

Jeanna Lawrence, MBA, RN

Visionary Leadership · Driving Continuous Improvement · Coaching Top-Performing Teams

25 years of cultivating best-in-class teams, redefining the patient experience, and exceeding healthcare standards.

Enterprising Clinical Leader frequently sought after by C-Suite executives to set strategic direction and guidance for multidisciplinary oncology systems across 12 acute care hospitals with 28,000 employees.

Reputed as trailblazer for relentlessly pursuing breakthrough healthcare education strategies. Leverage extensive healthcare knowledge to accomplish end-to-end program development, clinical documentation enhancements, and quality assurance goals. Dedicated to modernizing nursing processes expertly adapting to shifting operational conditions. Demonstrate expertise in establishing relationships, garnering trust, and directing large-scale organizational change.

Major Medical Milestones

- ↳ **Attained zero-deficiency success**, exceeding accreditation standards for the American Diabetes Association.
- ↳ **Approached by CEO** to design exclusive 6-week training program for 250 new and existing healthcare leaders.
- ↳ **Pioneered first-for-the-company telemedicine policy** steering directives for 55 hospitals and clinics.
- ↳ **Cut the number of cancer patients visiting ERs by 70%**, preventing further health complications.

Senior Leadership Experience and Impact: System Oncology Nursing Director

Memorial Greater Heights – Dallas, TX | 08/2016 to Present

Charge: Program Development ⇒ Quality and Compliance Oversight ⇒ System Policies and Structure

Bringing system processes in alignment with policies, providing leading-edge improvements to care standards.

- ▶ **Accomplished flawless design of medical documentation processes**, comprehensively overhauling oncology reports and transitioning from paper-based to digital document management.
 - ▶ **Performance Improvement: Impressively achieved 98% accuracy** for radiation treatment document audits, correcting deficiencies, and surpassing company targets.
 - ▶ **Talent Development and Employee Engagement:** Passionate advocate energizing and empowering diverse teams and removing barriers to success.
 - ▶ **Achieved \$1.6M in cost savings** by merging palliative and critical care, effectively reducing costs associated with admissions.
 - ▶ **Transform underperforming patient technology** to cutting-edge, remote monitoring of patient care.
- Healthcare Leadership
 - C-Suite Collaboration
 - P&L Budget Oversight
 - People Development
 - Change Management
 - Relationship Building
 - Employee Engagement
 - Strategic Planning
 - Policy Development
 - Continuous Improvement
 - Process Optimization
 - Business Automation
 - Solutions Design
 - Project Management
 - Patient Advocacy

Actions and Results:

Optimize patient documentation processes systemwide, enhancing quality and ensuring accuracy of treatment.

Turned around quality scores after 15% drop under previous leadership, securing 97% audit result and outperforming industry benchmark.

- ▶ **Employee Development: Forge relationships underscored by trust** fostering team engagement and growth. Successfully promoted several employees into senior leadership roles.
- ▶ **Demonstrate exceptional leadership abilities;** develop communication and trust-building measures to encourage team buy-in, aid in company culture adaptation, and cultivate relationships to increase engagement and productivity.
- ▶ **Process Optimization:** Realized significant cost savings by steering implementation of Active Staffer **reducing redundant time-reporting processes by 50% in nine months.**

Patient Care Director | Memorial Greater Heights – Dallas, TX | 08/1996 to 08/2016

Charge: Employee Development ⇒ Patient Care ⇒ Project Management ⇒ Performance Improvement

Directed 60-person team balancing multiple obligations with competing priorities as Education Director, Chemotherapy Instructor, and Program Developer. Successfully garnered team trust, establishing relationships, and influencing positive performance results. Raised the bar for quality excellence and standard of care for oncology/chemotherapy, general surgery, outpatient care, and diabetic care.

- ▶ **Served as expert counsel for C-Suite and executives,** directing special projects for CEO, CNO, Senior Vice President, and Vice President.
- ▶ **Earned highly prestigious “Employee of the Year” award** for unparalleled accomplishments in patient care.
- ▶ **Accelerated learning for Oncology Certified Nurse program** and directed training initiatives for staff while managing med/surg, oncology, general surgery, and orthopedic patient care.

Education and Credentials

Master of Business Administration | 2010 · Walden University – Minneapolis, MN

Bachelor of Science in Nursing | 2007 · San Angelo State University – San Angelo, TX

Registered Nurse – Active since 1995

Oncology Certified Nurse – Active since 2000

Licensed Vocational Nurse – Active since 1996

Project Write-up

Background: Jeanna's first words to me were, "I'm looking for a promotion, but my resume says I'm just a nurse." She asked if I could show her versatility, commitment, and experience in the field and position her for potential executive opportunities.

Strategy: Create a resume that transforms her healthcare experience from showing her as "just a nurse" to an executive leading nurses and systems. I led with a hybrid resume to immediately give the reader insight into the number of years she's been in the industry (25), her significant milestones (centrally highlighted), and her scope of responsibility (28,000). In addition, I wanted to display that her well-rounded career is more about strengthen overall patient care and lead nurses to surpass organizational targets.

I told the story of how she stepped in and made immediate impacts despite challenges under previous leadership. I highlighted critical competencies, quantitative results, and essential components to success in her roles.

Result: Jeanna was sought after for a development opportunity as Vice President of Nursing and is being primed for her next-level leadership role.