Jane Smith

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**Marketing Manager**

# JOB OBJECTIVE

**Seeking a leadership** role requiring skills in inspiring shared vision and proven experience in collaborative engagement with intent to improve the process, experience and delivery of quality care. The position will focus on stakeholder alignment, joint planning and execution using change management methods and strategy.

**ACCOMPLISHMENTS**

* Developed **revenue optimization** model and plan projecting revenue increases of $ 1.5 million initial year and $2 million per year thereafter.
* Increased **operational efficiencies** by 15% through **strategic leadership** and engagement principals in developing collaborative relationships and accountability between cross-functional areas.
* Achieved 20% **market expansion** through development of **competitive arrangements** with targeted payers.
* Served as engagement leader on executive teams supporting shared vision and ensuring results in achieving company-wide goals and objectives.
* Developed new **risk-share payment model** with projected annual savings of 35% and re-design of Centers of Excellence Program.
* Re-negotiated COE transplant agreements by moving from discount to **risk-share contracts** resulting in 35% **average savings** and **increased satisfaction** across clients and members.
* Training, mentoring, coaching and development of 25 staff based locally and nationally.
* **Design and implemented** new Contract Lifecycle Management system that contract management life cycle system including tracking, auditing and reporting resulting in 25% increased efficiency.
* Leadership role in developing and launching new product and design to market requiring completion of value-based contracts with integrated care delivery systems and resulting in market expansion, client and member growth.

**CAPABILITIES**

Leadership Strategy & Planning Engagement & Partnerships

Team Approach Modeling & Analysis Change Management Development Revenue Management Contract Negotiations

Training & Development Payment Design Network Management

**PROFESSIONAL EXPERIENCE**

**Director, Network Revenue Services** Radiologic Corp. Eden Prairie, MN 2011 – 2014

**Senior Contract Manager** Superior Health Golden Valley, MN 2005 – 2011

**Principal – Consultant** The Trinity Group St. Paul, MN 2000 – 2005

**VP, Network Management**  American Healthcare Minnetonka, MN 1998 – 1999

**Director, Strategy & Provider Relations** All American Health Plans Minnetonka, MN 1996 – 1998

**Director, Network Development** HealthHelpers, Inc. Bloomington, MN 1992 - 1996

**EDUCATION**

M.B.A. Earned 16 credit hours, Finance Concentration

University of St. Thomas, Minneapolis, MN

M.A. Organizational Communication Research and HealthCare

The University of Illinois, Urbana, IL

B.A. Communication Studies

The University of Iowa, Iowa City, IA

**COMMUNITY INVOLVEMENT**

* STEP – Emergency Food Shelf Program
* Safe Hands Rescue
* Parent-Teacher Advisory Committee

**EMPLOYMENT**

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**Director, Network Management - Radiologic Corporation**

Responsible for financial performance and execution of corporate payer contracts in 50 states.

# Senior Manager, Network Development – American Healthcare

Developed National Centers of Excellence Networks in disease management

# Principal & Owner - The Trinity Group

# Owner and Principal consultant serving payers, providers and county/government agencies

# Vice President, Network Management – All American Healath Plans

# Executive team member in a CMS (dual eligible) risk-based managed care national organization. Cross-functional team member to clinical, sales & marketing, operations, compliance and finance.

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**Director, Strategy & Provider Relations – All American Health Plan**

Accountable for contract strategy and development, reimbursement modeling including risk/share, case rate, episode of care and shared savings

**Director, Network Management Development - HealthHelpers, Inc.**

Accountable for regional primary network development with community integrated service networks, physician/hospital organizations