

**Tricia's Bio:**

As Director of Specialty Markets, Tricia Zerger endorses a client focused and strategic market model around Netsmart's human services solutions and services. Tricia works closely with clients to ensure technology, market demands, and strategy are aligned. As an advocate of integrated care, Tricia promotes whole person-centered care as the best means to improve individual care, achieve better outcomes and reduce costs. She also advances Netsmart thought leadership in the industry and assures that company messaging aligns with human services market drivers and supports leveraging Netsmart solution platforms across multiple human services provider communities, including behavioral health, I/DD, Child and Family, Autism, Addiction Treatment and Recovery, and other social services sectors.

Tricia has a master's degree in Professional Counseling Degree and a bachelor's degree in Psychology from the University of Kansas. She serves as one of two Netsmart Certified Mental Health First Aid Trainers. Netsmart has certified 700+ of its more than 2,200 associates in various locations across the country, with a goal of 100% certification.