



LADDER INSIGHTS PRESENTS

Stephanie Cramer, MBA

Founder & CEO, Ladder Insights

A real-world evidence leader and health data expert with fifteen years in Washington, DC focused on solving healthcare issues across policy, advocacy, payers, purchasers, venture capitalists and life sciences organizations. She helps senior executives, founders and investors fix the market failures that keep good healthcare solutions from reaching patients.

HER POINT OF VIEW

**Healthcare's hardest problems aren't clinical.
They are market failures - which can be fixed.**

15 yrs

in healthcare leadership,
built in Washington, DC

\$300M+

in multi-organization
collaborations
orchestrated

\$90M+

in career sales across five
healthcare sectors

2×

a DC firm's projected
revenue, from services she
designed

EXPERTISE

Real-world evidence

Healthcare AI

Maternal health

Health data

Growth strategy

Go-to-market planning

Contract negotiation

Strategic partnerships

Market access

BOOKING

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Sarasota, FL · Built in Washington, DC

A woman-owned small business

At Ladder Insights, we solve market failures in healthcare delivery.

We are a woman-owned healthcare innovation and strategy firm, founded in 2019. Our roots are in Washington, DC, and our core expertise is real-world evidence, health data, maternal health and healthcare AI. We know how healthcare is actually bought, contracted, reimbursed and adopted, and we put that knowledge to work for the leaders trying to move it forward.

WHAT WE DO

Real-world evidence strategy

Turning health data into evidence that payers, regulators, life sciences and research partners trust.

Growth strategy

Strategic growth plans built through innovative sales channels.

Contracts & partnerships

Negotiating complex agreements and multi-party collaborations that hold together.

Healthcare AI & investment assessment

Judging AI tools and other projects on expected return, value and impact before capital is committed.

Go-to-market planning

Launch and expansion plans for pharma, provider, payer and GPO markets.

Program delivery & enablement

Change management, training, playbooks and coaching, from setup through execution.

WHO WE SERVE

Pharmaceutical & life sciences

Hospitals & health systems

Payers

Group purchasing organizations

Health IT companies

Founders & investors

Government & public-sector buyers

Senior healthcare executives

Sales teams

Innovators

Venture capitalists

FOUNDED

2019

SIGNATURE PROGRAM

Private AI Advisory

One-on-one AI training for healthcare executives

OWNERSHIP

Woman-owned, founder-led

Built in Washington. Proven nationally.

Her career grew up in the city where healthcare rules, reimbursement and coalitions are made. Each role put her in a different seat at the table.

2010-2011	The Advisory Board Company · Dedicated Advisor Managed a \$6M client portfolio with 94% annual renewals and sales rates 70% above peers.
2011-2014	Ryan, MacKinnon, Vasapoli & Berzok, LLP · Director of Operations & Administration Designed services for patient advocacy groups that doubled the firm's projected revenue. Built partnerships with Congressional leaders to advance personalized oncology care.
2014	University of Maryland, Robert H. Smith School of Business · MBA Finance and Strategy. Served as a Smith Ambassador.
2014-2015	Avalere Health · Executive Advisor Reached a \$2M quota within nine months. Built partnerships with global health technology assessment agencies and advised pharmaceutical C-suites on real-world data.
2016-2018	Premier Inc. · Director, Applied Sciences Negotiated \$5M contracts that aligned four life sciences organizations behind a new chronic migraine quality measure. Sold a \$2M oncology project and trained a global pharmaceutical C-suite on value-based payment and the Oncology Care Model.
2018-2019	DrFirst · Director, Quality Programs Opened \$1M+ in opportunities with New York's fourth-largest payer, designed a population health analytics solution for payers, and led a real-time breast cancer risk tool trial with an academic medical school partner.
2022-2024	Komodo Health · Area Vice President, Real World Evidence Built the company's academic licensing program and led support for academic institutions' NIH real-world data proposals on Alzheimer's disease and related dementias.
2024-2025	Holmusk · Commercial Growth
2019-now	Ladder Insights · Founder & CEO Advises on real-world evidence, maternal health, healthcare AI and growth strategy.

SEATS SHE HAS HELD AT THE TABLE

Congress

Patient advocacy

Global HTA agencies

Group purchasing

Payers

Pharma C-suites

Health systems

Academic medical institutions

Academic research & NIH

Speaking topics

For executives, boards, founders and investors. Every session is tailored after a planning call with the organizer.

01 · KEYNOTE

Fixing the Market Failures in Healthcare Delivery

Good solutions stall when incentives, contracts and payment don't line up. How leaders find the real failure point and build around it.

- Tracing who pays, who benefits and who has to say yes
- Why value-based payment changes the sales conversation
- Turning a stalled market into a growth plan

02 · KEYNOTE OR PANEL

Evidence That Moves Markets

How real-world data and AI are changing what payers, regulators and health systems will pay for, and how to build evidence they trust.

- What makes real-world evidence credible to payers and regulators
- Where healthcare AI adds real value, and where it adds risk
- Using better data to close gaps in maternal care

03 · KEYNOTE OR PANEL

Lessons from Washington

How policy makers, payers and purchasers really decide, and what founders and executives outside the Beltway get wrong about them.

- Working with GPOs, payers and HTA agencies
- Building partnerships with advocacy groups and lawmakers
- Reading policy shifts as market signals

04 · KEYNOTE OR WORKSHOP

The Coalition Contract

Getting competitors to sign the same agreement. Lessons from aligning four life sciences companies behind one quality measure and orchestrating \$300M+ in collaborations.

- Finding the shared interest before the term sheet
- Structuring deals every party can defend internally
- Keeping partners committed past signature

05 · SIGNATURE TALK

Be the Leader in the Room Who Understands AI

Boards are asking, vendors are pitching and teams are watching. Drawn from our Private AI Advisory program, a hands-on session on leading with AI in a regulated setting.

- Answering your board's AI questions with confidence
- Pressure-testing a vendor's AI claims before you sign
- Frame, Build, Judge, Lead: four skills of AI-fluent leaders

Also available: *Operator to Owner*, a fireside on doubling a firm's revenue and founding her own.

Biography

SHORT BIO · PROGRAMS AND PROMOTIONS

Stephanie Cramer, MBA, is the founder and CEO of Ladder Insights, a Sarasota, FL healthcare innovation and strategy firm that solves market failures in healthcare delivery. Most recently Area Vice President, Real World Evidence at Komodo Health, she built her career in Washington, DC at The Advisory Board Company, Avalere Health, Premier Inc. and DrFirst, and has delivered more than \$90 million in career sales.

FULL BIO · WEBSITES AND PRESS RELEASES

Stephanie Cramer, MBA, is the founder and CEO of Ladder Insights, a woman-owned healthcare innovation and strategy firm founded in 2019 and based in Sarasota, FL. Ladder Insights advises life sciences companies, health systems, payers, health IT companies, founders and public leaders on real-world evidence, maternal health, healthcare AI, growth strategy, go-to-market planning and strategic partnerships.

Stephanie spent fifteen years building her career in Washington's healthcare industry. At The Advisory Board Company, she managed a \$6M client portfolio with 94% annual renewals. At the law and policy firm Ryan, MacKinnon, Vasapoli & Berzok, she designed services for patient advocacy groups that doubled the firm's projected revenue and built partnerships with advocacy groups and Congressional leaders. She advised pharmaceutical C-suites on real-world data at Avalere Health, negotiated \$5M life sciences contracts at Premier Inc., and designed payer analytics solutions at DrFirst. As Area Vice President, Real World Evidence at Komodo Health, she built the company's academic licensing program and supported academic institutions' NIH real-world data proposals on Alzheimer's disease and related dementias. She has also led commercial growth at Holmusk. Across her career, she has orchestrated multi-organization collaborations valued at more than \$300 million.

She holds an MBA in Finance and Strategy from the University of Maryland's Robert H. Smith School of Business, where she served as a Smith Ambassador.

INTRODUCTION FOR THE HOST

READ ALOUD · ABOUT 30 SECONDS

Our next speaker built her career in Washington, DC, where healthcare's rules, payments and partnerships get made. Stephanie Cramer has worked with Congressional leaders and patient advocates, negotiated life sciences contracts at Premier, advised pharmaceutical executives at Avalere Health, and led real-world evidence at Komodo Health. Today, through her firm Ladder Insights, she helps healthcare leaders fix the market failures that hold good ideas back. Please welcome Stephanie Cramer.

Bring Stephanie to your stage, or your boardroom

FORMATS AND FEES

Format	Length	Fee	Best for
Keynote	30–45 min	from \$7,500	Conferences, association meetings, summits
Fireside chat or panel	30–60 min	from \$5,000	Founder, investor and women-in-business events
Executive workshop	90–120 min	from \$10,000	Leadership, commercial and market access teams
Board or leadership briefing	60 min	from \$7,500	Growth, partnership and investment decisions
Virtual session or podcast	20–60 min	from \$4,000	Webinars and virtual summits

WHAT ORGANIZERS RECEIVE

- A planning call to tailor the session
- Title, abstract, bio and headshot in your format
- A promotional LinkedIn post before the event
- Slides shared afterward on request

TERMS AND TRAVEL

Fees exclude travel from Sarasota, FL. A 50% deposit confirms the date; the balance is due on the event day. Custom content and recordings are quoted separately.

BEYOND THE STAGE

Leaders can continue one-on-one through **Private AI Advisory**, our signature AI training for healthcare executives: a 90-minute Private AI Briefing (\$1,500) or the four-session Private AI Readiness program (\$6,000). We also follow talks with advisory work on real-world evidence, healthcare AI and growth strategy.

RECENT APPEARANCES

August 2026 · Virtual session for a mid-sized venture capital firm

July 2026 · Leadership briefing for a top-10 global pharmaceutical company

SPEAKING AND ADVISORY INQUIRIES

Ladder Insights

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