

Catherine C. Graeff, R.Ph., MBA

Catherine Graeff is Principal of Sonora Advisory Group. In this role, she assists organizations in the pharmacy services industry with their strategic HIT planning. Cathy is also the Director of Health Insurance Exchange for Cognosante, a leading provider of healthcare IT to state and federal governments. Ms. Graeff leads the development and management of the company's health insurance exchange services and solutions. Cognosante's HIX practice assists states in developing, managing and operating their Exchanges, whether they are state-based, Partnership or Federally-facilitated.

A graduate of the University of Nebraska, College of Pharmacy and an MBA, Ms Graeff has a thorough knowledge of business processes in the pharmacy services sector and in government programs. She has developed and implemented information technology solutions for health plans, associations, PBMs and database management organizations. She is active in the National Council for Prescription Drug Programs where she has held many leadership positions, the Workgroup on Electronic Data Interchange (WEDI) where she serves on the Education Committee and SNIP and in the Pharmacist Services Technical Advisory Council (PSTAC) where she co-chairs Workgroup 4, Pharmacist/Pharmacy Provider HER currently developing an EHR Implementation Guide for community pharmacy.

