



Lorraine leads Healthcare Services at Macadamian and has been practicing in the field of User Experience for 20+ years.

As part of her role, she provides strategic UX and business direction to digital and connected health companies and providers across the United States and Canada.

The result of Lorraine's commitment to solving customer problems is a unique ability to harmonize technology with the needs of people who use it.

Lorraine's goal is to make interactions with healthcare (services and technology) easier, satisfying and meaningful for ALL stakeholders involved - including patients