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Venum received her BS in community health from Texas A&M University and received her Master of Public Health degree in health communication and marketing from The George Washington University.

She has extensive experience in non-profit program management and healthcare marketing. Her career at the American Heart Association began in 2010 and she has continued to work on the Association's Outpatient Quality and Health IT programming since that time.

In her current role she leads the strategy and implementation for The Guideline Advantage™ (TGA), an outpatient quality improvement and population health program.