

Traci S. Granston, MD, MBA

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Executive Profile

Traci is an award-winning surgeon, executive leader, and corporate board member passionate about supplying her unique mix of strategic and governance expertise to organizations targeting emerging opportunities within the healthcare sector.

- ▶ **Distinguished service on 3 boards to date**—both corporate and non-profit—in addition to roles serving on corporate DEI and Technology Advisory committees
- ▶ **20+ years of success in healthcare practice leadership**, in addition to current service as SVP of Strategy for high-growth startup in the medical technology space
- ▶ **Expert in ML/AI usage within the healthcare space**; author and sought-after thought leader on AI-related ethics, risks, opportunities, and responsible use
- ▶ **Career-long thought leader and innovator**, passionate about "rethinking" healthcare, keynote speaker, strategist
- ▶ **Double-board-certified Orthopedic surgeon**, honored by Seattle Met as a top practitioner in her field for 4 consecutive years (2020, 2021, 2022, 2023)

Board / Committee Roles

SULLIVANCOTTER

- *Board Member (2024-Present)*
- *DE&I Committee Member (2024-Present)*
- *Technology Advisory Committee Member (2022-2024)*

COHERE

- *Senior Leadership Council (2023-Present)*

NORTHWESTERN MEDICAL DENTAL ASSOCIATION

- *President of the Board (2023-Present)*
- *Board Member (2019-Present)*

PROLIANCE ORTHOPEDIC ASSOCIATES PHYSICIAN BOARD

- *Board President (2010)*
- *Member (2002-2022)*

PROLIANCE SURGEONS PURCHASING COMMITTEE

- *Physician Chair (2006-2011)*

VANDERBILT UNIVERSITY SCHOOL OF MEDICINE

- *Member, Campaign Cabinet (2019-Present)*
- *Council of Chairs (2025-present)*

Certifications

HARVARD MEDICAL SCHOOL

- *AI in Healthcare: From Strategies to Implementation, certificate 2024*

ATHENA ALLIANCE

- *Board Readiness Course, 2024*

Affiliations

Member, National Association of Corporate Directors

Fellow, American Academy of Orthopaedic Surgeons

Member, American Board of Orthopaedic Surgery

Professional Experience

Dr. Granston leverages deep healthcare AI expertise to drive transformational growth at scale. As SVP of Clinical Strategy at Cohere Health, she has guided a 900-person HealthTech company through rapid growth while pioneering breakthrough applications of ML and AI automation that fundamentally reimagine patient care delivery. Her strategic leadership spans both clinical innovation and business acceleration. Traci architected the clinical foundation for Cohere's flagship Unify™ Platform, training sophisticated AI models that optimize prior authorization processes and patient outcomes. Beyond traditional utilization management, she has championed adoption of clinical strategies that unlock new revenue streams and market opportunities. She delivers results where strategy meets execution. As a key member of the senior leadership team, Traci played an instrumental role in securing \$90M in Series C funding, demonstrating her ability to translate complex healthcare AI capabilities into compelling investor narratives and sustainable business value. Her unique positioning bridges the critical gap between healthcare and technology - essential for boards navigating this rapidly evolving space.

Prior to her work at Cohere, Traci served as a Partner, Orthopedic Surgeon, and Board Member/President at Proliance Orthopedic Associates, overseeing \$100M in P&L and playing an instrumental role in building/scaling the company into a profitable 175-employee operation performing over 6,300 annual surgeries. She was a consistent driver of innovation and revenue improvement. Among her many accomplishments, she was the guiding force behind the company's groundbreaking offering of Ortho-only urgent care, transforming an abstract new product vision into a highly successful \$1.6M line of business with a 32.7% profit margin.

Additionally, she serves on SullivanCotter's board. She was first recruited for their Tech Advisory Committee and was moved to a non-shareholder board member. She serves on the DE&I committee and compensation committee and is now advising for Clinician Nexus (SullivanCotter portfolio company).

Prior to her leadership and private practice roles, Traci began her career in pharmaceutical development, at Immunex (Amgen), in addition to working for MetroHealth LifeFlight in Cleveland, where she led trauma response teams, gained skills in cross-disciplinary collaboration, and made swift, life-saving decisions for hundreds of rescue flights.

Traci's educational credentials include an Executive MBA from the University of Washington, a Doctor of Medicine (MD) from the Vanderbilt University School of Medicine, and a Bachelor of Science in Psychology from the University of Washington.

Personal

Outside of her professional pursuits, Traci enjoys spending time with her 27-year-old daughter, Haley, and 24-year-old son, Johnny. She also competes actively in endurance running, participating in the 2023 New York marathon (among other events) and is a passionate fan of winter sports—having grown up in Bellevue, Washington as a skier, skate skier, and competitive figure skater.