



Sunitha Reddy, MBA, MPH, FACHE

Chief Revenue Officer &
Vice President of Operations
Prime Healthcare

Ms. Sunitha Reddy is the Chief Revenue Officer/Vice President of Operations for Prime Healthcare, the fifth largest, for-profit health system in the United States with 45 hospitals in 14 states, more than 300 outpatient locations and nearly 50,000 employees and affiliated physicians.

In her leadership role, Ms. Reddy drives innovation throughout Prime Healthcare through the planning and directing of Prime Healthcare's operational and financial strategy and initiatives. She is responsible for the attainment of short- and long-term financial and operational goals and collaborates with other leaders to guide the development of Prime Healthcare's future growth. In addition, Ms. Reddy plans and directs strategy and initiatives toward revenue generation and improved alignment between all revenue-related functions. These functions include financial operations, revenue cycle, managed care strategy, denials and utilization management, patient access, outsourcing and strategic initiatives, and business office operations.

Under Ms. Reddy's leadership, teams at the hospital and Corporate levels have designed and implemented new systems and processes driven by data, evidence, and best practices to improve the quality of care and success in Prime's hospitals across the US. Prime is nationally recognized for award-winning quality care and has been named a Top 10 and Top 15 Health System by Fortune/IBM Watson Health. Its hospitals have also been named among the nation's best as "100 Top Hospitals" 66 times and have received more Patient Safety Excellence Awards from Healthgrades than any other health system for the past seven years.

Committed to improving the health and lives of others, Ms. Reddy is a dedicated philanthropist who volunteers her time with several organizations. Ms. Reddy is also actively involved as an Executive Director with the Dr. Prem Reddy Family Foundation, a 501(c)(3) not-for-profit charity dedicated to increasing access to healthcare and educational opportunities locally and globally. Dr. Prem Reddy Family Foundation has provided millions in scholarships to deserving students from lower-income families in California's Inland Empire. The Foundation has also supported free community clinics, clean water initiatives, childhood vaccination programs, new medical clinics, equipment donations in developing countries, and more.

Earlier in her career, Ms. Reddy served as a consultant in strategy and operations for GE Healthcare Camden Group, based in Los Angeles. While there she led strategic planning engagement for a large, six-hospital system and assisted with clinical integration with its aligned physician groups. Ms. Reddy also worked as an associate in healthcare facilities and services for Credit-Suisse in New York.

Ms. Reddy received her Master in Business Administration from Harvard University with honors and a Master in Public Health from Columbia University in New York, where she received the Foster G. McGaw scholarship award for academic excellence. She received her Bachelor of Science in Biology (Magna Cum Laude) from UCLA with college and departmental honors. Ms. Reddy, who is a Fellow of the American College of Healthcare Executives, has been recognized as a "Rising Star" in Becker's Hospital Review and as an "Emerging Leader" in 2022 by Modern Healthcare magazine. She was also recognized in 2023 as a "woman of influence" by the Los Angeles Business Journal.

