

The background features a complex, abstract geometric pattern. It consists of numerous light green hexagons of varying sizes and orientations, some overlapping. Interspersed among these hexagons are thin, dark green lines that form a network of interconnected paths, resembling a circuit board or a molecular structure. The overall aesthetic is clean, modern, and technical.

**2023**

**YEAR IN REVIEW**

Day|Health|Strategies

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# A Message from the CEO

Dear Friends, Partners, and Colleagues of Day Health Strategies,

As we commence a new year, I'm happy to share with you some highlights from 2023 that have laid the foundation for our work in 2024. Scroll through the next few pages, and you'll see our core service areas and the clients we've served. Our client work is the embodiment of our dedication to excellence.

Our company's mission has always been clear: to make healthcare more equitable, patient-centered, affordable, and high-performing for all. Our achievements this past year reflect a collective effort – they belong to each one of you as much as they do to us. Together, we've embraced innovation and collaboration, and achieved meaningful change. From empowering organizations with our unique services to cultivating transformative partnerships, we've made significant strides.

Our impact has grown as our team has grown. Behind every accomplishment stands our dedicated team. Their unwavering passion and tremendous expertise have not just ensured success, but transformation. It's this deep commitment that propels us forward.

I extend my heartfelt thanks to each one of you for being an integral part of our journey. Your trust and collaboration fuel our aspirations, motivating us to scale new heights. Together, let's continue creating a future where healthcare transcends boundaries, and every life is touched by the quality care they deserve.

Connect with us! We'd love to find a way to work with you this year.

Warmest regards,

A handwritten signature in black ink, appearing to read "Robin Day".

**FOUNDER & CEO  
DAY HEALTH STRATEGIES**

# CLIENTS SERVED



# Our Impact

In 2023, Day Health continued supporting organizations within the healthcare and social sectors.

Our work spanned our five main service areas:



## Strategy

Day Health collaborated with organizations to achieve their strategic goals by providing services such as strategic planning, tactical planning, business plan development, board facilitation, market/competitive assessments, and regulatory/policy review.



## Organizational Development

We assisted organizations in developing and enhancing their internal structures and capabilities through effective solutions such as addressing leadership challenges, optimizing organizational structure, managing change, building capacity, and developing their workforce.



## Design & Delivery

Our experienced team offered comprehensive design and delivery solutions, including program and healthcare delivery redesign, state-based marketplace development, policy development, regulatory compliance, procurement opportunity design and response, playbook development, and sharing best practices.



## Execution

We remained committed to delivering results by providing expert services such as executing strategic and tactical plans, managing projects, and implementing policies.



## Impact

Our impact-driven services helped organizations evaluate their progress and measured their outcomes through strategic impact assessment, program evaluation, developing metrics, measures, and dashboards, and leveraging analytics to drive continuous improvement.



**The Day Health team was incredibly professional and responsive throughout our entire engagement. Many of their activities involved engaging various stakeholders and exploring their thoughts and behaviors related to the COVID-19 response in our area. They facilitated these discussions with the utmost respect, and everyone felt very heard and valued. We would highly recommend their services and hope to do business with them again in the future.**

RAINE BROWN

*Homeland Security Program Manager, Franklin Regional Council of Governments*



# Our Team



**Rosemarie Day**  
Founder and CEO



**Ross Weiler**  
Managing Principal



**Emily George**  
Managing Principal



**Robin Hicks**  
Senior Consultant



**Allie Merfeld**  
Senior Consultant



**Rosemary Raymundo**  
Consultant



**Helen Mylod Yee**  
Consultant



**Zahra Khan**  
Senior Associate Consultant



**Melinda Stockwell**  
Administrative Director

# Team Updates

*Our team continues to grow and develop, crafting solutions that make a lasting impact on the healthcare landscape.*

*We are pleased to share the following staff updates from 2023:*

## Rosemarie Day

Rosemarie Day continues to lead Day Health, ensuring that all strategies and goals not only align with the firm's objectives, but also resonate with its core values. She has also distinguished herself in several roles, including her service on the Board of Trustees of Lawrence General Hospital, where she was elected Chair in December, building on her previous leadership of the DEI committee. Furthermore, she has joined the Dean's Advisory Board for Boston University School of Public Health (BUSPH).

## Emily George

Dr. Emily George was promoted to Managing Principal. She spearheads client projects, oversees the firm's business development strategy, and champions the firm's organizational culture and belonging initiatives.

## Ross Weiler

Ross Weiler continues to lead projects, provide experience-based consulting, cultivate new and nurture existing business relationships, and oversee aspects of firm operations and finance in his role as Managing Principal.

## Zahra Khan

Zahra Khan remains dedicated in her role as a Senior Associate Consultant. Fueled by a passion for innovation, she collaboratively drives forward internal strategic and marketing initiatives at Day Health.

## Allie Merfeld

Allie (Dawson) Merfeld continues to bolster the Day Health team as a Senior Consultant. In November, she led a hands-on session at the American Public Health Association annual conference to empower public health professionals in enhancing their presentation skills. Alongside her client work, Allie continues to champion internal culture and belonging initiatives and leads the team's diversity, equity, and inclusion efforts.

## Robin Hicks

Robin Hicks joined the team as a Senior Consultant in December. She is thrilled to contribute to our mission of transforming healthcare and eagerly anticipates collaborating with our clients.

## Rosemary Raymundo

Rosemary Raymundo continues to provide valuable support to Day Health and its clients as a Consultant. This year, Rosemary allocated time to establish new internal systems to better meet her team's needs. She also served as a guest lecturer at Boston University's School of Public Health, sharing her career insights with emerging professionals.

## Melinda Stockwell

Melinda Stockwell continues to serve as Administrative Director, playing a vital role in enhancing the firm's operational efficiency and effectiveness.

## Helen Mylod Yee

Helen Mylod Yee joined the firm as a Consultant in October. Since then, she has contributed to research support, project management, and materials development for five client projects. Additionally, she attended the 2023 Health Policy Commission Cost Trends Hearing and authored an article about it for Day Health's blog.

# Featured Publications



Looking for Ways to Make  
Organizational Change Successful?  
Day Health Can Help



Insights from the Cost Trends  
Hearing 2023: Centering Affordability  
and Equity in the Next Phase of  
Massachusetts Health Care Reform



Grateful for Progress in  
Elevating Health Equity

## *A Special Bonus*



A Gift from Day Health  
Strategies: Our Favorite Books



# Thank You

At Day Health Strategies, our achievements are a testament to the collective commitment of our clients, partners, and dedicated team members. We extend our heartfelt gratitude for your unwavering support, trust, and collaboration.

**Your ideas, challenges, and vision fuel our innovation. We invite you to continue this journey with us.**

**CONTACT US**



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