



Two OSF HealthCare leaders recognized nationally for transforming care through digital programs

For immediate release

Media Contact: [Colleen Reynolds](#) | Media Relations Coordinator, OSF HealthCare | mobile: (309) 825-7255

(May 5 2025/Peoria, Illinois) – The [American Telemedicine Association](#) (ATA), is recognizing two leaders of OSF HealthCare for their remarkable contributions to advancing telehealth and virtual care. The ATA is a broad and inclusive member network working to advance industry adoption of telehealth, promote responsible policy, advocate for government and market normalization and provide education and resources to help integrate digital care into emerging value-based delivery models of care.

Brandi Clark, vice president, Digital Care, OSF OnCall, received the ***ATA Leadership in Care Transformation Award*** during a ceremony at the ATA NEXUS 2025 gathering in New Orleans on the opening day of the organization's annual conference.

"Under Brandi's leadership, OSF OnCall Digital Care has successfully rolled out eight new programs across virtual ambulatory and acute care, reflecting her ability to transform ambitious goals into measurable success," said Jennifer Junis, RN, MSN, president, OSF OnCall. Junis nominated Clark for her many standout achievements including her leadership in establishing the [OSF OnCall Digital Hospital](#), a pioneering model that provides acute care directly within patients' [homes](#). Through the Digital Hospital's clinical command center, she launched a 24/7 Virtual Hospitalist program, significantly reducing the need for locum coverage in rural hospitals and enhancing quality outcomes.

Additionally, Clark's strategic vision also led to the implementation of virtual nursing at two hospitals within the Ministry – an effort which has positively impacted patient care. By centralizing tasks such as admissions and discharges for medical-surgical beds, virtual nursing has reduced discharge times while contributing to higher satisfaction levels among both nursing staff and patients.

Melinda Cooling received the ***ATA Telehealth Champions: Advancing Access to Virtual Care Award*** for her achievements as chief clinician executive for OSF OnCall. Cooling recently accepted a new position as chief nurse and advanced practice provider executive for OSF HealthCare.

Junis nominated Cooling for her approach to redesigning health care options to improve access. "As OSF OnCall introduced new programs, Melinda's dedication to research and evidence-based insights proved invaluable, addressing the questions and concerns of those more familiar with traditional care models."

In her nomination, Junis highlighted that Cooling initiated a nationally accredited fellowship program for APPs, providing a platform for education and professional growth. Additionally, she established a medical school rotation and developed a telehealth curriculum to expose providers to the specialty of virtual care demonstrating her commitment to shaping the future workforce in telehealth.

As a leader of the Illinois Medicaid Innovation Collaborative research team, Cooling has advanced positive changes to telehealth access, contributing to the broader goal of making health care more accessible to all.

Junis, who nominated both winners, is a member of the [American Telemedicine Association's Leadership Council](#) that facilitates collaborative problem-solving and expedite practical solutions to today's health care challenges. Junis is also among the Main Stage speakers at the ATA NEXUS 2025 conference. She'll be presenting, ***From Silos to Systems: Centralizing Digital Care Leadership for Scalable Innovation.***

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OSF OnCall, part of Peoria, Illinois-based OSF HealthCare, offers unique, full-scale digital health and convenient care options. Providing an array of services anytime, anywhere, OSF OnCall includes digital platforms and software to connect people with care 24/7 using smartphone apps, text-based check-ins and video visits with live support. [OSF OnCall Urgent Care](#) offers in-person or virtual visits for minor injuries and illness. [OSF OnCall Connect](#) supports people through digital and at-home care. OSF OnCall also represents other at-home and hospital-based digital care including remote monitoring, intensive care and hospitalist programs, as well as a digital hospital option. Learn more at osfoncall.org.

OSF HealthCare is an integrated health system founded by The Sisters of the Third Order of St. Francis. Headquartered in Peoria, Illinois, OSF HealthCare has 17 hospitals – 11 acute care, five critical access, one continuing care – with 2,305 licensed beds throughout Illinois and Michigan. OSF employs more than 26,000 Mission Partners across 160+ locations and includes OSF OnCall, the digital health operating entity which offers a hospital-at-home. Advances in health care transformation take place through OSF Innovation and OSF Children's Hospital of Illinois, the third largest pediatric hospital in Illinois, cares for our smallest patients. In addition, OSF has two colleges of nursing; operates OSF Home Care Services, an extensive network of home health and hospice services; owns Pointcore, Inc., comprised of health care-related businesses; OSF HealthCare Foundation, the philanthropic arm for the organization; and OSF Ventures, which provides investment capital for promising health care innovation startups. OSF HealthCare has been recognized by Fortune as one of the most innovative companies in the country. More at osfhealthcare.org.

The **American Telemedicine Association** is the only organization completely focused on advancing telehealth, the American Telemedicine Association is committed to ensuring that everyone has access to safe, affordable, and appropriate care when and where they need it, enabling the system to do more good for more people. The ATA represents a broad and inclusive member network of leading healthcare delivery systems, academic institutions, technology solution providers and payers, as well as partner organizations and alliances, working to advance industry adoption of telehealth, promote responsible policy, advocate for government and market normalization, and provide education and resources to help integrate virtual care into emerging value-based delivery models. More at americantelemed.org.