



Coordinated
Health/Care™

Helping physicians. Helping patients.



Kara J. Trott

Founder & Chief Executive Officer

Quantum Health LLC, based in Columbus, Ohio, was founded by Kara Trott in 1999 with the goal of helping people manage their health and guiding them through the confusing healthcare system. As a consultant designing healthcare delivery systems in the 1990s, Kara observed that the process of healthcare is broken at the patient level.

By applying the lessons of consumer behavior analysis and marketing to healthcare, Quantum Health has developed a program known as *Coordinated Health/Care™* that now operates in more than 40 health plans around the country, and held employer's annual cost trend to 5-6% over the past six years, versus a 10-17% industry average over the same period.

Under Kara's leadership, Quantum Health has seen approximately 25% annual growth and now coordinates the healthcare of more than 50,000 members. In the past year alone, the company has helped employers save some \$15 million in healthcare costs.

Quantum Health is being noticed not only by the employer community, but by others in business and government as well. Trott was selected by the U.S. Small Business Administration (SBA) for a recent meeting with President George W. Bush, during which she explained the company's approach to healthcare management and cost control for businesses. Additionally, Trott was named regional Entrepreneur of the Year in the Emerging Business category in the prestigious annual Ernst & Young competition recognizing entrepreneurs in more than 40 countries.

Prior to founding Quantum Health, Kara was a corporate attorney with the law firm Bricker & Eckler, where she specialized in securities and corporate law, and spent many years in Bricker's well-respected healthcare practice. Before becoming a lawyer, Kara was a strategic marketing consultant and project manager at RPA, an international business consulting firm. During this time, she managed large scale consumer and market research, consulting and strategic planning projects for Fortune 500 retailers and consumer goods manufacturers, including Ford Motor Company and Citibank.

Kara is an active member of Women Presidents' Organization and serves on the Advisory Board of the Ohio Entrepreneur Association. She graduated with honors from the Ohio State University College of Law and earned a B.A. in Political Science from Ohio Wesleyan University.

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