



As the Chief Insights Officer at AVIA, Sonia leads the digital Insights, research and thought leadership function at AVIA, ensuring AVIA brings the latest in digital innovation and market research in emerging digital capabilities and solutions. Sonia also works as a strategic advisor to leaders at health systems and digital solution companies to help them navigate technology and strategic decisions.

Sonia has led the development of AVIA's research and frameworks in many areas including consumerism, hyper-personalization, digital oncology, phygital strategies, digital first primary care, digital partnership strategies and more. She oversees the insights development across all the centers of excellence at AVIA covering areas of consumer experience, care transformation, operational optimization and more.

Further, Sonia has worked with over 40 of AVIA's health system Members frame their vision and strategy to transform into consumer-centric organizations, identify and prioritize key consumer-facing capabilities, assess their digital needs, and

navigate the digital health vendor landscape to find best solutions. She and her team have supported over 35 health systems to create their Digital Front Doors and is a leading voice in the industry on consumer and personalization strategies.

Prior to joining AVIA, Sonia was a senior director with PwC Strategy as part of the healthcare strategy practice where she led numerous digital strategy project including a smart building project for a large integrated delivery network where she worked across Facilities, Care Delivery Operations, and IT to develop strategies for digital integration of experiences and physical spaces.