

Loren Kruseman

Digital Health Strategist

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PROFILE

Leads digital healthcare transformation through co-creation with clinicians, patients, and network partners on themes where ICT, data, and AI genuinely improve care. Combines a strong sense of governance dynamics with a talent for delivering fast, tangible results — bringing positive momentum to challenging change processes.

CORE EXPERTISE

Healthcare Innovation · Information Management · Change Management

PROFESSIONAL EXPERIENCE (1)

Program Manager Innovation & Digitalization (Independent)

February 2023 – present

GGZ inGeest, Mental healthcare provider Amsterdam

Leading the transformation to “hybrid treatment” across four regions, enabling clients to work on their recovery digitally and freeing up clinician time to manage workload and take on additional clients from the waiting list

- Authored the transformation plan, funded with €2.3M in IZA (national healthcare agreement) resources and strategically embedded in the governance structure
- Formed implementation teams of clinicians, IM/IT, and Learning & Development to roll out hybrid treatment pathways and support management in capturing the resulting time savings
- Delivered supporting sub-projects: an integrated online client portal, a portfolio of digital care innovations, decision support based on outcome-monitoring (ROM) and other data, and voice-driven reporting

National Scale-up Coordinator for Digital Care & Support (Independent)

October 2023 – May 2025

Digizo.nu, digitization platform of the IZA-members (ministry of health and umbrella organizations in healthcare)

Coordinating all IZA parties in the national scale-up of digital and hybrid care & support services

- Aligned national scale-up targets: 70% of processes hybrid or digital, with a minimum of 50% participation
- Established the scale-up approach: assessment of digital interventions, business case built on accepted evidence, scale-up analysis, and support in resolving systemic bottlenecks
- Published the first processes with “Apply” status, including eHealth and digital EMDR, and medication delivery in long-term care

Director EHR & AI

December 2015 – February 2023

OLVG Hospitals, Amsterdam

Management and development of the electronic health record (EHR) and connected systems, focused on making care information available for shared decision support to patients and providers amongst the care continuum

- Transitioned the program organization into a functional management department (55 FTE) with agile development processes
- Enabled access to care information for professionals, patients, and regional partners (record and imaging exchange)
- Launched multiple care modules, patient apps, and a self-management portal (used by more than 50% of patients)
- Established a Data & AI team (5 FTE) that, alongside dashboards, brought the first predictive models into clinical practice

PROFESSIONAL EXPERIENCE (2)

Program Manager Electronic Health Record Implementation

June 2013 – December 2015

Onze Lieve Vrouwe Gasthuis and St. Lucas Andreas Hospital, Amsterdam

Implementation of a harmonized EHR (Epic) across two merging hospitals

- Set up a joint implementation program (20 FTE) together with both hospitals and the vendor
- Harmonized clinical and administrative registration processes between the two hospitals

Organizational Consultant at the Intersection of Business & IT

November 2002 – May 2013

ASI Consulting, Driebergen

Facilitated change processes at non-profit organizations through experience-based interventions such as gamification

- Improved collaboration between hospital teams using Management Drives
- Simulated the new asylum procedure with the agencies involved
- Facilitated collaborative learning within the new Regional Information Organization of a metropolitan police force

Ordina Consulting, Nieuwegein

Information and business analyses to improve service delivery within government

- Delivered assignments for municipalities, implementing agencies, and within the public safety sector

NETWORK & ECOSYSTEM

Active network in healthcare digitalization spanning hospitals, mental healthcare institutions, the Ministry of Health, Welfare and Sport (VWS), umbrella organizations, and vendors.

EDUCATION & CERTIFICATIONS

EDUCATION / CERTIFICATION	YEAR
Business Administration — MSc / Drs. University of Groningen	1996 – 2002
Coaching & Counseling — Master Coach Europees Instituut / De Baak	2008 – 2010
TXM: Management Drives	2011
Leadership Development Avicenna (in-house)	2020
Scrum & Agile AgileScrum Group	2022