

BLAINE WARKENTINE, MD

Physician-Executive | Clinical AI Strategy & Safety | Health System Partnerships

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EXECUTIVE SUMMARY

Physician. Executive. Builder.

I help health systems adopt innovation safely, and I help innovators navigate health systems successfully. I bridge the gap between clinical reality and commercial strategy.

Core Philosophy: *Moving from “empty capitalism” to Clinical Abundance—leveraging technology to scale empathy and improve outcomes without breaking the bank.*

20+ years and three strategic exits (HCA Healthcare, Paragon 28, Anytime Fitness). Built an orthopedic vertical to \$250M. 5+ surgical navigation patents. Currently architecting the RLHF safety layer for healthcare LLMs while building a caregiving cooperative that replaces CMS payment dependency with employer-funded, HSA-powered economics. MD, business degree, population health fellowship—and the ability to ship production software.

CORE COMPETENCIES

Clinical AI & Safety: RLHF safety architecture for healthcare LLMs, generative AI triage systems, AI-powered motion capture and computer vision for MSK care, clinical chatbot design with psychosocial screening integration

Healthcare Strategy: CMS payment model analysis (ACCESS, GUIDE, MAHA ELEVATE), value-based care economics, bundled payment design, employer benefit channel development, MSK and chronic care delivery models

Commercial Execution: M&A positioning and strategic exits, medical device commercialization, digital health go-to-market, B2B employer sales, bootstrapped and venture-backed company building

Technology & Operations: Hands-on software development (open-source contributor), AI agent workflows, EOS operating system methodology (10+ years board-level), CRM architecture, large-scale data operations

STRATEGIC EXITS & KEY OUTCOMES

- **InVivoLink** → **Acquired by HCA Healthcare:** Orthopedic data and analytics platform for joint replacement outcomes. Led clinical strategy as CMO.
- **Disior** → **Acquired by Paragon 28:** Drove US commercial strategy that generated acquisition-level traction within 5 months of engagement.
- **PumpOne** → **Acquired by Anytime Fitness:** Served 8+ years as CMO of professionally-driven fitness and rehabilitation platform.
- **BrainLAB Orthopedic Vertical** → **\$250M:** Built computer-assisted surgery vertical from zero to \$250M revenue as Clinical Orthopaedic Director over 7 years.

PROFESSIONAL EXPERIENCE

Founder | Family Care Cooperative
Boulder, CO

Sep 2025 – Present

- Building a CMS-aligned worker cooperative solving the \$7.9M hidden employer cost of working caregivers—combining W-2 professional caregivers, community time banking, and AI-powered predictive care to keep aging parents at home with dignity.

- Designed employer partnership model using IRS-compliant HSA pretax funding: for every \$2,500 HSA enhancement, employers avoid \$7,865 in hidden losses (productivity, absenteeism, turnover), netting \$5,365 per caregiver employee.
- Commission-based revenue model (15–25%) aligned with match quality and retention—a single active match generates 8x the annual revenue of a CMS ACCESS MSK track payment, with zero government dependency.
- Positioned for MAHA ELEVATE Cooperative Agreements (\$3.3M) and ACCESS Model outcome payments. Business plan projects \$5.2M revenue and \$2.5M net income by Year 3 on \$50–100K bootstrap investment.
- Developed outreach infrastructure with 1,500+ CRM contacts across tiered pipelines, 1,800 curated leads, and 357-contact investor list.

Chief Executive Officer | JointCoach

Jan 2023 – Oct 2025

Boulder, CO

- Led AI-driven orthopedic platform providing 24/7 digital triage and care planning via proprietary clinical chatbot, scaling patient access for practices with large pools of untreated patients.
- Integrated generative language models into clinical workflows with psychosocial screening (kinesiophobia, catastrophizing, adherence tracking) and pain neuroscience education modules.
- Developed AI direct marketing toolset for orthopedic practices to acquire and triage patients at scale through digital channels.

Founder & CEO | CareGoals

Nov 2020 – Feb 2024

Boulder, CO

- Created technology platform connecting family caregivers with local community caregivers for affordable respite care—the precursor concept to Family Care Cooperative.
- Built secure marketplace with care arrangement management, resource access, and support for aging individuals and those with disabilities.

Clinical Lead & Innovation Director | Pristine Surgical (Connect Platform)

Aug 2016 – Jul 2023

Manchester, NH

- Led clinical strategy and product innovation for single-use arthroscope platform over 7 years, driving value proposition of high-performance devices bundled with clinical services.

US Commercial Lead | SPRY

Aug 2022 – Jul 2023

Boulder, CO

- Led US commercialization of digital treatment platform for physical therapy practices, navigating RTM billing codes, outcome measurement, and practice workflow integration.

Clinical Specialist | OrthoGrid Systems

Mar 2023 – Sep 2023

Salt Lake City, UT

- Provided clinical case coverage for computer-assisted orthopedic surgery systems.

US Commercial Consultant | Disior

Sep 2021 – Apr 2022

Boulder, CO

- Drove US commercial strategy generating acquisition-level market traction; company acquired by Paragon 28 within 5 months of engagement.

Founder & CEO | Vimty

Feb 2013 – Jan 2018

Seattle, WA

- Built a fully digital, video-enabled end-of-life care planning platform making advance directives accessible—early exploration of the aging care space that informed later caregiving ventures.

Strategic Business Advisor | Arrive Health (formerly RxRevu)

Nov 2015 – May 2017

Denver, CO

- Advised on strategy for prescription decision support technology improving prescriber workflows and reducing costs at point of care.

Founder | SurgeryTrack

May 2013 – Dec 2016

Boulder, CO

- Created outcome management analytics platform for joint arthroplasty, designed as a vertical-agnostic solution for surgical specialties.

Orthopaedic Consultant | Tenet Healthcare

Feb 2013 – Feb 2016

- Consulted on orthopedic service line strategy, provider network development, and bundled payment program design across Tenet's hospital system.

Consultant, Innovation Lab | AHIP (America's Health Insurance Plans)

Jan 2015 – Jan 2016

- Helped launch AHIP's Innovation Lab, establishing infrastructure for health insurance industry innovation and startup partnerships.

Chief Medical Officer | PumpOne

Mar 2008 – Oct 2016

New York, NY

- Served as CMO for 8+ years, providing clinical oversight for professionally-driven fitness and rehabilitation content platform; company acquired by Anytime Fitness.

Chief Medical Officer | InVivoLink

May 2012 – Aug 2013

Nashville, TN

- Led clinical strategy for orthopedic data and analytics platform focused on joint replacement outcomes; company acquired by HCA Healthcare.

Director of Innovation | WellDoc, Inc.

May 2011 – Aug 2012

Baltimore, MD

- Drove innovation at pioneering mHealth company for diabetes management—one of the first FDA-cleared mobile health platforms.

Hip Product Sales Director | Zimmer Holdings

Jan 2010 – Sep 2011

Warsaw, IN

- Led hip product sales strategy at the largest orthopedic device company by market share, collaborating cross-functionally to grow revenue and drive product innovation.

Clinical Orthopaedic Director | BrainLAB

Mar 2003 – Dec 2009

Chicago, IL

- Built and scaled the orthopedic computer-assisted surgery vertical from inception to \$250M revenue, establishing BrainLAB as a market leader in surgical navigation.
- Directed clinical adoption across orthopedic specialties; work resulted in multiple patents and peer-reviewed publications in navigated osteotomy and arthroplasty.

CLINICAL TRAINING

Sports Medicine & Knee Surgery Fellowship | Long Beach Memorial Medical Center 2006 – 2007

- Doug Jackson MD Fellowship—sports medicine and complex knee reconstruction.

Orthopaedic Surgery Residency | University of Maryland Medical Center 1999 – 2003

- Shock trauma (R Adams Cowley), Hopkins pediatrics, and musculoskeletal oncology.

EDUCATION

Senior Fellow, Population Health | Jefferson School of Population Health 2009 – 2010

Doctor of Medicine (MD) | Medical College of Wisconsin 1995 – 1999

B.S., Business Administration | University of Colorado Boulder 1987 – 1991

PATENTS

- Kinematic Registrative Method for TKA Image-Free Navigation
- Stabilization and Traction Apparatus for Non-Operative Treatment of Distal Radius and Upper Extremity Fractures
- Engagement and Education of Patients for Endoscopic Surgery
- Device for Fastening a Marker Device to a Bone
- Connection of Cutting Blocks

SELECT PUBLICATIONS

- Reliability of navigated lower limb alignment in high tibial osteotomies
- Open wedge tibial osteotomies: influence on axial rotation and tibial slope
- Technical aspects of computer-assisted opening wedge high tibial osteotomy
- Innovation and entrepreneurship in the healthcare sector

TECHNOLOGY & OPEN SOURCE

- **CEOS (Claude EOS):** Creator and maintainer of open-source project bringing Entrepreneurial Operating System tools to AI-native workflows via Claude Code. Built five core EOS skills (VTO, Rocks, Scorecard, L10, IDS) using Markdown/YAML architecture with git-based version control. MIT licensed, available at github.com/bradfeld/ceos.
- **CompanyOS:** Private project extending EOS methodology for early-stage company operations with AI agent integration.
- **Active builder:** Hands-on with Claude Code, AI agent development, CRM architecture, and large-scale data operations (57K+ contact database management, automated deduplication pipelines, multi-format data migration).

ADDITIONAL

- Top 100 Innovators Award
- 10+ years of board-level experience with the Entrepreneurial Operating System (EOS); connected with EOS Implementer community
- Languages: English (native), German (working proficiency)