

HEALTH CARE ADMINISTRATOR

Interests

As a hobby, creating memorable events for military functions, wedding and party planning. Developed training program for 2 and 3 session cake decorating classes for both adults and children. Love to camp, Kayak and travel.

Experience

Health Care Administrator

April 2015 to May 2017 Company Name 1/4 City , State

Executive Director

April 2013 to April 2015 Company Name 1/4 City , State

Community Relations Director

March 2012 to April 2013 Company Name 1/4 City , State

- Meets and exceeds occupancy and revenue goals as a result of the development and implementation of an effective sales and marketing campaign as well as proper utilization of customer oriented internal systems.
- Community has increased occupancy to full capacity - resulting in community exceeding projected year over year revenue growth.
- Have developed and maintained relationships by making sales calls outside the community to medical, insurance, legal and financial professionals, hospital discharge planners and social workers, skilled nursing facilities, home health, hospice and clergy.
- Advised and educated them on current availability and programs for a successful partnership.
- Developed creative marketing strategies to differentiate community from the competition on a limited budget including creative outreach programs and events.
- Have provided regional Marketing support to increase sales/move-ins for sister community on stretch assignments as requested by Regional Director.
- Served on six member South-East Regional Events Committee developing innovative monthly marketing strategies to be utilized system wide.

Licensed Insurance Agent

January 2006 to January 2013 Company Name 1/4 City , State

- 2-20 and 2-15 Licensure).

Patient Relations Coordinator

January 2001 to January 2006 Company Name 1/4 City , State

- Present and sell Property and Casualty and Life and Health Insurance for a diverse customer base.
- Consistently meet and exceed personal and agency weekly sales goal.
- Provide exceptional customer service experience to generate long term, loyal customers, thereby creating a continual referral base.
- Present various related Medicare products to Senior Citizens and their families, through probing, determine needs of client the introduce features and benefits most suitable to their specific needs.
- Develop and foster a relationship of teamwork with each client for a win-win outcome.
- Market products outside office environment, use creativity allowing for opportunities that may have been missed by others.
- Fashion and promote special events targeting specific markets including senior citizens and middle income families.
- Develop and grow business establishing synergistic relationships with like-minded professionals.

Advanced Sales Director

January 1994 to January 2000 Company Name 1/4 City , State

- Independently coordinate customer service training program for Health First, Inc.; developed system to schedule and train associates in and extensive multi-disciplinary seven week training course; developed special events including customer service awards and department meetings.
- Developed on-going follow-up training events.
- Worked with Directors and Manager to balance quality training time with minimal employee downtime.
- Trained over 2400 associates over a four year period.) Work closely with Health First Administration to communicate customer satisfaction goals for employees.
- Served as consultant to and liaison with and between departments by encouraging interdepartmental cooperation.
- Developed and implemented process, training and activities to improve patient flow through the facilities.
- Worked with external consultants to provide information and expertise.
- Internal consultant on a variety of subjects as they relate to the patient experience including but not limited to: Process Improvements, Patient Amenities, Marketing Material, Proper WorkAttire, Associate Recognition, Signage.
- Departmental support throughout the facilities including: Emergent Room support, Out-Patient Surgery, Hurricane Response Teams and others as needed.
- Respond to and address customer complaints and assist the patients, their families and staff to ultimately ensure a positive patient experience.
- Provided Customer Service Training programs to Health First Directors and Managers outside the hospital (Home Health, Hospice, Business Office, Health First Health Plans) as a consultant after I left the organization.

Show franchise

Company Name 1/4 City , State

- Started business as one of the first independent consultants in Tennessee.
- Developed process/program without ever attending a show or having one modeled for me.
- Developed passionate demonstration to not only present products in an entertaining, informative, interactive forum to showcase product as needs-based but also to appeal to others as a business that is fun, fulfilling and could be easily duplicated.
- Developed downline team of 42 consultants across multiple states in a pre-internet time.
- Developed training programs and new letters for a very diverse team for monthly training meetings in person as well as via phone conference for those out of state.
- Consultants were motivated by different personal goals (paycheck, obtaining products, desire to develop own business, etc.) therefore adjusted training based on different needs and personality types.
- Provided encouragement and support for those new to business.
- Provided inspiration to develop different sales strategies in a new market.
- Developed advertising campaigns and flyer/mailings.
- Introduced The Pampered Chef.

Education and Training

Bachelor of Science : Risk and Benefits Management , 1985 The University of Alabama

Skills

advertising, agency, balance, benefits, budget, consultant, creativity, address customer complaints, client, customer satisfaction, customer service experience, customer service, Customer Service Training, special events, Fashion, features, financial, Home Health, Hospice, inspiration, Insurance, legal, letters, Director, marketing strategies, marketing, Market, Marketing Material, meetings, Office, win, nursing, patient flow, quality, sales, Surgery, teamwork, phone, training programs

Additional Information

- Personal Catering Business: As a hobby, creating memorable events for military functions, wedding and party planning. Developed training program for 2 and 3 session cake decorating classes for both adults and children. Love to camp, Kayak and travel.