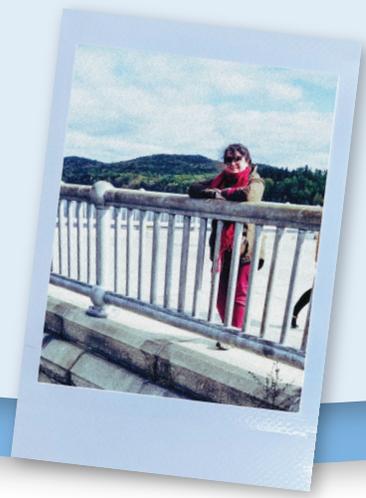


EMPLOYEE SPOTLIGHT SERIES



ANNA BALK | USER EXPERIENCE TEAM LEAD



Tell us about a day in the life as the User Experience Team Lead at HRS?

My typical day is divided between multiple tasks which revolve around improving the ease of use of all our products. I'm usually scoping out and designing new features or working with our clients on their feature requests. I work closely with our Client Success and Data Science teams to figure out how a potential new feature might impact the user experience. Our team collaborates with Support to collect and address feedback from our users for future updates. I also spend time researching best practices for specific features, writing development guidelines, and conducting usability tests for different design ideas.

What is your favorite thing about working at HRS?

My favorite thing is actually a combination of elements which come together to create, in my opinion, a magical effect:

- 1) The main mission - helping our clients deliver the best possible care to patients
- 2) The team's dedication to this shared goal - everyone here is passionate and focused on results and moving us forward, which creates a great sense of camaraderie and collaboration
- 3) The diversity of our clients and the opportunity to improve everyone's workflows and outcomes - from a rural home-health agency with 50 patients to a multi-state health system serving hundreds of thousands of patients.

What's your favorite HRS memory?

Hmm, hard to pick - it's been a very fun year! But if I had to pick just one, it would be the User Conference of 2019 - meeting so many clients face to face and hearing about everyone's experiences with HRS was both enlightening and inspiring.

What can we find you doing outside of HRS?

I have a bunch of hobbies on a slow rotation. Indoors I might be painting or creating painted glass ornaments, 3D graphics, or illustrations. When the weather is nice, I join my husband in exploring Upstate New York and bird-watching. I also love learning about different cultures and subcultures which usually translates to reading and traveling.

What's a fun fact about you?

You can find me on IMDB, because I did production design for several short films!

What's the heartbeat of HRS?

The spirit of collaboration towards the same goal of improving patient lives.

What are you streaming right now?

Wild Alaska and TED Talks

If you could pick one superpower, what would it be?

The ability to instantaneously learn anything I set my mind to.



Where is the best place you've ever traveled to? Or where would you like to travel?

My favorite place is New York - I love traveling, but so far no other place has been able to capture my heart as much as my home city.

What's your secret talent?

Structural fiction editing.