

Nancy Sprauve

VP STRATEGY & INSIGHTS,
CHIEF OF STAFF



AREAS OF EXPERTISE

- Quantitative and Qualitative Research & Research Design
- Data Analysis
- Business Development
- Strategy & Business Planning

Nancy Sprauve serves as VP of Strategy & Insights and Chief of Staff for Canton & Company. Nancy supports an array of clients with more than 15 years experience in healthcare research for organizations including Boston Consulting, Resource19, Emory University, and Mt. Sinai School of Medicine.

Nancy leads projects requiring market analytics, community needs assessments, and strategic planning for both Canton and its clients. Ms. Sprauve has a well-established background in qualitative and quantitative research methodologies, measurement, and population analytics using software tools including PowerBI, SPSS, and NVIVO, as well as geospatial analytics using ArcGIS.

Prior to Canton & Company, Ms. Sprauve was Senior Analyst & Consultant with Resource19 spending five years consulting in financing and operations for start-up and growing medical practices. She has contributed to opening more than 40 primary care, urgent care, specialty, and surgical practices nationwide. More specifically, she used industry benchmarking to assist providers and investors in opening and investing in urgent cares nationwide including Cleveland Urgent Care, Urgent Care Cure, and East Beach Urgent Care.

Representative Accomplishments

Lead client-facing consultant, analyst and strategist, managing up to 4-5 concurrent projects to assess client needs and translate research data into sound business recommendations.

Leveraged customer insights to improve business design and benchmarks, business products & practices, sales playbook & messaging as well as investment considerations.

Presented findings to PE investors, C-suite, sales and tech departments of major Fortune500 health tech companies, payers and health systems.

Designed, conducted and managed market research, feasibility studies and business planning for start-ups and expansions in multiple industries including healthcare, education, SaaS and mobile technologies.

Developed business plans and secured funding for new practices per year for individual providers & investor groups.

Representative Publications

- Lifetime exposure to family violence: Implications for the health of older African American women. Journal of Women's Health · Jan 1, 2009
- Post-release case management services and health-seeking behavior among HIV-infected ex-offenders. Journal of Healthcare for the Poor & Underserved · Jan 1, 2007
- Predictors of prior incarceration and alcohol use among soon-to-be-release adult male inmates. Journal of Correctional Healthcare · Jan 1, 2006

Licenses and Certifications

Innovation of Products & Services: MITs Approach to Design Thinking - Massachusetts Institute of Technology

Behavioral Design/Behavioral Economics, Irrational Labs

Education

Master of Public Health (MPH), Behavioral Sciences, Emory University

Bachelor of Arts (B.A.), Sociology, Smith College