Company: Medical University of South Carolina, Charleston, SC
Company Description: The Medical University of South Carolina (MUSC) is a leading academic health system in Charleston, SC, known for innovative research, top-ranked patient care, and cutting-edge medical education. It includes hospitals, clinics, and colleges focusing on medicine, nursing, pharmacy, and health professions, driving excellence in healthcare and medical advancements.
Nomination Category: Individual Awards Categories
Nomination Sub Category: Female Executive of the Year – Government or Non-Profit –More Than 2,500 Employees
Nomination Title: Crystal Broj – Chief Digital Transformation Officer

2025 GOLD STEVIE WINNER
HOW TO ENTER >

1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

   Total 174 words used.

   Since July 1, 2023, Crystal has led MUSC's digital transformation initiatives to measurable, enterprise-wide impact:

   - **Voice Technology Launch:** Led the successful launch of a voice-enabled digital assistant, now handling over 15% of inbound patient calls, improving access, and reducing staff burden.

   - **Breast Cancer Outreach Campaign:** Oversaw an AI-driven initiative that led to 3930 appointments booked for self-scheduled mammograms and identified 210 abnormal findings, accelerating early detection and treatment.

   - **Care Gap Closures:** Used robotic process automation to trigger over 110,000 personalized patient outreach messages each month, significantly improving appointment rates and preventive care adherence.

   - **Pre-Visit Experience Success:** Improved pre-registration satisfaction to 97%, and supported over 2,000 Spanish-speaking encounters with AI-enabled translation tools for patients and saved 3-5 minutes per patient for the healthcare office team.

   - **Recognition and Influence:** Named a Top 100 Global Chief Digital Officer, Crystal has influenced national conversations on digital health through speaking engagements, roundtables, and publications.

   In addition, she has championed low-code/no-code AI development, empowering non-technical staff to create and deploy workflows that accelerate care delivery and operational efficiency.

2. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 150 words used.

   Reference any attachments of supporting materials and how they provide evidence (up to 250 words):
   Attached to this nomination are several supporting documents:

   - **Digital Transformation Annual Report FY24**: This visually engaging report highlights Crystal's enterprise strategy, key results, and testimonials from internal stakeholders. It provides detailed outcomes across major initiatives and validates her impact with quantifiable results.

   - **Notable Breast Cancer Outreach Summary**: A snapshot showing mammogram appointment volume, completion rates, and cancer detection outcomes, supporting the value of Crystal's AI-led engagement campaigns.

   - **Press Coverage & Speaking Engagements**: Includes announcements of her Global CDO 100 Award, Becker's and HLTH speaking bios, and MUSC highlights—demonstrating her visibility and influence in the healthcare innovation space.

   - **Emily Voicebot Impact Overview**: Showcases metrics from the voice technology rollout, including call deflection and multilingual support.

   Together, these materials underscore Crystal Broj's exceptional leadership, her measurable achievements, and her commitment to digital transformation that centers around people.

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

   Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

   See attachments

5. Briefly describe the nominated individual: history and past performance (up to 200 words):

   Total 146 words used.

   Crystal Broj is the inaugural Chief Digital Transformation Officer at the Medical University of South Carolina (MUSC), a multi-hospital academic health system serving hundreds of thousands of patients annually. With a background spanning healthcare, insurance, and nonprofit leadership, Crystal brings a rare blend of business acumen and human-centered design to healthcare innovation. Since joining MUSC in 2022, she has built a high-performing team from the ground up and led transformative efforts that have touched nearly every corner of the enterprise.

   Her past achievements include designing a national award-winning diabetes tech website, leading mobile app strategy for a major health system, and mentoring future leaders across industries. She has spoken at national conferences including HIMSS, HLTH, ViVE, and Becker's, offering a unique voice at the intersection of digital transformation, clinical care, and operational excellence. Crystal is not only a builder of systems—but of people, culture, and momentum.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

   Total 165 words used.

   Crystal's work is unique because it delivers **enterprise-grade transformation at human scale**—bridging complex technologies with deeply personal patient and provider experiences. While many health systems are piloting AI or automation, Crystal's approach has moved proof-of-concept into **sustainable scale**. Few academic medical centers have achieved this level of measurable ROI in patient access, clinical operations, and digital engagement within such a short time frame.

   Her leadership model is also exceptional: She built MUSC's digital transformation team from scratch, strategically integrating RPA, AI, ambient technology, and real-time analytics into existing workflows. This has resulted in **millions in reimbursement**, **double-digit improvements in no-show rates**, and national visibility for MUSC.

   Compared to peers, Crystal's team accomplishes more with fewer resources by focusing on **platform thinking**, agile execution, and frontline empowerment. Her leadership fosters cross-functional collaboration among IT, clinical, research, and administrative teams—breaking down silos that often hinder innovation in large health systems.

   Crystal is not just implementing digital tools—she is redefining what transformation looks like in academic medicine.

Attachments/Videos/Links:

Crystal Broj – Chief Digital Transformation Officer

[REDACTED FOR PUBLICATION]