

**Carbondale, IL March 27, 2019.** Potentia Analytics™, Inc. the innovative software company known for Patient Flow Optimization, Intelligent Provider Scheduling, and Predictive Analytics for strategic decisions has announced the appointment of Tracy Schweitzer as an Account Executive. She will be responsible for all direct and channel sales efforts throughout the company with a focus on expanding the healthcare software solutions suite.



Tracy is an executive sales professional with a proven track record of delivering revenue growth. Her experience spans over 30 years in the Corporate world at American Express and IBM. At American Express she led teams to drive incremental revenue and customer satisfaction, through American Express' financial solutions, within Fortune 1000 companies. Prior to joining American Express in 2011, Tracy had a 22+ year career with IBM in sales (international and domestic) and sales management selling IBM's entire software portfolio of solutions to small, medium and enterprise companies.

"The biggest asset I bring to the table is building and maintaining strong successful relationships with both clients and internally. I have a proven ability to understand clients' strategic business objectives, identify needs and manage opportunities to closure. Throughout my career, my success has come from my strong will to win. I look forward to continuing this will to win with Potentia Analytics™!"

Throughout her career, Tracy has sold to many industries including healthcare. She earned a Bachelor of Science degree at the University of South Dakota. Reflecting on her excitement for the opportunity, Tracy stated, "I am thrilled to join Potentia Analytics™ and be a part of such an exciting team! I am looking forward to working with each and every person and help grow the business."

"We are incredibly excited to have Tracy join our team. We believe that her background, skills and talent will help our organization reach our goals and elevate us to new heights. As our organization grows, we will continue to add talented individuals to our expanding team. Tracy has an extensive sales background, a competitive personality and a desire to win. We look forward to the partnerships she will help us create." Bonnie Kucharski, VP of Operations

#### **About Potentia Analytics™**

Potentia Analytics™ is the innovative software development company Symphony™, the Intelligent Provider Scheduling platform currently simplifies the shift scheduling process for more than 1 Million hours per month with over 19,000 providers in 49 states through automation reducing scheduler load, maximizing efficiency and utilization. Bernoulli™, Patient Flow Optimization, models and simulates the flow of patients through the hospital beginning with the Emergency Department, reducing Length of Stay and lost revenue from patients who leave without being seen. Bernoulli's™ engine has recommended operational models with a valued monetary impact of 15-20 Million dollars. Both solutions are optimized for healthcare and can be applied across multiple industries along with Foresight™ their predictive analytics tool which enhances prediction and decision-making accuracy using game theory, predictive analytics, data mining, machine learning, and sentiment analysis to leverage In-house Subject Matter Experts for negotiation insights.

[potentiaco.com](http://potentiaco.com)

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