



## **CANDIDATE FOR BOARD OF DIRECTORS APPLICATION**

### **OPEN POSITIONS:**

Director

### **QUALIFICATIONS:**

I have been an active member and have supported senior leadership and boards in strategy, oversight, and governance roles. My experience includes reviewing financial reports, advising on risk and regulatory compliance, managing stakeholder relationships, and ensuring alignment with organizational mission and values. I have also led the development of products that advance these strategic initiatives. I am comfortable navigating both high-level policy and advocacy matters as well as operational oversight, bringing a perspective that bridges strategy and execution. My professional credentials include Green Belt Six Sigma and Certified Product Master from the Pragmatic Institute, which complement my expertise in driving efficient, outcomes-focused governance and product initiatives.

### **PRIOR SERVICE WITH COOPERATIVE EXCHANGE OR OTHER ASSOCIATIONS:**

Throughout my career at The SSI Group, LLC, I have actively engaged with government agencies—including CMS, ONC, and HHS—as well as industry associations to advance policy, represent organizational interests, and build coalitions. I am confident in my ability to represent Cooperative Exchange's interests to regulatory bodies, policymakers, and member organizations.

In my current role as Senior Vice President of Product, I serve as a thought leader, working closely with healthcare providers and advocating for meaningful oversight and strategic vision. I am also an active member of Alabama HFMA, participating in the annual Women's Conference and other initiatives.

Additionally, I have contributed to several WEDI and CAQH subcommittees, advancing standards in Prior Authorization and Electronic Attachments, and have participated in the CORE Work Groups for Claims Status Review, Updated Eligibility & Benefits Data Content, and CORE Code Combinations. These experiences have strengthened my expertise in healthcare standards, interoperability, and collaborative industry initiatives.

### **BIOGRAPHY:**

Hello, my name is Tracey Tillman, Senior Vice President of Product for The SSI Group, LLC and I am pleased to submit my candidacy for election to the Board of Directors of Cooperative Exchange. I bring the following qualifications which align strongly with the organization's mission and strategic priorities:

With more than 25 years of experience in the healthcare data-exchange and clearinghouse domain, I have consistently delivered strategic, regulatory, and operational leadership to organizations at the intersection of healthcare operations, electronic transactions and compliance.

In my current role as Senior Vice President of Product at The SSI Group, LLC., I oversee the development and management of clearinghouse operations, all X12 transactions throughput, compliance with HIPAA/EDI standards, corporate strategy alignment and developing revenue cycle solutions that align with payers, providers and patients with the goal of improving outcomes for all clients.

Prior to this, I held roles including Senior Product Manager of Clearinghouse Initiatives, where I developed expertise in payer-provider transaction flows, regulatory change management, product/solution development, industry standards implementation and cross-payer clearinghouse integration.

I have served in industry working groups/associations such as WEDI, X12, CAQH CORE, HFMA. My track record shows that I understand not just the technology of EDI / clearinghouse transactions, but also the policy, governance and stakeholder dynamics that shape them.

I am deeply aligned with the mission of the Cooperative Exchange to “promote and advance electronic data exchange for the healthcare industry by improving efficiency, advocacy and education.” I believe strongly in the cooperative model of member-driven governance and collective benefit, and I bring a mindset of ethical stewardship, transparency and collaboration.

As a candidate for the Board of Directors, I offer the following strengths:

- Strategic leadership: able to shift between high-level policy/advocacy and operational oversight of transaction flows and system performance.
- Regulatory & standards domain expertise: fluent in HIPAA/EDI transaction sets, payer/provider flows, and in how regulatory change (state and federal) affects clearinghouse operations.
- Stakeholder engagement: experience working with multiple stakeholder groups — payers, providers, government/regulators, industry associations — and building coalitions to drive adoption of standards or policy changes.
- Member- and mission-oriented mindset: able to represent the interests of member-organizations, ensure that the cooperative advances efficiency and education, and maintain ethical governance consistent with cooperative principles.
- Board readiness: I am prepared to dedicate the time and effort required for board and committee meetings, member engagement, strategy discussions, and to serve as an effective ambassador of the Cooperative Exchange.

I look forward to the opportunity to work alongside the existing Board, whose members bring deep EDI/clearinghouse and standards/advocacy experience, and to help further the Cooperative Exchange’s goal of advancing efficient electronic data exchange across the healthcare ecosystem.

#### **WHY YOU WANT THE POSITION/WHAT IS YOUR VISION**

I am seeking to join the Board of Directors to contribute my governance experience, committee service, and leadership in advancing the Cooperative Exchange’s mission of promoting efficiency, advocacy, and education across the healthcare data exchange ecosystem. I am passionate about the organization’s role as the collective voice of the clearinghouse and EDI community and believe that strong, informed governance is essential to sustaining its influence and growth.

My professional experience includes advancing initiatives that strengthen operational efficiency, regulatory alignment, and stakeholder collaboration across diverse healthcare entities. I have successfully designed and delivered education and training programs for internal teams, members, and

external partners—fostering knowledge-sharing, compliance, and innovation. Having worked extensively in digital health, exposure to cybersecurity, data governance, and clearinghouse operations, I am able to approach industry challenges with both strategic foresight and practical insight.

Looking ahead, my vision for serving on the Cooperative Exchange Board is to help drive continued innovation, transparency, and collaboration between members, regulators, and industry partners. I am particularly interested in supporting efforts that ensure interoperability, strengthen cybersecurity preparedness, and expand member education.

I am fully prepared to dedicate the time and energy required for board meetings, committee engagement, and strategic initiatives. I recognize the importance of staying current on evolving policy, technology, and industry trends, and I am ready to provide proactive leadership to help the Cooperative Exchange advance its mission and deliver measurable value to its members.

<i>Tracey Tillman</i>	Tracey Tillman	Senior, Vice President of Product	10/28/2025
Signature	Name	Title	Date

**Email completed application with headshot photo by October 30, 2025, to: [lisa@m3solutionsllc.com](mailto:lisa@m3solutionsllc.com)**