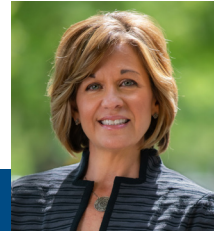




Jennifer Baron
Chief Experience Officer



Jennifer Baron is the Chief Experience Officer (CXO) for UC Davis Health. As CXO, Baron is responsible for creating a strategic framework for the UC Davis Health Experience. The framework will be designed to support an extraordinary culture of excellence in patient and family experience, as well as a highly engaged and energizing working environment for faculty and staff.

Prior to joining UC Davis Health in 2020, Baron served as Executive Director of Experience Design for Indiana University Health in Indianapolis, Indiana.

At IU Health, Baron most recently led the development and implementation of a five-year customer experience strategic plan to support the organization's journey toward consumer and patient centricity. Baron has been recognized nationally for her work in the development and implementation of a patient and family feedback model that makes it easy for patients to provide insights and staff and patients to co-design processes impacting care experiences. A key area of responsibility for Baron's team was to lead the system away from a focus on patient satisfaction to a broadened focus on patient loyalty.

Baron has 26 years of experience in health care, improving access and experiences of both patients and providers. Her prior leadership roles included patient contact center, physician liaison and telemedicine. She holds a degree in communications from Ball State University and is a Certified Patient Experience Professional (CPXP).