

Hello, I'm Adam Fralich.

Empathetic nurse with a knack for UX design and product operations in the medical AI sector. My superpower lies in translating medical jargon into user-friendly interfaces, driving user experiences and business goals. As an intuitive educator, I bridge understanding between technology and healthcare stakeholders, humanizing digital health and empowering users.

CONTACT

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[linkedin](#)

SKILLS

- User Experience (UX) Design
- User Research
- Product Operations
- Product Management
- Medical Artificial Intelligence
- Registered Nurse
- Process/Quality Improvement

EDUCATION

2021-2023
Master of User Experience Design
Kent State University

2010-2012
Associate of Science in Nursing
RN: Multi-State Compact License
Troy University - Montgomery

2002-2006
Bachelor of Science in Political Science
Troy University

RATINGS

Clinical Process Improvement
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Program Management
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Training Program Development
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Quality Improvement
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UX & User Research
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Product Operations
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Morning Coffee Intuition
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Experience

2023-CURRENT

DeepScribe

PRODUCT OPERATIONS MANAGER

- Spearheading the newly formed Product Operations Department, defining departmental processes, and establishing workflows.
- Facilitating software update rollouts, inclusive of beta testing and user research/usability testing phases.
- Partnering with cross-functional teams to refine the language and structure of SOAP Notes within our product, improving clarity and consistency for users and enhancing the quality of medical documentation.
- Collaborating regularly with operations, product, user experience, and customer success teams to align objectives and foster cross-functional synergy.
- Influencing product strategy and decision-making through the use of user research, data, and analytics.

2022-2023

DeepScribe

LEARNING & DEVELOPMENT MANAGER

- Led the selection, implementation, and transition of a new Learning Management System (LMS).
- Overhauled the orientation onboarding program, transforming the curriculum to better simulate the actual workflow and job expectations.
- Developed a specialized training course for psychiatric/behavioral health, enhancing the company's service scope and enriching the knowledge base of our medical scribes.
- Crafted comprehensive training handouts and reference materials for six medical specialties, improving SOAP note quality for our customers.
- Worked closely with stakeholders across the company to understand and address training needs, aligning learning objectives with business goals and employee performance expectations.

Experience Continued

2017-2022

Edward Via College of Osteopathic Medicine

SENIOR DIRECTOR FOR SIMULATION ('18-'22)

DIRECTOR FOR SIMULATION ('17-'18)

- Collaborated with cross-functional teams to design patient scenarios and personas, incorporating user-centered design principles to ensure realism and educational effectiveness.
- Conducted analysis of student, faculty, and patient actor performances, utilizing data-driven decision-making to implement strategies for improvement.
- Trained patient actors on case portrayal, formative assessment of humanism and biomedical aspects, and constructive student feedback, a process analogous to user testing in UX.
- Implemented a student tutoring program for patient encounter exams, leading to an average grade increase of 23% in the subsequent test and sustained improvement between 12% - 18% in all following assessments.
- Led the design and implementation of simulations, focusing on usability, realism, and user-centered design.
- Supervised team members, promoting collaboration and effective teamwork.

2012-2019

Bullock County Hospital

P/T CLINICAL QUALITY EXPERIENCE ANALYST ('17-'19)

ASSISTANT DIRECTOR OF NURSING ('14-'17)

DIRECTOR OF QUALITY & PATIENT SAFETY ('13-'14)

DIRECTOR OF CASE MANAGEMENT & INFECTION PREVENTION ('13-'14)

CHARGE NURSE OF ADDICTION/PSYCHIATRIC UNIT ('12-'13)

- Collaborated with department managers to improve quality, safety, and patient satisfaction while also increasing revenue by \$1 MM.
- Orchestrated strategic initiatives during state survey accreditation periods, creating comprehensive correction plans that were 100% approved upon first review, underscoring my proficiency in policy development and operational management.
- Managed the hospital-wide education program, focusing on promoting best practices, enhancing the professional development of staff, and improving patient care across all departments.
- Analyzed and managed hospital complaints and grievances, similar to user feedback in UX, making necessary improvements.
- Managed hospital-wide quality improvement programs, ensuring compliance and improving patient satisfaction.
- Analyzed core measure data and audited patient charts for accurate/supportive clinical documentation.
- Performed utilization review of current and past patients, to better understand patient needs and improve services, similar to user research.
- Innovated the Infection Prevention program, modernizing the hospital's approach to infection control, and improving patient safety standards.
- Conducted medical and psychological assessments, to understand and meet patient needs.
- Launched an optional art therapy program, enhancing patient wellbeing and engagement during their healing journey.
- Supervised 100+ employees, fostering a culture of empathy and patient-focused care, which improved morale and job satisfaction.

POSTERS

Watts, S., Callihan Jr, M., White, J., & Fralich, A. **Optimizing Patient Outcomes Through Interprofessional Disaster Training.**

Paraiso, A., Fralich, A., Adams, J., & Kashmer, D. **Telemedicine Encounters Take Longer than In-person Encounters in Standardized Patient Testing.**

Khaleghi, M., Fralich, A., & Kashmer, D. **Medical Students Feel Adequately Prepared to Discuss LGBTQ+ Related Topics in Healthcare Today: A Survey Study.**

AWARDS

FACULTY/STAFF OF THE BLOCK

2021: Block 4 & Block 5

2020: Block 4 & Block 6

2019: Block 4 & Block 7

2019 JURIED ARTS EXHIBITION - POTTERY DIVISION: WINNER
Auburn CityFest

2019 ARTS & CRAFTS INVITATIONAL EXHIBITION
Jan Dempsey Community Arts Center

SOFTWARE

- Balsamiq
- Figma
- TreeJack
- SortSite
- ChatGPT
- Bridge, LMS
- Canvas, LMS
- TalentLMS
- Laerdal LLEAP
- Articulate 360
- Mac, Microsoft, & Google Suite
- Procreate
- GoodNotes
- Things
- NextGen Healthcare, EMR
- Evident/CPSI, EMR
- Mckesson's Horizon, EMR

Experience Continued

2005-2009

Charles Henderson Child Health Center/Steps to a HealthierAL

PROGRAM COORDINATOR ('08-'09)

WORKSITE WELLNESS COORDINATOR ('06-'08)

WELLNESS & HEALTH PROMOTION ASSISTANT ('05-'06)

- Provided expertise to the Alabama Strategic Alliance for Health grant through program training, initial grant writing, and research/analysis (this grant absorbed Steps to a HealthierAL).
- Developed and enhanced sustainable health promotion programs and events related to asthma, diabetes, and obesity.
- Conducted research and analysis on healthcare policy trends, akin to market research in UX.
- Fostered partnerships within the community and managed a team of 50+ volunteers and interns.
- Created promotional and educational materials, including flyers, newspaper articles, and marketing packets.

OFF THE CLOCK

IF YOU'VE MADE IT THIS FAR,
HERE ARE SOME FUN FACTS:

- Pineapple "Farmer"
- Human Translator for Yolanda
- Rebel Bonsai Collector
- Kelly Clarkson's #1 Fan
- Panera Bread Addict
- Obsessed with Moira Rose
- Reluctant Zip-line Adventurer
- Poet on the Down-Low
- 10K Race Survivor
- Avid Page-Turner

Doodle Space