

# 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
- Workflow assessment
- Pilot evaluations

### 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.

#### Perioperative Clinical Educator

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

## 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)

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

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- **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

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- 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

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

## REFERENCES

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AVAILABLE ON REQUEST