

SAMANTHA HALE, CMPE

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SENIOR HEALTHCARE MANAGEMENT EXECUTIVE CEO | COO | Administrator

Specializing in clinic turnaround and growth.

Seasoned healthcare career specializing in administration of clinics with revenues up to \$30M and 105 staff and physicians. Over 20 years' mastery of strategic leadership and tactical execution across finance, operations, revenue generation, cost reduction, and workforce and board development. Includes M&A activities, new location build out, and transformation of underperforming clinics.

Service, Quality, Finance, Workforce & Growth Highlights

- Multi-specialty clinic growth from 40 to 75 physicians and staff, growing from 2-8 sites.
- Patient satisfaction scores up to 99% and employee retention up to 94%.
- Revenue increases up to \$250K+, while lowering overhead by as much as 11%.
- M&A integration experience including the merger of three (3) clinics and 103 FTEs.

Awarded "Better Performing Practice in Operational Efficiency" (2004), and "Better Performing Practice in Profitability & Cost Management" (2008).

~ EXPERIENCE ~

Seven Palms Obstetrics & Gynecology, P.A., Palm Springs, FL (headquarters)

1995 to present

Annual Revenues: \$11.5M • Clinics: 8 • Employees: 75 • Annual Patient Visits: 42,000

Women's medical clinic providing obstetrical and gynecology care.

CEO – reporting to Board of Directors

Recruited as chief business architect to manage clinic-wide growth including finance, operations, and insurance oversight. Built clinic group from \$3M to \$11.5M featuring standardized equipment and management protocols. Instrumental in achieving 2007 BCBSMN designation as top performing clinic in service quality.

Partnered with CEO MD to create and leverage mutually beneficial strategic partnerships. Transformed organizational structure, built and integrated brand identity, achieved patient satisfaction scores up to 97%, and led board in restructuring mission. *Managed up to 75 physicians and staff.*

Tenure Highlights:

- Led two-fold revenue increase—from 35 to 70 staff, expanding from two (2) to eight (8) locations.
- Increased annual net income by \$579K.
 - Saved \$60K in annual IT costs since FY05.
 - Improved communications efficiencies by 40% at neutral cost.
 - Increased collections by 8% and decreased 90-day accounts receivables by 30%.
 - Installed Allscripts and Greenway computer practice management systems.
- Cultivated staff productivity and morale, reducing turnover to less than 6% (FY07) and 3% (FY08).
- Directed 2006, \$750K build out of a new 7,500 square foot clinic.
- Negotiated 6% increases for payer contracts.