



Jennifer Ford, MBA, PMP, NBC-HWC

Director of Optimizing Health Care Value Program (OHVP), Veterans Health Administration (VHA)

Jennifer Ford, Veterans Health Administration's Director of Optimizing Health Care Value Program, achieves transformational and organizational excellence through a whole systems approach of proven measures and methodologies to ensure value. Her passion for transforming health care, providing quality access to care, creating positive return on investments (ROI) and establishing High Reliability Organizations (HRO) across the health care system is exemplified throughout the enterprise as she navigates facilities through their journey of continuous process improvement (CPI).

In her role as Director, Jennifer is responsible for implementing OHVP's national directive, which maximizes the benefits and effectiveness for America's largest integrated health care system. VHA provides care at 1,255 health care facilities, serves 9 million enrolled Veterans each year, and boasts a budget of \$117.2B (FY2022). OHVP optimizes VHA's robust budget by providing innovative strategies for seamless, integrative health care across the enterprise.

Jennifer's expertise, which spans over nearly two decades, enhances performance to objectively evaluate the end-to-end processes for developing, implementing and sustaining large, complex VHA health care modernizations to facilitate adoption and determine valuation.

Jennifer Ford is a published author and frequent speaker at national and international conferences, often lending integral contribution and insight for legislative policymaking. In addition to her work at VHA, she is an adjunct professor at both Georgetown University and George Washington University. Jennifer is a graduate of American University and holds an MBA from George Mason University. She has earned a Project Management Professional (PMP) designation and is a National Board-Certified Health & Wellness Coach (NBC-WHC).

In her off time, Jennifer enjoys staying active through skiing, pickleball, volleyball and swimming. She mentors students from master's students entering the health care field and enjoys making a difference in her community through various philanthropic work.