Trevor Hollis

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My Key Qualifications

- Owns online scheduling and intake journeys across **patient web and mobile experiences** at HCA Healthcare, a national provider.
- Redesigned the urgent care online booking flow, lifting **completed bookings from 21% to 26%** over two quarters.
- Hands-on analytics stack: **GA4, Amplitude, SQL, and Tableau**, used to instrument funnels and quantify drop-off by device and market.
- Ran the full experimentation cycle on slot presentation and urgency messaging, defining hypothesis, audience split, and readout for a **7.4% conversion lift**.
- Shipped intake improvements in a regulated healthcare setting, cutting **median form completion from 6.5 to 4.8 minutes** while working through legal and clinical operations constraints.
- Partnered with call center and clinical operations leaders, lowering **call-center contacts per 1,000 bookings from 84 to 67**.
- Reports product outcomes to directors using booking conversion, retention, and **CSAT metrics**, backed by a Business Analytics degree.

Experience

Product Manager — **HCA Healthcare**, national healthcare provider operating hospitals, outpatient facilities, and digital patient services

May 2023 – Present · 3 yrs 6 mos

- Own product delivery for online scheduling and intake journeys across consumer web and mobile, defining roadmap priorities from customer research, quantitative analysis, and operational constraints.
- Redesigned the urgent care online scheduling flow on web and mobile, raising completed bookings from 21% to 26% over two quarters by mapping the user journey, rewriting decision points in the PRD, and running a phased release with design and engineering.
- Built funnel reporting for search, location selection, scheduling, and intake using GA4, Amplitude, SQL, and Tableau, cutting unidentified drop-off volume by 14,000 sessions per month by quantifying abandonment by device and market.
- Led A/B testing on appointment slot presentation and urgency messaging, lifting booking conversion 7.4% with a defined hypothesis, success metrics, audience split, and post-test readout.
- Introduced prefilled intake data for returning patients with engineering, legal, and clinical operations, cutting median form completion time from 6.5 to 4.8 minutes.
- Converted top call drivers around scheduling confusion into backlog fixes and content updates, lowering call-center contacts per 1,000 bookings from 84 to 67.

Associate Product Manager — **WellStreet Urgent Care**, multi-state urgent care operator and digital health services company

Aug 2021 – Apr 2023 · 1 yr 8 mos

- Launched a clinic availability filter and visit-type selector for online scheduling, raising scheduler completion by 11% after synthesizing patient feedback and partnering with design on revised workflows.
- Helped run reminder-message experiments for online check-in, improving pre-visit form completion from 52% to 60% by segmenting patients, reviewing results in Amplitude, and recommending follow-up messaging changes.
- Created a weekly performance dashboard for booking and intake metrics by joining scheduling and analytics data in SQL and publishing KPI views in Tableau, cutting manual reporting time by 5 hours per week.
- Wrote user stories, acceptance criteria, and release notes for patient scheduling and intake updates, coordinating sprint ceremonies and backlog readiness with engineering, design, and operations teams.

Education

- **Auburn University** — Bachelor of Science in Business Analytics · 2017 – 2021

Skills

- **Analytics & Experimentation:** GA4, Amplitude, SQL, Tableau, A/B Testing
- **Product & Delivery Tools:** Jira, Confluence
- **Product Methods:** Product Management, Roadmap Prioritization, User Journey Mapping