

Aarika Cofer is Vice President for the Heisenberg II (HII) solution at Hallmark Health Care Solutions (HHCS). In that role, she leads HII growth initiatives and provides healthcare domain expertise to inform HII technology consideration and adoption. Before joining HHCS, Aarika worked for Texas Health Physician Group, leading compensation strategic and administrative initiatives for physicians and advanced practice providers (APPs). This included the implementation of HII for 1,000+ providers. During her time in that role, Aarika developed and managed various specialty-specific provider compensation models and government-funded incentives.

With over 10 years of experience in healthcare administration and consulting, Aarika has a keen understanding of funds-flow operations and their impact on provider performance. Aarika is a firm proponent of compensation equity, accuracy, and transparency. She believes that all information can be presented clearly, and critical strategies are possible with data-backed support. Aarika is based out of Dallas, TX. She received her Master's Degree in Health System Administration from George Washington University and her Bachelor of Science in Healthcare Administration from Howard University.