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Industry Authority on Patient Centered Medical Home (PCMH) & Accountable Care Organization (ACO)

— Broad Background in Healthcare Information Technology (HIT) & Leadership of Multimillion-Dollar Clinical Operations —

Allison Hermann, HR Director
Healthcare Data Corporation
222 Brickell Causeway
Miami, FL 33116

June 17, 2013

Dear Allison,

As Healthcare Data Corporation is now searching for its new CEO, Dr. Lyle Williams suggested we schedule a chat to discuss the particulars of the role. Lyle feels strongly that my leadership style and deep experience in healthcare technology development and business building is "just what the doctor ordered" to help your organization expand its footprint in the healthcare industry and elevate its standing as a quality management solutions leader.

Below is a small sampling of the enclosed resume to highlight the strengths I can bring to your organization:

- Deep insight to the HIT challenges and opportunities facing insurers and healthcare providers today. As **Director of Laboratory Standards & Clinical Informatics Lead at Norton Healthcare**, I championed standardized laboratory installations for 15 hospitals in 4 short years with no adverse affects to business continuity and performance.
- **For IBN, I paved the way for a \$10M software licensing contract** with Aatna Insurance while sparking **\$2M revenue growth** by founding IBN's PCMH Community and developing sales assets for this new area of business—activities that led to the formation of IBN's Care Coordination market strategy and served as the **foundation for IBN's newly formed partnership with HDC**.
- **Previous to IBN, I partnered with C-suite leadership to compel nationwide adoption of an electronic clinical platform and affected sweeping culture change** as Director of Clinical Applications at Antonini Medical Center.
- **I grew the Institute of Endocrinology laboratory business from scratch to over \$3M in annual revenue and twice its original size in 2 years** while implementing the infrastructure that earned "Complex Laboratory" status.

Rest assured, I can replicate similar results for your company, especially when it comes to addressing the sales and performance obstacles that are preventing it from achieving strategic growth priorities and realizing market potential. The bottom line is that HDC already has a strong team and strong products, and its technology infrastructure has the potential to transform the healthcare industry. Now it just needs the right direction to grow those products and increase its customer base.

As an expert in ACO and PCMH initiatives, I have a vision for what HDC's path to success would look like and have a solution for a product strategy that would propel sales of your core flagship solution. Let's set up a personal meeting with the leadership team this week so that we can go over our ideas and gain a better understanding of strategic priorities. I look forward to the start of many positive communications moving forward.

Sincerely,

Millicent Jones

Millicent Jones

"Honestly, in my view I can't stress enough that Millicent is the right person at the right time to take on a much more important role in driving the transformation we need to see in our healthcare system. I think she will be a true asset for Healthcare Data Corporation and is the person to take you to the next level – really transform your business and bottom line!"—Dr. Peter Barrons, IBN Global Director of Healthcare Transformation



Best Cover Letter Strategy

As a recognized leader in healthcare information technology, Millicent was recommended by a network contact for the CEO position of an early-stage technology firm that provides insurance companies and healthcare providers with revolutionary data-driven solutions. The HR director requested her resume and cover letter to present to company leadership.

So, while I developed a branded resume for Millicent, I had her do some background research on the company (i.e. talk to her company contact person and staff she already interacted with, along with press releases, company website, trade journals, online articles, etc.). This was key in unearthing some of the opportunities and challenges that the company was facing, and armed me with the right talking points for her cover letter. I provided the reader with an overview of her well-rounded experience and incorporated some of the most impressive accomplishments from her career that aligned with some of the obstacles the new company was facing.

To drive the point home, Millicent obtain a recommendation specific to this role from a high-profile industry thought leader and incorporated it at the bottom of the cover letter. I also used some graphics that linked the concept of healthcare and technology. Since Millicent had a calm demeanor and worked in technology innovation, I used variations of blue borders to create both a soothing "healthcare" effect and to demonstrate her high level of innovation and "creative" output.