

FNAME LNAME, MBA, MPH

Mail Address ✧ Rochester, New York 00000
000.000.0000 ✧ fname.lname@att.net

HEALTHCARE EXECUTIVE

Start-ups ✧ Business Development ✧ High Growth ✧ Consulting

Combine astute strategic, entrepreneurial business leadership with a track record of success within Healthcare IT, Service and Insurance Organizations from conception through growth. Consistently successful in identifying and capitalizing on market opportunities to drive revenue growth, expand market penetration and win dominant market share. Deep and rich knowledge of Healthcare, Technology and Operations allows use of creative ideation to develop, implement and positively transform product definitions, and turn concepts into reality. Extremely competent at including the human element when assessing operations and processes. Skilled in project/program management, process reengineering/improvement, technology implementation and organizational change. Successful leadership style empowers team members by making them part of the decision-making process, enabling both individuals and organizations to meet their unique goals. Exceptional interpersonal communicator, pragmatic problem solver; empowers employees with a 'get things done' attitude.

CORE COMPETENCIES

◆ Strategic and Operations Planning	◆ Process Analysis and Improvement
◆ Program and Project Management	◆ Business and Financial Plans / Analysis
◆ Technology Adoption and Implementation	◆ Requirements Gathering and Definition
◆ Change Management and Communication	◆ Facilitation and Training
◆ Business and Organizational Development	◆ New Business Formation

KEY ACCOMPLISHMENTS

- ✓ *Successfully formed an e-health company that provided Internet-based solutions designed to re-engineer the way healthcare administration information is processed with the goal of streamlining workflow and improving productivity.*
- ✓ *Improved gross margin from 8% to 54% and EBITDA from 2% to 21% for a medical billing company acquired by Healthocean.*
- ✓ *Built ABCD Healthcare, a provider owned HMO. Successfully sold the product to over 2,000 physicians and four hospitals, raising over \$16 million in 12 months. Achieved a 67% compounded annual increase from 1996 to 2000 resulting in an equivalent 90,000 lives and \$220 million in revenue by the year 2000.*
- ✓ *Developed two Hospital-owned HMOs from the ground up by preparing staffing and business plans, licensure applications, market analyses, financial models, risk sharing arrangements and benefit designs.*

PROFESSIONAL EXPERIENCE

Healthocean, Inc., Westbury, New York

2000 – 2008

CEO / FOUNDER

Conceptualized / created a start-up e-health company providing web-technology driven revenue cycle management services. Company was sold in 2008.

- ◆ Architected plan and organizational development for Healthocean, Inc. from start-up to sale in 2008.
- ◆ Conceptualized/designed and implemented Company's proprietary internet-based claims Information Technology platform which reengineered the way healthcare administration information is processed with the goal of streamlining workflow and improving productivity.
- ◆ Assessed needs, prepared documentation and successfully raised two rounds of capital investment to support company growth.
- ◆ Acquired legacy paper and labor-intensive medical billing company; re-configured operating paradigm to completely paperless workflow, thereby achieving improvement in gross margin from 8% to 54% and EBITDA from 2% to 21%.
- ◆ Developed offshore outsourcing unit to achieve 3 shifts, 24-hour production and servicing schedule.

ABCD Healthcare, Inc., Rochester, New York

1994 – 2000

CEO / FOUNDER

Built a provider-owned HMO that operated in Nassau, Suffolk and Queens County.

- ◆ Prepared successful Application for Certificate of Authority
- ◆ Developed business plan and marketed first ever no-referral HMO product and first "whole body" coverage policy that included alternative therapies, dental and eye care.
- ◆ Successfully sold the product to over 2,000 physicians and four hospitals, raising over \$16 million in 12 months.
- ◆ Recruited and trained telemarketers to sell a Medicare Advantage Plan.
- ◆ Designed and transitioned to a proprietary Intranet system to displace selected functionality of a legacy Unix-based platform. Able to introduce completely paperless operation.
- ◆ Brought online the first interactive website in the New York Metropolitan Market.
- ◆ Contributed to strong and sustainable financial growth, achieving a 67% compounded annual increase from 1996 to 2000 resulting in an equivalent 90,000 lives and \$220 million in revenue.

Smith & Jones, New York, New York

1991 – 1994

MANAGER

Managed a health care consulting group serving hospital and medical group clients. Specialized in developing provider-based managed care strategies and programs.

- ◆ Masterminded a managed care strategy and network for a group of nationally recognized specialty hospitals.
- ◆ Organized a multi-county provider network for several New Jersey community hospitals and their medical staff; negotiated a joint venture with a major insurer and prepared an HMO license application.
- ◆ Designed a regional ambulatory care strategy for a prominent NYC cancer center.
- ◆ Developed a Super Physician-Hospital-Organization (Super PHO) for three New England community hospitals.

ABC, Incorporated, New York, New York

1989 – 1991

SENIOR ASSOCIATE

ABC is a health care management consulting firm. Managed multi-member teams to deliver comprehensive consulting assignments to Hospitals, HMOs and Group Practices

- ◆ Reorganized the clinic operations/systems for a seven-site multi-specialty group practice.
- ◆ Implemented a Service Quality initiative for a staff model HMO, utilizing TQM principles and methodologies.
- ◆ Developed a managed care strategy for a medical center in San Diego, California.

Health Opportunities Corporation, New York, New York

1986 – 1989

PRINCIPAL, CONSULTANT

- ◆ Created managed care strategy and implementation plan for a 13-state managed care network for SouthHealth, Charlotte, North Carolina.
- ◆ Developed two Hospital-owned HMOs in Baton Rouge, Louisiana and Anderson, South Carolina, from the ground up by preparing staffing and business plans, licensure applications, market analyses, financial models, risk sharing arrangements and benefit designs. Negotiated provider and vendor contracts.

EDUCATION

*Master of Business Administration - Economics and Finance
Beta Gamma Sigma Honorary Society
Columbia University Graduate School of Business, New York, NY*

*Master of Public Health - Health Administration
Columbia University Graduate School of Public Health, New York, NY*

*Bachelor of Arts – Biochemistry
Wesleyan University, Middletown, CT
Editor-in-Chief Olla Podrida. Athletics.*