
HEALTHCARE EXECUTIVE

Managed Care & Post-Acute Networks / Operations / Marketing / Finance

Value Statement

Sixteen years of healthcare-industry experience

Accomplished executive with extensive experience leading people, building teams, improving and expanding healthcare programs, and providing consultative services for healthcare systems. Expertise in negotiating and securing managed care contracts, increasing operating revenues, and enhancing service utilization. Proven track record in the successful planning and direction of activities that improve clinical and auditory outcomes.

Pioneer in the managed health industry, learning the business from the ground up

Unique combination of experience in operations, marketing, and financial side of business. Conduct needs assessments of post-acute ventures using sophisticated data collection techniques, and recommend strategies that meet organizational growth objectives. Recognized for providing visionary leadership that draws upon knowledge of multifaceted aspects of healthcare business.

Highly visible community leader

Active in community and charitable affairs; maintain extensive network of contacts in community and healthcare industry. Develop solid relationships with providers and participate in multiple committees. Use visibility as key to growing business within heightened regulatory environment.

Areas of Expertise

- Multi-Site Healthcare Operations
- Strategic and Operational Planning
- Quality and Performance Improvement
- Budgeting and Financial Reporting
- Conducting Needs Assessments
- Relationship and Team Building
- Decision-Making and Problem Solving
- Presentations, Negotiations, and Deal Closing
- Removing Survey Deficiencies
- Managed Health Regulatory Requirements

Career Progression

ABC COMPANY, Tuscaloosa, Alabama, 2000 – present

Provider of private-duty home-care services

Executive Director

Recruited to launch startup and provide daily oversight of all aspects of business, including policy/procedural development, marketing and business strategies, staff recruitment/training, and budgeting/fiscal management. Supervise a five-person administrative staff and a field team of 150 nursing professionals. *Highlights of achievements:*

- Built a top-performing team of healthcare professionals and instilled a shared commitment to quality, empathetic patient care.
- Outperformed budget goals, generating a profit within first year of operation and building revenues to current per-annum level in excess of \$1.5 million.
- Implemented state-of-the-art MIS platform to boost operational efficiencies, reporting accuracies, and staff productivity.

DUMAS HEALTH CARE, Mobile, Alabama, 1990 – 1999

Industry leader in the provision of a fully integrated continuum of post-acute healthcare services.

Vice President of Network Development, 1998 – 1999

Regional Vice President of Admissions & Network Development, 1996 – 1998

Vice President of Managed Care Services, 1994 – 1996

Director of Reimbursement & Management Information Systems, 1990 – 1994

Promoted to high-profile VP of network development position to refocus, restructure, and develop sales opportunities, and lead the organization to high growth and profitability. Held full P&L responsibility for census serving 2,500+ patients. Identified gaps in service areas and contracted with other providers. Created advertising and marketing initiatives. Held overall responsibility for day-to-day operations of 355-bed facility.

Career Progression (continued)	<p>As VP of Network Development:</p> <ul style="list-style-type: none"> • Assembled and trained network development team, a highly motivated and competent group working together to achieve positive outcomes. • Increased managed care census from <1% to 20% by negotiating contracts, focusing staff on operations, improving clinical services, and facilitating employees' access to education and training. Increased census by 5 ADC through implementation of special programs. • Developed patient-flow process that moves patients through healthcare continuum, from acute care to post-acute care, rehabilitation, home health, and outpatient services. • Secured two pharmacy contracts, two rehabilitation contracts, one HPU management contract, and three new managed care contracts. Negotiated and signed management contract to develop new hospital-based sub-acute unit. • Increased cash flow by purchasing accounts receivables from other companies. Collected \$1 million in third-party rate settlements. • Developed marketing and advertising programs that increased utilization. Assigned product coordinator for each client to improve service delivery and enhance accountability. • Innovated "Welfare to Work" program for the region in collaboration with local agencies. <p>As Regional VP of Admissions & Network Development:</p> <ul style="list-style-type: none"> • Developed healthcare processes in an area that was unfamiliar with managed-care network operations. Region encompassed up to 20 skilled nursing and rehabilitation facilities, with 65 staff and 3,000 patients. Finalized and implemented six managed care contracts. • Developed central admission process from scratch. Established managed care systems and HR development programs. Developed tools for staff to effectively manage patients. • Introduced case-management model and encouraged high staff visibility within system. <p>As Vice President of Managed Care Services:</p> <ul style="list-style-type: none"> • Created Priority Placement Program, an algorithm for identifying a priority order of patient types. By systemizing the decision-making process, the program enabled organization to maximize profits. Achieved 95% occupancy in all buildings. • Collected approximately \$5 million in third-party settlements. Represented company in all third-party payor hearings and appeals. <p>As Director of Reimbursement & Management Information Systems:</p> <ul style="list-style-type: none"> • Oversaw the relocation of company's IS platform to new corporate headquarters. • Maintained an average of 45 days in receivables for 80% program-funded patient population. • Developed wound-care protocols that decreased in-house-acquired wounds by 18%.
Education and Training	<p>TUSCALOOSA UNIVERSITY SCHOOL OF NURSING, Tuscaloosa, AL Nursing courses completed, 1980 - 1982</p> <p><i>Participate in extensive continuing professional development, including:</i></p> <ul style="list-style-type: none"> • Train the Trainer, How to Manage People, Conceptual and Strategic Selling, JCAH Standards and Medicare Regulations, Discharge and Transfer Procedures, Ambulatory Surgery Practices
Computers	<p>Proficient in Windows NT/2000/98/95, Word, Excel, PowerPoint, Lotus Notes, Organizer, Keane A/R, G/L, A/P, third-party billing and contact management software</p>
Professional Leadership Highlights	<ul style="list-style-type: none"> • Tuscaloosa Long Term Care Committee, Chairperson, 1991 - 1997 • Coalition of Women in Long Term Care, Chairperson of Tri-State Chapter, 1996 - 1997 • Alabama Non-Profit Health Facilities Association, 1992 - present • Alabama Association of Adult Day Services, 1992 - present • Alabama Assisted Living Association, 1992 - present
