

Accomplished, results-driven healthcare technology leader who drives growth, catalyzes change, and improves performance.

- Planned and implemented telemedicine and healthcare technology solutions as leader and individual contributor.
- Improved compliance. Error rates at behavioral health clinic reduced from 80% to 5% errors in less than a year.
- Published author. *Telemedicine: A Practical Guide for Professionals* and other pubs. Accomplished public speaker.
- Wrote 400+ successful responses to grants, RFPs and RFQs.

Experience

INNOVIA® Healthcare Innovation Advisors, Principal **02/2017-present**

- Implementing healthcare innovation that is operationally viable, financially sound, and beneficial to patients.

Arizona State University, Faculty Associate, Healthcare Innovation; Bioinformatics **01/2017-present**

- Creating first telemedicine program for Bioinformatics Department. Teaching Healthcare Innovation, Telemedicine and Healthcare Policy for two ASU Colleges.

CEP America, Senior Program Manager, Telehealth **4/2016-02/2017**

- Accountable for building a "best of breed" telehealth practice line to ensure operational viability and financial success. Led the operations and implementation of telehealth solutions in hospitals, skilled nursing facilities, and emergency medicine departments. Key telemedicine practice lines include telepsychiatry, teleurgent care and teleSNF. Key areas of responsibility: launch new telehealth programs, drive telehealth operations, and optimize practice line performance.

Avizia, Director, Implementation Services, Telehealth Software **1/2016-4/2016**

- Led a national team of professionals to implement worldwide telehealth projects. Retooled the software implementation services that grew the organization's professional service offerings and software implementation successes. Built repeatable processes, reports, and analytics for client benefit.

Dignity Health, Program Manager, Telehealth **9/2014-12/2015**

- *Enterprise:* Charged with building Dignity Health's enterprise-wide telemedicine programs. Infrastructure and foundational projects addressed strategy, governance, innovation intake and assessment, policy and regulation, risk, legal, billing, business value, clinical impact, quality metrics, and operational issues. Telehealth projects included low acuity video visits (Doctor on Demand), physician-to-physician secure digital consultations, remote imaging solutions, teleradiology (Dicomm Systems), remote patient monitoring, secure messaging (Avizia), and other emerging technologies.
- *Arizona Service Area:* Reporting to the Vice President of Informatics, led the Dignity Health Arizona telehealth strategy and implementation. Applied emerging technology solutions to improve patient care and achieve business goals. Directed the clinical, technical, business and regulatory telemedicine activities. Directed and created operational workflows, business plans, technology procurement and solutions for telemedicine initiatives. Projects included: Tele-radiology Solutions (Dicomm Systems, DR Systems/Merge); Telehealth for Provider to Patient Initiatives (Avizia); Rural Telehealth(MeMD); Remote Patient Monitoring Solutions (IDEAL Life), and Emerging Technologies (Augmedix).

Banner Health, Director, Business Operations, Telehealth **12/2013-6/2014**

- Expanded telemedicine services to rural areas by launching telestroke and telepsychiatry initiatives. Actively managed the technology selection, vendor relations, and business modeling of eVisit platform.

Southwest Center for HIV/AIDS, Director, Research and Health Services **8/2011-12/2013**

- Managed behavioral health practice, clinical trials, information systems, and medical nutrition practice. Successful management, budgeting, licensure, and communications with U.S. Department of Health and Human Services grants,

Ryan White funding, Medicaid, and multiple pharmaceutical companies. Compliance, regulatory oversight responsibilities: successfully navigated thirteen audits by the state, county, federal, and regional behavioral health authority. Developed Integrated Collaborative Care model to pilot Patient Centered Medical Home initiative

Mind the Gap Marketing Solutions, Owner/President

5/2008-8/2011

- Created company in a challenging economy and earned revenue in the top 7% nationally (among small businesses) with double digit profitability. Completed 640 projects for 140 clients including 50 websites, 100 proposals, 75 collateral pieces, and 40 strategic plans. Clients included Fortune 500 companies, Government entities, and small to mid-sized clients. Built the business to \$500,000 in annual revenue (>\$1 million total revenue) and sold it within 3.5 years.

Leo A Daly Architects, RSP Architects, LANGDON WILSON ARCHITECTS (3 sequential firms)

Director, Business Development and Marketing

3/2003-5/2008

- Key leadership executive. Landed multiple projects including \$102M ASU project. Directed and conducted marketing activities for 36-person, 54-person, and 18-person offices, including leading marketing staff while executing market strategy by generating leads, producing proposals, and creating marketing collateral. Increased brand awareness by securing regular press coverage, association involvement, board participation, community activities, and professional writing. **Wrote over 100 RFP responses (85% shortlist rate)**

IBM, Senior Sales Representative, Data Management

1/1999-9/2002

- Consistently exceeded quota by 150-200%. Multiple Sales Achievement Awards.

Previous Sales positions: IKON Office Solutions, PriceWaterhouseCoopers, Marion Laboratories (now Hoechst Marion Rousseau)

Education and Training

- **Health Information Management and Exchange Specialist Certificate** 2013
University of Colorado, Denver, Anschutz Medical Campus, School of Nursing, 4.0 GPA
- **Master of Business Administration**
University of Southern California, 3.65 GPA, Simonsen Fellow, Dean's List
- **Bachelor of Arts, Business and Management**
University of Maryland, Europe, 3.75 GPA, Alpha Sigma Lambda, Phi Kappa Phi, Dean's List
Claremont McKenna College Tuohy Scholar, Honors Program, Alumni Scholarship

Author: 400+ grants and RFP / RFQ responses, 80% shortlist rate, for CMS, HRSA, and HUD. Contributing author to national newsletters for telehealth, architecture, and marketing.

Speaker: Have trained, educated or professionally spoken at Arizona State University, Maricopa County Small Business Development Center, Greater Phoenix Chamber of Commerce, City of Phoenix and 10+ others

Additional Training: Project Management Professional Boot camp, Database Systems, Systems Analysis and Design, Semantic Representation, Information Systems and Security, Data Validation

Boards, Awards, Associations: *Boards:* US Veterans Administration (Carl T. Hayden Medical Research Foundation); *Awards:* 40 under 40 Phoenix Business Journal, US Office of the National Coordinator Scholarship, Various sales awards *Associations:* HIMSS, American Telemedicine Association