

Business Development Leader, Market and Growth Strategy Expert

Twenty years of experience with health organizations involved in growing services and products including program design and implementation. Able to work remotely, locally, or travel. Proven ability to grow profits, create new business, and increase market penetration. Experienced working with clinicians, c-suite, and collaborating across multiple departments. An entrepreneurial spirit always looking to what is possible with passion for increasing stakeholder value.

EXPERTISE:

- | | |
|----------------------------|------------------------------------|
| ✓ B2B CONSULTATIVE SALES | ✓ MARKETING |
| ✓ CONTRACT NEGOTIATION | ✓ STRATEGY DEVELOPMENT & EXECUTION |
| ✓ BUSINESS MODEL ALIGNMENT | ✓ CUSTOMER ACQUISITION & RETENTION |
| ✓ CLINICAL INTEGRATION | ✓ CONSULTING |
| ✓ MANAGED CARE | ✓ TELEMEDICINE |
| ✓ SUPERVISION | ✓ PUBLIC SPEAKING |
| ✓ TRAINING | ✓ PUBLISHED AUTHOR & CITED EXPERT |

KEY

ACCOMPLISHMENTS: Medicaid Managed Care Pioneer with Sanus Health Plan establishing the second program in downstate New York and the first for-profit. Managed 15 representatives that led to the first historic enrollments of 8700 members. Saved the company \$3 Million in penalties.

Recruited over 2000 physicians into Independent Practice Associations and for managed care companies using only cold calling methods.

Successfully sold 20 national, regional and local corporate contracts for 9 medical facilities and 3 hospitals associated with Winthrop University Hospital.

Implemented the first vaccination program under the Agenda for Children Tomorrow initiative for New York City with Doctors Officenter that helped 700 families receive medical support resulting in new revenue sources.

Founded New York Medical Partners, a super IPA, with South Nassau Communities Hospital.

Expanded South Shore Rockaway IPA by recruiting over 100 primary care physicians under an old contract resulting in 35% revenue increase and then contracting with 4 managed care companies providing 400% revenue increase for each contract.

Resurrected Medical Care Associates IPA establishing new branding, benefits, and implemented board strategy designed to provide primary care physicians the ability to earn \$500K annually seeing 10 patients per day. Completed two corporate contracts and 45 primary care contracts in less than 8 months.

Created one of the first medical malpractice group programs lowering premiums 15%-35% for community based physicians.

PROFESSIONAL EXPERIENCE:

Virtual Health Group Ronkonkoma, NY

3/2016 – Present

VP of Business Development

Single handedly opening UltiMed Health, a telemedicine program designed to fill the gaps remaining in the delivery of care. Grand opening 3 locations September 1, 2017. Revenue estimated at \$725,000 1st year.

- Opened 4 urgent care clients involving 12 centers in the first 90 days
- Recruited 20 specialists

Medical Care Associates, IPA Ronkonkoma, NY

Executive Director

Resurrected the IPA including brand image, developed IPA member benefits, and created seminars to attract new patients for Quality Health Plans of New York. Growth increase 10% estimated.

- Contracted with 45 new providers and two corporate contracts in 7 months
- Implemented “\$500,000 seeing 10 patients daily” income strategy for 200 primary care providers
- Created and presented “The Insider’s Secrets to How Medicare Really Works” seminar in 20 locations.
- Designed brand image and created tag line

Compliance, Inc. Massapequa, NY

11/2012- 2/2016

Interim Compliance Officer and Consulting

Provided leadership and consulting to owners of health enterprises across a broad spectrum of the medical industry to advance the organization’s entrepreneurial potential while protecting business from compliance problems, information exposure, and fraud. Increase revenue 15%.

- Contracted and consulted with 22 new companies
- Created “profit center” compliance strategy increasing company profit margins
- Expert educator for 3 online educational companies
- Public speaker for local government and local and national associations

South Shore Health Systems Inc. Lynbrook, NY

10/2007 – 11/2015

VP, Provider Relations

Recruited, contracted, and provided support to 600 members and developed new lines of business for South Shore Rockaways IPA and the company. Increased monthly revenue 35% then increase revenue 400% thereafter.

- Founded New York Medical Partners with South Nassau Communities Hospital
- Recruited 100 primary care providers averaging 1 every two weeks without marketing support
- Contracted with 4 managed care companies and integrated the contracts with IPA membership
- Wrote quarterly newsletters to update membership about industry changes and MSO activities
- Engaged in early adoption of DSRIP into the region
- Created a medical malpractice program reducing member medical malpractice premiums 15%-30%

EDUCATION:

Dowling College, Oakdale, N.Y.

MBA

S.U.N.Y @ Empire State, Westbury, N.Y.

B.S. Social Work