



Anupama Gobalan

Technology and Product Executive

# VP, Portfolio Product Strategy and Technology

SCAN Group | Healthcare Technology | AI and Product Leadership

Twenty years building healthcare technology that serves clinicians and patients. Known for combining vision, execution, and deep domain expertise to create scalable, patient-centered solutions and for building the organizations that sustain them.

## EXPERIENCE

### VP, Portfolio Product Strategy and Technology

SCAN Group / myPlace Health | Los Angeles, CA 2023 to Present

- Built technology and product organization from ground up, encompassing EMR, CRM, data, and interoperability platforms.
- Led zero-to-one development of proprietary platform tailored to the PACE model of care delivery.
- Championed AI and automation across clinical documentation and predictive analytics.
- Directed technology enablement for two new care center launches; guided SOC 2 Type II certification.

### VP, Product Management

Strive Health | Denver, CO 2021 to 2023

- Owned product strategy and roadmap for clinical and technology products in kidney care.
- Established product discipline organization-wide; led and mentored high-performing PM teams.

### Senior Manager, Product Engineering

CareMore Health | Cerritos, CA 2017 to 2021

- Built AMAZE, a clinician mobile app featured in Harvard Business Review (Dr. Sachin Jain, 2018).
- Led a team of 30+; developed home visit mobile platform and Case Management portal.

### Product Owner / Systems Analyst Advisor

Anthem | Los Angeles, CA 2011 to 2017

- Led front-end application development including Shopper Portals and Individual Online Store, supporting Anthem growth in the individual market.
- Managed quoting and enrollment across 14 states; three-time Anthem "A" Award for Excellence.

### Senior Business Systems Analyst

Anthem / WellPoint | Los Angeles, CA 2006 to 2010

- Extensive experience with Utilization Management (UM), claims, and a broad range of health plan functions.
- Primary contributor to the WellPoint Medical Decision Support System (WMDS).

## AVAILABLE FOR

**Strategic Consulting:** Technology strategy, AI and digital health assessments, vendor evaluation

**Startup and Growth Advisory:** Senior product and technology leadership for early and growth-stage companies

**Advisory and Board:** Healthcare technology governance, product strategy, PACE and senior care expertise

**Speaking:** AI in healthcare, zero-to-one product development, digital transformation

**Product Mentorship:** Emerging PMs, aspiring product leaders, women in healthcare technology

## CONTACT

anugobalan@gmail.com  
linkedin.com/in/anusg  
Irvine, California

## EXPERTISE

AI/ML in Healthcare  
Zero-to-One Product  
Startup Tech and Product Setup  
Product Lifecycle Mgmt  
Clinical Workflow Design  
Agile and SAFe Delivery  
Cloud Infra (Azure)  
FHIR / HL7 / APIs  
Data Platforms and BI  
HIPAA / SOC 2

## EDUCATION

Healthcare Management  
Yale University, 2020  
MBA, Computer Science  
MIM Chennai, 1999  
BS, Computer Science  
Ethiraj College, 1997

## CERTIFICATIONS

Certified SAFe Agilist  
Scrum Product Owner

## OPEN TO

Strategic Consulting  
Startup and Growth Advisory  
Advisory and Board Roles  
Speaking Engagements  
Product Mentorship