

Hallmark Unveils Strategic Advisory Board and New Center of Excellence to Drive Innovation in Healthcare Workforce Management

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New board and innovation center will bolster mission to provide contingent labor management strategies

CHARLESTOWN, Mass.--(BUSINESS WIRE)-- **Hallmark Health Care Solutions** , a leading healthcare workforce management technology company, today announced the establishment of a distinguished Strategic Advisory Board (SAB) alongside the launch of the Hallmark Center for Healthcare Workforce Excellence, headquartered in Charlestown, MA. The newly formed SAB, composed of esteemed healthcare leaders and experts across the country, will play a central role in guiding the Center's efforts, driving thought leadership and providing critical insights for healthcare leaders grappling with labor challenges. The Center is envisioned as a hub for innovation, education, and collaboration, dedicated to equipping healthcare organizations with the tools, strategies, and best practices essential for optimizing workforce and contingent labor management processes.

"This dual initiative emphasizes Hallmark's commitment to pioneering advancements in healthcare workforce management technology and leveraging the expertise of industry leaders to address the complex labor challenges facing the healthcare industry," said Bruce Cerullo, CEO of Hallmark. "By bringing together top professionals from a broad range of healthcare disciplines, we are uniquely positioned to empower healthcare organizations with the tools and strategies they need to navigate the intricacies of managing contingent labor."

The SAB aims to educate the market and drive fundamental change in how healthcare organizations manage their contingent labor strategy. Given that labor costs account for about 60% of a hospital's budget, and labor expenses have **increased by \$42.5 billion between 2021 and 2023** , the need for effective workforce management is more critical than ever. Leveraging collective insights and recommendations from the SAB, Hallmark will develop a

comprehensive curriculum designed to empower healthcare leaders. This curriculum will be a vital resource for implementing successful workforce best practices across health systems, delivered through Labor Workshops at the Center for Healthcare Workforce Excellence, as well as virtually.

“Our Strategic Advisory Board is an exclusive group of collaborators, respected in the healthcare community and bringing a unique perspective and passion for reshaping the future of healthcare workforce management,” said William Reau, CRO of Hallmark and Executive Owner of the Strategic Advisory Board. “Together, we’ll not only guide Hallmark’s strategy but also influence the broader industry, ensuring that our solutions are aligned with the evolving needs of healthcare providers and the patients they serve.”

Members of the Hallmark Strategic Advisory Board include:

- Nicole Deal – Vice President, Enterprise Workforce Operations and Virtual Care, Advocate Health
- Deanna Dudley – Chief Human Resources Officer, El Camino Health
- Emily Eriksson – Vice President, Workforce Transformation, Integris Health
- Michelle Hereford – Senior Vice President, System Chief Nurse Executive, University Hospitals
- Jacquelyn Liddell – Vice President, Talent Acquisition, Mass General Brigham
- Kristin Wolkart – Executive Vice President, System Chief Nursing Officer, Franciscan Missionaries of Our Lady Health System
- Michael Yost – Executive Vice President, Chief Human Resources Officer, Great River Health

The SAB will convene in person annually and conduct additional virtual meetings throughout the year, with the inaugural meeting scheduled for this week at the new Hallmark Center for Healthcare Workforce Excellence.

For more information on Hallmark, visit www.hallmarkhcs.com .

About Hallmark

Hallmark offers a fully integrated SaaS platform for healthcare workforce management. The platform streamlines sourcing and deployment of contingent clinical labor and automates the provider lifecycle from contracting to compensation, all with exceptional effectiveness, transparency, and cost savings. Partnered with our advanced strategies and deep expertise, Hallmark’s leading-edge technology solutions empower healthcare organizations to thrive. To learn more, visit: www.hallmarkhcs.com .

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