

Debi Heck

Vice President, Client Success



Debi Heck brings more than 30 years of executive leadership to her role as Vice President, Client Success at Boon-Chapman. Throughout her career, she has built and led client success organizations across population health and tech-enabled healthcare companies, with a consistent focus on retention, growth, and the kind of partnership that makes complex healthcare relationships work.

Most recently, Debi served as AVP of Client Success at AffirmedRx, where she led a cross-functional team supporting post-sales PBM activities for employer and health-system clients, advising on everything from formulary management to member communications. Before that, she held SVP roles at Valenz Health and Healthcare Bluebook, where she oversaw client success and member engagement for more than 400 clients representing over \$50 million in annual contract value. Her track record there speaks for itself: 90%+ client retention, an 80 NPS, and \$2-4 million in annual upsell revenue driven through consultative, relationship-led growth.

Debi's career also includes senior leadership roles at Pivot, American Specialty Health/Healthyroads, and Aon Consulting, where she scaled client teams, built product strategy from the ground up, and served as executive sponsor for major Fortune 100 accounts including ExxonMobil and PepsiCo. Across every chapter, her approach has stayed the same: pair operational rigor with genuine relationship-building to help organizations and the clients they serve grow together.

Debi holds an M.A. in Wellness Management from Ball State University and a B.A. in Community Health Education from the University of Northern Iowa.

Outside of work, Debi lives in the Texas Hill Country with her husband David, where they enjoy the area's wineries (her husband and son are both winemakers locally), hiking, gardening, and baking sourdough from scratch. She and David have been married for 33 years and are proud parents to two grown sons.