



Senior Healthcare Services Executive: Startup • Growth • Turnaround

Powerhouse who's taken 4 healthcare startups and turnarounds to 7- and 8-figure revenues

Executive with contagious vision, unparalleled standards, and the grit to go from concept to full manifestation. Build 8-figure healthcare services portfolios from the ground up, negotiating multimillion-dollar contracts with premier institutions.

Leverage emotional intelligence to attract the best and brightest talent and earn their loyalty. Build large clinical and administrative teams that lead the industry in competency, professionalism, and quality.

CAREER HIGHLIGHTS

Leadership:

- ☑ Integrity
- ☑ Emotional Intelligence
- ☑ Analysis & Strategy
- ☑ Risk Management
- ☑ Financial Projections
- ☑ P&L Accountability
- ☑ Team Building

Business Development:

- ☑ Value Creation
- ☑ Service Design/Pricing
- ☑ Contract Negotiations
- ☑ Strategic Partnerships
- ☑ Customer Acquisition
- ☑ Talent Acquisition

Operations:

- ☑ Quality Control
- ☑ Systems & Procedures
- ☑ Vendor Management
- ☑ Lean Operations
- ☑ Billing Strategies
- ☑ Budget Management

Practice Area Experience:

- ☑ Wellness Promotion
- ☑ Disease Prevention
- ☑ Diet & Lifestyle
- ☑ Aging with Vitality
- ☑ Care Navigation
- ☑ Disease Management
- ☑ Safety

Principal, Healthcare Navigation, Inc.

Conceived and launched nation's first healthcare navigation advisory in 2000, recognizing an important trend long before it hit mainstream. Coined the term "Healthcare Navigation"™ to define the clinical expertise of MDs/RNs trained to help clients safely navigate the medical maze. Provide professional guidance and support on any health-related issue across the lifespan, from prevention and lifestyle management of chronic disease to medical crisis intervention.

CEO & President, Home ICU

Conceived and launched nation's first pediatric critical care at-home nursing service for ventilator-dependent infants. Grew business to \$15M in 8 years as the *only* provider hospitals referred to for this type of care.

CEO & President, Best Nurses Services

Conceived and launched industry-leading regional hospital staffing service. Grew business to \$25M in 10 years by far surpassing normal hiring standards and providing quality nurses and administrators with benefits and responsibilities that ensured only world-class performance. Known as the "Mercedes" of hospital staffing services.

Principal & EVP of Operations & Sales, Carehelp

Heavily recruited to raise company value in anticipation of IPO. Quickly negotiated exclusive contract with prominent university hospital, doubling orders within 30 days of tenure and revenue within 90 days.

Vice President, American Medical

Hired as a branch manager to turn around NYC branch that had been failing for 3 years. Overcame negative industry perception to build \$8M sales portfolio in 9 months. Earned rapid promotions, culminating in growing East Coast region from \$25M to \$50M in a single year.



EXECUTIVE CONTRIBUTIONS

Principal, Healthcare Navigation, Inc. — New York, NY; 2000 to Present

Healthcare navigation advisor helping patients and families across the US safely navigate the "medical maze" and make informed decisions to find the right and best care.

Pioneering Healthcare Navigation

Founded the first healthcare navigation service in the nation. Work with private clients worldwide. Services include finding the right physicians and best hospitals, evaluating treatment options, and minimizing risks when hospitalized. Organic growth based exclusively on referrals. Executive accountability for business operations, sales, marketing, and delivery of services.

CEO & President, Home ICU — NY & NJ; 1986 to 1994

Industry leader in pediatric critical care home services providing neonatal intensive care nurses 24/7 for ventilator-dependent infants. Built upon resources and reputation established with Best Nurses Services to establish this sister company. Home ICU was the first company in the nation to enable ventilator-dependent infants to go home.

Broke New Ground with First Pediatric Critical Care At-Home Continuous Nursing Service for Ventilator-Dependent Infants

- Grew sales from zero to \$15M in 8 years. Launched quickly and profitably by sharing resources of Wellness Promotion.
- Captured place as the only partner for every tertiary care hospital medical center in the states of New York and New Jersey for the discharge of their ventilator-dependent infants.

CEO & President, Best Nurses Services — NY & NJ; 1984 to 1994

Hospital staffing service industry leader that established reputation as the best and most reliable source for supplemental staff RNs. Founded this premier hospital staffing service based upon the perspective of nurses practicing as nurse entrepreneurs. Served hundreds of hospital clients with 22 internal employees and 750 field RNs. Specialties included critical care, emergency, trauma, burn units, operating and recovery room, labor and delivery, pediatric, neonatal intensive care, and medical/surgical.

Built Highest-Quality Hospital Staffing Firm, Growing 8-Figure Sales in 5 Years by Redefining Quality & Reliability Standards

- Skyrocketed sales from zero to \$25M in 10 years, making a profit from the first year in business.
- Secured contracts with 100 teaching hospitals in 3 years. Captured 40 new accounts immediately following a blizzard by being the only staffing service whose nurses showed up. Arranged state troopers across 2 states to pick up and drive nurses to their assignments to cover contract commitment.
- Distinguished service by hiring RNs into executive and administrative roles and giving staff nurses the opportunity to have a stake in the profitability of the company. The nurse-run culture insured loyalty and impressed institutional clients.

Established Lean Operations for Profits 5X Industry Average

- Realized 20% profit margin, 5X the industry average. Managed \$15M business with administrative staff of 7—and, later, \$25M with a staff of 22—by going through rigorous hiring process, cross-training employees, and establishing lean operations.
- Bootstrapped company by launching with talented interns and negotiating unheard-of net-10 billing terms with hospitals that normally worked on net-180 terms. This enabled bookings to immediately fund payroll and operations.

Principal & EVP of Operations & Sales, Carehelp — NY & NJ; 1983 (12 months)

Regional critical care hospital staffing service.

Recruited to assume executive accountability for growing business profitably prior to IPO.

Grew Sales 100% in First 90 Days, Positioning it for Successful IPO

- Doubled business within first 90 days of tenure by signing \$10M contract.
- Implemented policies to match nurses with culture of each client hospital to ensure success.

Vice President, American Medical — East Coast USA; 1980 to 1983

Nationwide hospital staffing and home care service provider.

Hired as branch manager, earning rapid promotions that culminated in executive management of 15-branch East Coast territory. Held full P&L accountability. 5 direct reports (regional managers).

Led Nation in Sales and Profits as Branch Manager, Regional Manager, and VP of the East Coast

- Doubled business to reach \$50M in one year as VP.
- Turned around 7 offices in 3 months. Doubled P&L in 9 months. Reorganized staff as needed to support success.
- Turned around NYC branch from 3 years of practically zero sales and a compromised reputation to \$8M in annual revenues within 9 months.

EDUCATION AND PROFESSIONAL/COMMUNITY CONTRIBUTIONS

Nursing Diploma, Bloomfield College, Bloomfield, NJ—with honors (Registered Professional Nurse in State of New York)

Continuing Education: Avid learner whose ongoing professional development includes study of computer sciences, business management, organizational psychology, communication, group facilitation, coaching, counseling, functional medicine, biological medicine, and more.

Professional Affiliations & Volunteerism: NAWBO (National Association of Women Business Owners), NAHAC (National Association of Healthcare Advocacy Consultants), Creative Good Executive Health Council, CMTA NY Support Group Facilitator, SYDA Foundation

Healthcare Mogul Gets “Back in the Saddle”

After more than 15 years as an individual consultant, Stella was ready to return to her roots. She wanted to generate tens of millions of dollars for a healthcare services company, as she'd done for two employers and two of her own firms decades ago.

To delay the question of timing, I opted to lead off with a career snapshot, sans dates. Though her recent experience was as an individual consultant, I focused on the fact that she was breaking ground in the new field of healthcare navigation, a hot term today that no one had even thought of when Stella began doing it.

Visual representations of sales results drive home Stella's consistent performance, while a categorized list of her strengths helps the reader understand how she could fit into their organization. Descriptive accomplishment headings throughout enable the reader to immediately grasp the value of Stella's contributions.