

Tracy FOSTER

Passion for Helping Patients

Over the past two decades, Tracy Foster has built a reputation as an expert in the field of patient services programs — ranging from reimbursement, to copay and patient assistance to adherence. As president of Lash Group, she has built a patient-centric culture, meaning the development and implementation of the most efficient and innovative programs to ensure that patients can begin life-changing and even life-saving therapies as quickly as possible.

The work that Lash Group does to support patients is considered by her teams to be second to none. Under Ms. Foster's leadership, the organization helps patients obtain reimbursement from insurers for their needed medicines, or copay/patient-assistance support for underinsured patients, or those without coverage. She understands patients' needs and the needs of her pharmaceutical customers, and has tailored a successful business model addressing both.

She is active on the national stage of healthcare in interpreting the Affordable Care Act for pharmaceutical manufacturers, and developing solutions to ensure patients have access to their products. Healthcare is always changing and changing at a rapid pace, and Ms. Foster's innovative way of thinking about new copay and patient assistance solutions, including clinical nursing and adherence services, allows Lash Group to continue supporting patients to maximize ongoing continuity of care.

Her extensive knowledge and expertise in this dynamic field provides all those she leads with the confidence to successfully navigate industry change and challenges.

And passion for AmerisourceBergen's mission (Lash Group's parent company) are apparent in the questions she asks, her quick response to roadblocks, the people she engages, and her emphatic messages reminding associates of the company's vision and values. Ms. Foster's collaborative leadership style has been an important contributor to the growth of Lash Group from 30 associates when she joined the company's Charlotte, N.C., office in 1996, to 3,000 associates today.

"The shifting dynamics facing our industry requires associates to think and work differ-

Getting to Know...

Tracy Ott Foster

TITLE: President

COMPANY: Lash Group, an AmerisourceBergen company

EDUCATION: BSE, University of Michigan College of Engineering; MBA, University of Virginia Darden School

FAMILY: Husband, Allan; daughter, Maclaren, 11; son, Angus, 8

HOBBIES: Photography, house renovating, reading, exploring the NC Mountains, walking the wieners

BUCKET LIST: Write a screenplay with her sister; travel to Alaska with her family; class VI whitewater rafting; teach a college course; live abroad

AWARDS/HONORS: Top 20 Women in Business Achievement Award, Charlotte Business Journal; 40 under 40 Business Achievement Award, Charlotte Business Journal

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ently," she says. "Given the rapid rate of change, it can be challenging to recruit and retain talented associates who embrace that change. At Lash Group, we've made considerable investments in associate engagement, training, and quality improvement programs. As a result, our associates not only have the skills required for today, but they are also fully prepared to thrive as the next wave of change impacts our business. Although we've constantly evolved our recruitment and associate development programs, one thing has remained constant since I joined Lash Group 20 years ago, and that is our associates' commitment to the patient. We put the patient at the center of everything we do. This focus on the patient has served us well, and I believe it will continue to be a key to our success for years to come."

She recognizes and respects each associate for his or her contribution to the business, but most importantly, their impact on patients' lives.

"My hope is that patients will continue to benefit from a market landscape where incen-

WHOLE-HEARTED. RESULTS-ORIENTED.



Tracy Foster brings unsurpassed knowledge about patient support services to her team.

DRIVEN TO INNOVATE BY

PATIENTS

tives are aligned to ensure that value and continued innovation, along with efficient healthcare delivery, are appropriately rewarded and encouraged," Ms. Foster says.

She leads in a humble, heartfelt, and genuine manner, making anyone and everyone feel respected, comfortable, and cared for, all while effortlessly sharing her knowledge and expertise with clients, providers, and advocates. And while she makes sure the focus remains on the patient, she also believes the workplace must be fun. Culture matters to Ms. Foster who says as an employee, it is important to seek out a company culture that aligns with one's personal values and goals. As a leader, the priority must be to nurture a culture of aligned goals and values.

"Throughout my career I have worked to provide a culture that is patient-centric; promotes core values like collaboration, innovation, and accountability; encourages fun; ensures integrity; and rewards performance," she says. "I am lucky to work with an amazing and dedicated group of associates, industry colleagues, and clients who share a commitment to helping patients and their healthcare providers navigate an increasingly complex healthcare system to gain and maintain access to the medications they need." **PV**