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TRANSFORMATIONAL GROWTH LEADERSHIP

A CEO Perspective

Improving Outcomes: How Sentact Is Turning the Combination of Healthcare Technology, Analytics, & Services into Safer Care



Daniel Hart

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in conversation with

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Healthcare organizations are under growing pressure to deliver safer, higher-quality care while managing constrained operating margins, workforce shortages, and increasingly complex regulatory requirements. At the same time, the volume of data available to healthcare leaders continues to grow, creating a need to move beyond traditional reporting toward timely information that helps practitioners make better decisions and take action.

For healthcare technology and service providers, the challenge is no longer simply to digitize workflows. It is to help healthcare organizations translate data into measurable operational and clinical value. This calls for a more connected approach that brings technology, analytics, and specialized services together, supported by trusted partnerships that help organizations navigate change and realize the value of their investments.

In this Transformational Growth Leadership discussion, Daniel Hart, CEO of Sentact, speaks with Nitin Naik, Associate Partner and Global Practice Area Leader, Healthcare & Life Sciences, at Frost & Sullivan, about how Sentact is building an integrated portfolio around patient safety, quality, risk, and compliance. Hart discusses the role of actionable analytics, the practical application of artificial intelligence (AI), the company's approach to acquisitions and internal innovation, and why he believes the future of patient safety lies in improving safety and quality in real time rather than relying primarily on historical reports.

> "Traditionally, safety has been something we look at retrospectively, learning from data after the fact. Going forward, it will be about how we improve safety and quality in real time, using technology, analytics, and services to give healthcare organizations the tools they need to make a difference." —Daniel Hart, CEO, Sentact

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Making Patient Safety the North Star of Healthcare Transformation

Nitin Naik: *Sentact brings together patient safety, quality, risk, compliance, and patient experience. Given the growing pressures on healthcare organizations to improve outcomes while managing costs and workforce constraints, how is Sentact positioning itself to help them address these priorities?*

Daniel Hart: Our North Star is safety. Safety, quality, risk, compliance, and patient experience are all interconnected, and our portfolio of products and services is designed to support these areas.

Healthcare organizations are facing several pressures at once. Hospital operating margins are compressed, workforce shortages remain a challenge, and there is increasing attention on what technology, including AI, can contribute. In this environment, healthcare leaders need to demonstrate a clear return on investment from the tools and services they adopt.

Technology must do more than introduce new capabilities. It needs to create efficiencies, support cost savings, and help healthcare organizations operate more effectively. We see an imperative to demonstrate which solutions are essential, rather than simply nice to have, and to establish a clear connection between the investment and the value delivered.

Ultimately, our goal is to help healthcare organizations become better operators while advancing safer care and improved outcomes. That is the common thread connecting our portfolio

Frost & Sullivan's **Transformational Growth Leadership Program** aims to honor visionary business leaders who possess the foresight and leadership acumen to drive positive change within their organizations. The leaders we celebrate hail from diverse sectors and company sizes, yet they all share an unwavering commitment to innovation and excellence.

Bringing Technology, Analytics, and Services Together

Nitin Naik: *Sentact has evolved from a services-led organization into a portfolio that combines technology, analytics, and services. What led you toward this integrated model, and how does it create value beyond individual point solutions?*

David Rizzo: We started as a services organization, largely focused on credentialing and enrollment. Over the past few years, we have complemented those services with technology and analytics. We believe these three capabilities create a uniquely compelling value proposition in today's market.

There is still a role for a trusted services partner, even as healthcare organizations deploy more technology and AI. Technology can support workflows and operations, analytics can help identify where action is needed, and services bring subject-matter expertise and practical support. Together, they enable us to support customers in a more comprehensive way.

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We also see a shift in what customers need from technology. Workflow tools have value, particularly when organizations move from paper-based processes to digital systems. However, simply digitizing a workflow is not the end goal. The greater opportunity is to aggregate information, make it meaningful to users through novel insights, and help them determine what to do next.

Our integrated model is intended to connect these capabilities. We want to provide the tools that support more efficient work, the analytics that help guide day-to-day activity, and the services that enable customers to draw on our expertise. That combination is central to how we aim to differentiate Sentact.

Keeping the Customer Voice at the Center of Product Development

Nitin Naik: ***Healthcare organizations operate across multiple disciplines, and the people using a solution often experience its value differently. How do you capture customer feedback and use it to shape Sentact's product roadmap?***

Daniel Hart: Our customer relationships are critical to that process. We work with long-standing customers, including large health system organizations, and use those relationships to understand their needs and inform our roadmap.

Our product advisory council is an important part of this. We also support an annual leadership forum where we discuss new software development and opportunities with customers. These interactions give us a way to understand what organizations are experiencing and where our products and services could better support them.

The voice of the customer needs to be part of product development, not something considered only after a solution has been built. Staying close to customers helps our engineering and product teams understand the problems that matter to users and identify opportunities to improve the portfolio.

As we expand across different operational areas, this feedback also helps us understand where capabilities can work together to address broader customer needs.

Turning Clinical Data into Timely, Actionable Intelligence

Krishna Baidya: ***Healthcare leaders often have access to substantial amounts of data, yet translating that information into decisions remains difficult. How is Sentact using analytics to help organizations move from reporting what has happened to identifying where action is needed?***

Daniel Hart: One important step was bringing Preverity into Sentact. Preverity's core value proposition was clinical analytics, with roots in the medical professional liability space and subsequent application of those capabilities in the provider environment.

Its analytics provide clinical benchmarking at the health system, facility, and physician levels. Drawing on billions of rows of claims and prescription data among other data sources, the platform can help organizations understand clinical performance and identify signals that may warrant attention. Dashboards and integration with our workflow applications help put this information into the hands of people who can act on it.

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The distinction between traditional reporting and actionable analytics is important. Reporting often looks backward, showing what has already happened. That information has value, but healthcare practitioners also need timely information that can help guide their activity during the day.

Our vision is to aggregate information from our own applications and relevant external sources, including electronic health records, and facility claims data. Together, these sources can help generate signals that support more proactive activity.

For us, the goal is to move beyond collecting and displaying data. We want to make that information useful within the workflows where decisions are made, so healthcare organizations can respond to potential issues and improve clinical performance.

Applying AI Where It Can Make a Practical Difference

Nitin Naik: ***AI is creating new possibilities across healthcare, but where do you see the most practical opportunities for Sentact and its customers to benefit from it?***

Daniel Hart: I believe AI will transform healthcare, as it will many other industries. At the same time, the need for a trusted partner will remain important. We have talked within our organization about how massive technological change creates discomfort, and where there is discomfort, there is an opportunity for a trusted partner to help organizations navigate that change.

For Sentact, I see AI as a force multiplier. It creates opportunities to improve the efficiency, cost-effectiveness, and quality of our technology-enabled services, including outsourced credentialing and external peer review. It can also help us enhance our software development and introduce new capabilities into our products.

From a customer perspective, we are exploring ways to integrate AI into our applications to help healthcare organizations turn information into action. For example, our analytics products can provide AI-generated summaries that surface signals a Chief Medical Officer may want to investigate. In our rounding product, we are moving toward ambient listening to help prioritize patients who need attention, with the aim of supporting improvements in safety and quality measures, such as reducing falls and hospital-acquired conditions.

At the same time, we need to be thoughtful about how AI is developed and deployed in healthcare, particularly given the sensitivity of the data involved and the importance of delivering appropriate care. Ultimately, I see AI as an opportunity to make our organization more efficient and enable us to do more for our customers, while accelerating the value they receive from our products and services.

Expanding Customer Value Through a Connected Portfolio

Nitin Naik: ***As Sentact brings more capabilities together, how are you seeing customers respond? Are they adopting the integrated portfolio all at once, or are their needs leading them toward a more gradual approach?***

Daniel Hart: The broader portfolio has created more opportunities for us to support customers in different ways. We are seeing interest in combinations of solutions that address related needs. For example, a customer may use both our rounding and safety huddle tools, or combine peer review with analytics to support the quality function.

In practice, customers are not usually adopting the entire platform in one step. More often, we start by identifying a specific problem. That might be a need raised

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by a Chief Patient Safety Officer, a Chief Experience Officer, or someone responsible for regulatory readiness. We address that need with an appropriate solution and then explore adjacent opportunities over time.

This approach allows us to build from an established customer need rather than asking an organization to take on a broad portfolio all at once. It also creates opportunities to connect solutions as the relationship develops.

One lesson we have learned is the importance of integration. We want to avoid simply assembling a collection of disparate products that do not work well together. The value comes from how the capabilities connect, how information can be aggregated, and how that information can support activity across the organization.

That is why we continue to focus on a connected portfolio, bringing together technology, analytics, and services in ways that solve multiple problems for healthcare organizations.

Balancing Acquisitions with Internal Innovation

Nitin Naik: ***Sentact has used acquisitions to establish its technology and analytics capabilities. How are you now balancing acquisitions with internal innovation as you build the next phase of the business?***

Daniel Hart: When we began building the Sentact of today in 2023, we had a vision to create a portfolio of products and services supporting safety, quality, risk, and compliance. Establishing a presence in technology and analytics required us to evaluate whether to build capabilities ourselves or acquire them.

The acquisitions we made helped establish the foundation for that vision. They gave us the capabilities from which we could build a broader portfolio, rather than having to develop every component from the ground up.

We are now in a position to do more internally. We have an analytics and product development organization in place, and we are investing in these capabilities. This gives us an opportunity to innovate on the technology foundation we have established and create more value for customers.

Going forward, the balance is shifting toward more internal development and partnerships, while remaining selective about acquisitions. The objective is not simply to add more products. It is to build a portfolio in which the capabilities naturally work together and support our overall vision.

Building a Culture That Can Navigate Change

Nitin Naik: ***Healthcare technology is evolving quickly, and integrating new capabilities also requires people to adapt. How does Sentact's culture support innovation and help the organization respond to customer needs?***

Daniel Hart: We have worked hard to create a culture in which people feel heard and valued, and where we can respond to customer needs as quickly and effectively as possible.

Our core values are accountable, results-driven, authentic, gritty, collaborative, and resourceful. These values are an important part of how we introduce ourselves when we bring an organization into Sentact through an acquisition. They help establish the expectations and behaviors that we want to define the organization.

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Culture is particularly important when a company is going through significant change. We are adding new products and services, whether through acquisitions or other means, while the healthcare industry itself is dealing with financial pressure, workforce shortages, and the arrival of AI.

We need an organization that can adapt to those changes while remaining focused on customers. Building a healthy culture helps equip our employees to work together, respond to customer needs, and support the success of the healthcare organizations we serve.

Moving Patient Safety from Retrospective Reporting to Real-time Improvement

Nitin Naik: ***Looking ahead, what do you believe healthcare leaders may be underestimating about the future of patient safety and care quality?***

Daniel Hart: I believe safer care leads to exceptional care. When healthcare organizations embrace operating principles that support safer care, they are also putting themselves in a position to operate more effectively.

Traditionally, safety has often been addressed by reviewing data after an event or looking at performance metrics retrospectively. Organizations would analyze the information, identify areas for improvement, and create projects to address those findings.

The opportunity going forward is to improve safety and quality in real time. Healthcare organizations need to consider whether they have the tools in place to identify relevant signals, support practitioners, and influence performance while care is being delivered, rather than relying primarily on reports about what has already happened.

That is where the combination of technology, analytics, and services can make a difference. By putting useful information into the hands of practitioners and supporting them in acting on it, healthcare organizations can work toward improving their performance in the present.

My message to healthcare leaders is to keep safety as the North Star. A sustained focus on safer care can also help organizations run more effective operations.

Closing Reflection: Making Safer Care an Operational Priority

For Daniel Hart, the future of healthcare performance depends on connecting patient safety with the everyday decisions and activities that shape care delivery. As healthcare organizations face financial pressure, workforce shortages, and increasingly complex operating environments, digitizing workflows alone will not be enough. The next step is to make data more actionable, use analytics to support timely decisions, and apply AI where it can help practitioners and healthcare leaders respond more effectively.

Sentact's strategy reflects this shift through a portfolio that combines technology, analytics, and specialized services. Its approach to customer-led product development, portfolio integration, and internal innovation is designed to help healthcare organizations address immediate operational needs while building toward broader improvements in safety and quality.

The underlying principle is clear: patient safety should not be treated solely as an outcome measured after the fact. It should be embedded in the way healthcare organizations operate, supported by tools and expertise that help people identify where action is needed and respond in time to make a difference.

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Daniel Hart | CEO, Sentact

Daniel Hart is the **Chief Executive Officer of Sentact,** bringing extensive leadership experience across healthcare technology, consulting, and business operations. Before joining Sentact, he served as CEO of ApolloLIMS and held leadership positions at MEDHOST, including President of YourCareUniverse, as well as roles in corporate development and strategic partnerships. Earlier in his career, he held sales and marketing roles at Dell Technologies and began his career in management consulting. Daniel holds an MBA from Vanderbilt University's Owen Graduate School of Management and a bachelor's degree from Washington and Lee University. At Sentact, he is leading the company's evolution toward an integrated portfolio of technology, analytics, and services focused on patient safety, clinical quality, risk, patient experience, and regulatory readiness.



Nitin Naik | Associate Partner and Global Practice Area Leader, Healthcare & Life Sciences, Frost & Sullivan

Nitin Naik is an accomplished leader with 25+ years driving transformational growth for Fortune 500 pharmaceutical, biotechnology, and medical device companies. As an Associate Partner at Frost & Sullivan, Nitin provides strategic leadership for the Healthcare and Life Sciences practice, driving business growth, operational excellence, and client impact through growth focused analytics, and advisory solutions. Nitin brings deep expertise at the convergence of disruptive technologies, innovation, and business transformation. He partners with executive leadership teams to shape growth strategies, evaluate investment opportunities, and accelerate value creation across New Product Planning, Business Development & Licensing, M&A, and go-to-market execution. Prior to joining Frost & Sullivan, he has served in leadership positions with A*STAR Singapore and other global organizations.

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Appendix: Enabling the Next Phase of Healthcare Transformation

As healthcare organizations seek to improve operational efficiency and patient outcomes, priorities are shifting toward connected technology platforms, actionable data, and AI-enabled workflows that support measurable value.

Frost & Sullivan explores these developments through its work on healthcare IT investment, the evolution of healthcare technology platforms, and the transition from digital workflows to more intelligent, outcome-oriented solutions.

Recommended Frost & Sullivan research

- Global Healthcare IT Investment Growth Opportunities, 2026
- HIMSS 2026: Five Key Takeaways and Growth Opportunities
- Growth Opportunities in the Healthcare Cloud Market, Global, Forecast to 2031

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