



## **Steve Basilotto** **Chief Experience Officer** **Froedtert Health**

Steve Basilotto serves as chief experience officer for Froedtert Health, charged with identifying and executing leading edge opportunities to provide customers, patients and staff with an experience they want and value. Steve draws upon his 30 years of pairing a people-centric approach with technology and analytics to deliver consumer-guided innovations. His additional responsibilities for corporate marketing, communications, strategic planning, performance measurement, innovation and a digital health company for Froedtert Health, directly support the creation of an atmosphere of engagement and discovery.

Steve's direct-to-customer experience spans financial services, health insurance, technology and now health provision services. In recent years, he served as head of enterprise consumer experience and consumer service operations for Aetna. Previously, Steve was COO of USAA Bank, a US financial services firm consistently recognized at the top of Forrester's annual US Customer Experience Index. Prior to USAA, Steve held senior leadership positions in operations, technology, analytics and strategy at HSBC, GE Capital and Fidelity Investments.

Steve's refreshing approach inspires purpose-driven customer interactions grounded in respect, possibility and fun. His team members describe his leadership style as emotionally intuitive and collaborative. In describing his own leadership philosophy, Steve says "Everyone benefits when we align our strengths with dynamic business opportunities. I set high standards but empower and trust my team with the next challenge."

An adventure-seeking family man, Steve loves his time with his wife and son, including playing or watching sports and trying new restaurants. His interest in classic and exotic cars hints at his passion for innovation.

Froedtert Health is a Milwaukee, Wisconsin-based integrated health care system providing a variety of health-related services including hospitals and health centers, home care, laboratory, health insurance, employer health services and workplace clinics, and digital health solutions. Froedtert Health combines with the Medical College of Wisconsin to offer five hospitals, more than 1,600 physicians and nearly 40 health centers and clinics in southeast Wisconsin, drawing patients from throughout the Midwest and the nation.

9200 W. Wisconsin Ave.  
Milwaukee, WI 53226  
*froedtert.com*

The Froedtert logo consists of the word "Froedtert" in a white, serif font, centered within a solid blue rectangular background.