



Betsy Hansen

Senior Advisor - Lincoln Intelligence Group

Betsy is a Senior Advisor with Lincoln's growing Intelligence Group (IG), partnering with home-based care executive teams to turn insights into action by harnessing the collective innovation of the leading operators in our sector. She leads their technology space while also providing insights, best practices, and research across the IG's other core areas including workforce, efficiency, margin, and value/risk.

By background, Betsy is a healthcare consultant with over a decade of experience providing support and expertise in consumer-based digital solutions, market research, and building an executable digital health strategy. She has experience advising hospitals and health systems, healthcare tech companies, and other healthcare providers as they seek to leverage innovative technologies to enhance the way patient care is experienced and delivered.

Betsy has previously worked for AVIA, advising health system executives on digital transformation strategies and solutions, Guidehouse (FKA Navigant Consulting) in their healthcare provider strategy practice, as well as completed an Administrative Fellowship at Loyola University Health System. She is also Lean-Six Sigma Green Belt Certified and received her BA from Emory University and Master of Health Services Administration (MHSA) from University of Michigan.

Betsy lives in Chicago with her husband, 2.5-year-old daughter, their dog, and will soon be welcoming a new addition to the family in Spring 2024. In her free time, she enjoys traveling, spending time with her family, and cheering on the Michigan Wolverines.