

Shana Logue
BERKELEY RESEARCH GROUP, LLC
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EDUCATION

MBA, MSHA	University of Colorado, 1998
B.A.	University of Texas, 1993

PRESENT EMPLOYMENT

Director of Business Development and Marketing, Berkeley Research Group, March 2015–present

PREVIOUS POSITIONS

Director Mission Control Office, Seton Family of Hospitals, 2006–2009
Associate Director, Navigant Consulting, 1999–2006
Manager, Advisory Board, 1998–1999
Consultant, BKD Janus Healthcare, 1996–1998
Admissions Associate, University Hospital, Denver 1994–1996

SUMMARY

Shana Logue has over 15 years of experience in the healthcare industry working with healthcare providers and health insurers on a variety of initiatives including dispute resolution, compliance, and performance improvement. She currently serves as a marketing business development director for the healthcare practice at Berkeley Research Group. In this role, she must understand the scope of consulting services offered by hundreds of experts globally and connect this expertise with emerging issues and client-specific needs. Her marketing role includes facilitating sponsorships, advertising, proposals, social media presence, events, and conferences.

Shana previously served at the Mission Control Office at a multihospital system in Austin, Texas. She led a team of five consultants in identifying and implementing value propositions to increase revenues, reduce costs, and measure ongoing direct impact to the bottom line. While she was in this role, the system realized \$37 million in bottom-line impact through value propositions.

Shana also was with a specialized expert services firm, where she worked with clients on health insurer/healthcare provider disputes, revenue cycle performance improvement, and HIPAA privacy compliance. She served as the market leader for new business development for the southwestern United States (TX, CO, OK, NM, AZ, and UT).