

## SENIOR EXECUTIVE – HEALTHCARE OPERATIONS & ADMINISTRATION

*Offering extensive career experience in guiding business, administrative and people operations across healthcare organizations.*

Senior Healthcare Executive with extensive experience in overseeing business, administration, marketing and financial operations at diverse healthcare organizations. Expertise in developing programs and teams while ensuring alignment with regulatory standards, quality measures and operational best practices. Demonstrated success in forging and sustaining cross-functional partnerships to support program and organizational performance. Recognized for ability to drive continuous improvement through the development of strategic initiatives and performance management to ensure financial growth and operational integrity. Well-versed in healthcare industry regulations, standards and related processes.

### Core Competencies

Multi-Unit Healthcare Operations Leadership • Program Management • Strategic Planning • Team Building & Leadership  
Project Planning & Execution • Performance & Quality Improvement • Process Reengineering • Regulatory Compliance  
Cost Control • Change Management • Financial Performance • Strategic Partnership Development • Marketing Strategies

## PROFESSIONAL EXPERIENCE

ABC HEALTHCARE, New York, NY

2018 – Present

### Director of Operations

Hired to provide strategic leadership of operations across 2 practices with 7 providers, including, administrative and patient support functions, with additional operational support of 4 medical spas. Coordinate and lead all daily business operations, including finance, marketing, patient relations, IT, regulatory compliance and third-party negotiations. Ensure all staff adhere to strict state and federal regulations to maintain operational integrity. Conduct internal audits of daily operational and cash flow reports, implementing strategies to drive ongoing improvements. Build, develop and lead a staff of 30 across 2 locations.

- ▶ Brought in to lead a large-scale transformational initiative, restoring functionality and performance levels across the practice. Introduced new processes and procedures to realign practice goals and meet financial projections.
- ▶ Established a formal HR function, implementing job descriptions, standard operating procedures (SOPs) and PTO policy; created a culture of performance, quality and accountability to drive patient outcomes.
- ▶ Championed the introduction of new service lines to create additional revenue streams; led the end-to-end launch of the Aesthetic Suite and associated retail products, overseeing the full construction and design project, as well as establishing pricing for Botox, filler, laser treatment and other surgical/non-surgical services.
- ▶ Spearheaded and executed 2 annual patient appreciation events, which generated \$200K+ in revenue while simultaneously driving improvements to patient satisfaction and retention.
- ▶ Restructured financial forecasting/reporting; grew revenue from \$1.5M to \$6M annually while reducing costs 25%.
- ▶ Re-negotiated contracts with existing vendors, reducing overall cost of goods by 30%.
- ▶ Implemented a comprehensive accounting process by rolling out QuickBooks online for reporting, reconciliations and accounting records management. Identified high-volume of outstanding accounts receivables (A/R) and initiated debt recovery efforts to secure \$100K in monies owed from insurance companies.
- ▶ Oversaw the start-up of a new practice in NJ, which introduced an additional monthly recurring revenue of \$100K; managed the full start-up, including hiring staff, implementing processes and developing marketing plan.
- ▶ Led the introduction of an electronic medical records (EMR) system, transitioning from manual/paper to automated charting, resulting in improved quality control and records management. Coordinated scanning of 2K+ patient charts, implemented system modules and trained staff on use to ensure successful launch within 60 days.

ABC SPORTS MEDICINE, New York, NY

2016 – 2018

**Practice Manager/Executive Associate**

Supported goals of the 3 practice health organization by providing complete oversight of operations at the East Brunswick location. Partnered with providers in the development and execution of strategies for supporting business functions, including marketing, patient relations, HR, IT, clinical data analysis and business development. Managed all regulatory operations, including the credentialing process for physiatrists, physical therapists and chiropractors. Developed and managed staff of 10.

- ▶ Led the start-up of the office, handling all construction management aspects, including finding location, negotiating purchase, hiring contractor and leading construction process. Hired and trained staff, implemented processes and strategies and initiated rigorous business development efforts to achieve 90% productivity levels in 90 days.
- ▶ Developed an innovative marketing campaign to boost business and patient development; utilized social media platforms to market the operation, increase brand exposure and grow online presence.
- ▶ Analyzed clinical data too identify areas for improvement; reviewed CPT Codes, provider productivity, insurance comparison reports and patient integration metrics to introduce new processes and services for driving profit growth.
- ▶ Managed all HR functions, including recruiting and training staff, resolving staff grievances and conducting regular performance evaluations, implementing additional training as required.
- ▶ Handled patient escalations, conducting investigations to determine root cause and deploy effective resolution.

ABC CORPORATE SERVICES, New York, NY

2014 – 2016

**Vice President, Business Development**

Provided consultancy and advisory services to clients regarding property acquisition, development, financing, investment and management. Conducted extensive market analysis to identify pricing fluctuations and key trends to support clients in making informed decisions regarding real estate investments. Developed negotiation skills and built strong client relationships.

ABC INC., New York, NY

2011 – 2014

**Senior Account Executive**

Contributed to the growth and sustainability of the company by leading the account management and sales process. Built strong client relationships by establishing lines of communication and providing close, personalized service. Generated global sales leads, commercial invoices, packing lists, certificates of origin and bill of exchange.

- ▶ Selected to provide oversight of daily operations within the Finance Department, including processing and reconciling financial statements and records.

**TECHNICAL SKILLS**

Microsoft Office (Word, Excel, PowerPoint, Outlook), WordPress, SharePoint, eClinicalWorks, Patient Now, Modernizing Medicine, Facebook Ads Manager, QuickBooks, Google Analytics

**EDUCATION**

COLLEGE UNIVERSITY, New York, NY

**Bachelor of Science, Business Administration – Finance**Professional Development**Business Analytics: From Data to Insights – NY Executive Education**