

## VICE PRESIDENT OR DIRECTOR Marketing/Business Development/Program Director

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Proven professional with successful experience in Healthcare marketing, business development, and program leadership. Dedicated, hard working individual with the interpersonal communications skills to work at all levels of the organization. Exceptional skills in strategic planning, marketing plan development, contract negotiations, and identifying and pursuing new business opportunities. Outstanding experience in developing and implementing programs to increase efficiency and improve patient satisfaction levels.

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### KEY SENIOR MANAGEMENT STRENGTHS

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- ◆ Exceptional contract negotiator.
  - ◆ Identifies and pursues new business opportunities.
  - ◆ Strategic planning.
  - ◆ Market plan development and implementation.
  - ◆ Advertising and branding experience.
  - ◆ Marketing budget management.
  - ◆ Building and maintaining core business and assessing new directions.
  - ◆ Reducing costs and improving efficiency.
  - ◆ Market share growth and expansion.
  - ◆ Internet marketing development (web sites).
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### EDUCATION

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*Masters of Public Health Administration, The University of Southern Mississippi, Hattiesburg, MS, 1997*  
*Bachelor of Science in Public Administration, University of Mississippi, Oxford, MS, 1995*

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### CAREER HISTORY

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**BRENTWOOD HEALTH MANAGEMENT**, Jackson, MS 2002 - Present  
***Business Developer/Senior Account Manager*** responsible for outside marketing, identifying and pursuing new business opportunities, negotiating with medical organization decision-makers for an organization that manages hospitals and healthcare facilities.

- ◆ Identify and pursue new management opportunities in hospitals needing new programs to generate revenue and negotiate contractual agreements. Identify needs and provide services that meet these needs. This includes market assessments, feasibility studies, demographic studies, and financial performance analysis prior to negotiating contracts. When under contract Brentwood provides a Director (Doctor), financial advisement and services, and marketing to drive census. Actively assist in the strategic and long-term planning phase in relation to recruiting nurses and clinical personnel.
- ◆ Market the services that Brentwood Jackson has to offer to the medical community and pursue leads generated from marketing efforts. Contact and talk to doctors, insurance companies, other medical facilities, hospitals, etc. to get referrals to our Psychiatric hospital in the Jackson area.
- ◆ Manage existing account marketing needs to build market share and branding. Responsible for developing and implementing marketing plans, promotional programs, etc. to the market area for all facilities managed by Brentwood in Mississippi. These consist mainly of senior care facilities located within hospitals. Successful in building census for all managed facilities.
- ◆ Train new marketing representatives for the company. Mentor and provide leadership for new employees during the first critical months of employment.

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## CAREER HISTORY (Continued)

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### **THE PHYSICIAN CENTER AT SOUTHERN POINTE**, Hattiesburg, MS 2000 - 2002

**Director of Business Development** responsible for building professional relationships with hospitals, physicians, employers, and medical groups to generate referrals. Successful in recruiting some of the largest employers in the area to utilize the services at Southern Pointe.

- ◆ Responsible for managing a local promotion budget of \$80,000. Develop programs, marketing materials for distribution, advertising, etc. to build census and revenue. Built brand name recognition.
- ◆ Managed university students enrolled in a program at the clinic involved in their educational training.
- ◆ Evaluate and investigate managed care groups to assess the feasibility of negotiating patient care services with them.
- ◆ Supervised and assisted in the development of the organization's web site. Researched web companies, negotiated service fees, provided marketing content, and supervised the creative work.
- ◆ Played a pivotal role in the development of Hattiesburg's first open-air design MRI. Marketed the new service and brought in 180 outside referrals in just the first few months and recapped the entire cost of the equipment. Increased business meant expanding the hours of operation from 8-5 Monday through Friday to 7-9 Monday through Saturday.

### **CHARTER BEHAVIORAL HEALTH SYSTEM**, Hattiesburg, MS 1998 - 2000

**Account Manager** responsible for marketing Charter's services to nursing homes, hospitals, physicians, emergency rooms, county health departments, state, county, and city law enforcement agencies, youth agencies, youth courts, mental health professionals, and managed care providers.

- ◆ Exceptional skills in recruiting and working with physicians. Outstanding at identifying new business opportunities to build census at Charter facilities.
- ◆ Successful in determining the needs of employers and health care providers and demonstrating how Charter can fill those needs.

### **UNITED HEALTH CARE OF MISSISSIPPI**, Jackson, MS 1997 - 1998

**Provider Relations Coordinator** responsible for working closely with hospitals, primary care and specialty physician practices who were participants in the United Health Care of Mississippi Network.

- ◆ Conducted educational orientation sessions to provide information to Network providers in submission of claims, pre-certification requirements, and an overview of the companies products that are marketed in Mississippi
- ◆ Made regular visits to all network providers including assessments of physician's operations and recruitment of new physicians and contracted with providers
- ◆ Researched claims to assure compliance with contracts and fee schedules

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## COMPUTER SKILLS

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Proficient with Microsoft Word, Excel, AS400, IMAX, use of the Internet and email.

*References Available Upon Request*