solutions Consultant

Vantage Clinical Systems 📅 March 2021 - June 2024 📍 Austin, TX

Supported enterprise sales for surgical workflow and supply visibility software as clinical lead for discovery, demonstrations, pilots, stakeholder alignment, and launch preparation. Translated **perioperative operations** into business cases for health systems.

- Configured demo scenarios using Epic OpTime, **Cerner SurgiNet**, implant capture, and case cart workflows.
- Led **workflow assessments** with nurses, materials managers, revenue cycle analysts, and perioperative directors.
- Connected point-of-care visibility with charge capture, inventory accuracy, compliance, and reduced documentation burden.
- Coordinated pilot readiness across product, implementation, and **customer success** teams before launch.
- Presented evaluation findings to steering committees, clarifying decisions, risks, owners, and follow-up actions.
- Supported Account Executives through **discovery**, **executive presentations**, clinical questions, and enterprise evaluation planning.

Workflow assessment

Pilot evaluations

Implementation handoffs

Clinical training Objection handling

Voice-of-customer analysis

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Clinical Sales Lead at SummitCare Health (2.2 Years)

● Clinical Solutions Consultant at Vantage Clinical Systems (3.2 Years)

● Perioperative Clinical Educator at Northstar Regional Hospital (2.4 Years)

● Operating Room Registered Nurse at Pine Ridge Medical Center (3.2 Years)

Perioperative Clinical Educator

Northstar Regional Hospital 📅 September 2018 - February 2021 📍 Fort Collins, CO

Directed OR education across 14 operating rooms, connecting clinical documentation, supply accountability, preference-card maintenance, and perioperative EHR practices with safer, more reliable operations. Advised nursing, materials, revenue cycle, and physician stakeholders.

- Designed **Epic OpTime** training for case documentation, implant recording, supply reconciliation, and case closeout.
- Observed **OR workflows** and surfaced redundant steps affecting supply notation, handoffs, and charge capture.
- Created competency checklists and quick guides used during onboarding, validation, and performance coaching.
- Partnered with materials management to reconcile clinical documentation against hospital supply chain records.
- Presented process recommendations to nursing leaders and physicians, supporting adoption across varied experience levels.
- Coached OR nurses and surgical technologists on circulating priorities, documentation standards, and escalation procedures.

Operating Room Registered Nurse

Pine Ridge Medical Center 📅 June 2015 - August 2018 📍 Colorado Springs, CO

Provided circulating nursing support across general, orthopedic, vascular, gynecologic, and emergency procedures in a 10-room operating department. Coordinated case readiness, documentation, supplies, implants, equipment, and team communication.

- Managed **circulating workflows** across varied procedures, protecting case readiness, communication, and patient safety.
- Documented supplies, implants, medications, specimens, and intraoperative events in **Epic OpTime**.
- Resolved equipment and preference-card gaps through coordination with central supply, vendors, and charge nurses.
- Verified implants, surgical counts, specimens, and equipment before procedure closeout.
- Precepted newly hired nurses on room setup, documentation, sterile-field awareness, and escalation practices.
- Shared frontline observations with perioperative councils, informing **supply documentation** and implant verification updates.

PROJECTS

Perioperative Workflow Visibility Pilot 📅 2024

Mapped current-state OR documentation and supply workflows, then shaped a pilot approach connecting clinical capture with operational visibility.

Clinical Demo Enablement Library 📅 2023

Developed audience-specific demo scripts, clinical talk tracks, discovery prompts, and objection responses for enterprise health system evaluations.

LEADERSHIP & AWARDS

- Perioperative Practice Excellence Award, Northstar Regional Hospital, 2020
- Clinical Preceptor Recognition, Northstar Regional Hospital, 2019
- Outstanding Senior Nursing Practicum Award, University of Northern Colorado, 2015

EDUCATION

Bachelor's Degree in Nursing

University of Northern Colorado 🎓 GPA: 3.8 📅 2015 📍 Greeley, CO

Coursework: Perioperative Nursing, Clinical Assessment, Patient Safety, Healthcare Informatics

CERTIFICATIONS

- Registered Nurse License, Colorado 📅 2015

- Certified Nurse Operating Room (CNOR) 📅 2019

TECHNICAL SKILLS

- **Perioperative EHR Systems:** Epic OpTime, Cerner SurgiNet, EHR documentation
- **Clinical Workflow Tools:** Workflow mapping, current-state assessment, process observation
- **Supply Chain Systems:** Hospital supply chain systems, case carts, inventory reconciliation
- **Implant Documentation:** Implant capture, implant verification, supply accountability
- **Sales Enablement:** Demo scripts, clinical talk tracks, objection handling
- **Enterprise Sales:** Discovery, evaluations, executive presentations
- **Implementation Delivery:** Pilot planning, data requirements, go-live handoffs
- **Healthcare SaaS:** Perioperative SaaS, clinical platforms, customer success
- **AI Healthcare Platforms:** Artificial intelligence, computer vision, point-of-care capture
- **Clinical Education:** Scenario-based training, competency checklists, staff coaching
- **Revenue Cycle Workflows:** Charge capture, revenue cycle documentation, stakeholder alignment
- **Customer Research:** Voice-of-customer analysis, feedback synthesis, adoption criteria

PROFESSIONAL AFFILIATIONS

- Association of periOperative Registered Nurses member
- Northstar Regional Hospital Perioperative Practice Council, 2019 - 2021
- Pine Ridge Medical Center New Nurse Preceptor Program, 2017 - 2018

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST