



## NICOLE BRADBERRY

*Co-Founder & Chief Innovation Officer*

Nicole Bradberry is the Co-Founder and Chief Growth and Innovation Officer for Mind24-7. Prior to MIND 24-7, Nicole was the Founder and Managing Partner for CURA Health Management which creates and manages Accountable Care Organizations (ACOs). She was also the Executive Director for ACO Health Partners, a CURA fully owned MSSP ACO based in Florida. In addition, she founded and is currently the Chief Executive Officer and Chairman of the Board of the Florida Association of ACOs (FLAACOs).

Prior to CURA, as its CEO, Ms. Bradberry led the successful transition of Captify Health to a specialty network benefits management solution prior to selling it to a large revenue cycle company, Continuum Health Alliance where she also served as their Chief Growth Officer. Ms. Bradberry leveraged her strategic relationships and strong leadership, operations, and technology background to develop innovative products and growth strategies for healthcare providers as they transitioned to value-based healthcare.

Prior to joining Captify Health, Ms. Bradberry, as President and Co-Founder of Citra Health Solutions (acquired by Cedar Gate), led the strategy and design behind the development of scalable population health tools and a professional service model that enabled physicians to successfully participate in value-based contracts such as ACOs.

Ms. Bradberry was also a founding Executive and Chief Information Officer for Rise Health, a Patient-Centered Medical Home enablement company that was an early adopter of what we know today as value-based healthcare. In addition, she spent 16 years leading operations and information technology programs for UnitedHealth Group and Cigna HealthCare.



Ms. Bradberry holds a bachelor's degree in Statistics from the University of Florida. She is a former Board of Director for Diabetes America, is a member of the Women Business Leaders of the US Health Care Industry Foundation, former Board member of the Boys and Girls Club of NE Florida, and former Co-Chair of the ambulatory committee for Central/North Florida HIMSS. She has been recognized for her personal and professional achievements many times, recently as the nation's Outstanding Midmarket IT Leader of the Year and one of the Business Journal's "Women of Influence."

**About MIND 24-7:** INMIND 24-7 is fundamentally changing the landscape of accessible behavioral health by offering walk-in urgent mental health and substance abuse services such as Psych Express Care, Psych Crisis Care, and Psych Progressions. MIND 24-7 fills the gap for those seeking help by being available right when they need it – 24 hours a day, 365 days a year. Using innovations in value-based care models to improve and expand access to care, Mind 24-7 not only enhances quality patient care, but reduces pressure on the system, reducing costly emergency room visits, in-patient treatment, and readmissions for crisis care. To learn more, go to [www.MIND24-7.com](http://www.MIND24-7.com).

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