

# Jessica L Taylor, MBA, FACHE

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San Diego, California

## SUMMARY

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Versatile healthcare administrator and business development executive dedicated to the improvement of patient care and innovative responses in the evolving healthcare system. Specializing in leading business development initiatives, developing and growing service lines, program management, collaborative operational improvements, program and services launches, fostering stakeholder engagement, and demonstrating financial value for healthcare organizations utilizing business planning, communications, and marketing processes.

## SKILLS & EXPERTISE

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### HEALTHCARE

Business Development & Strategy | Finance | Regional Collaborations  
Integrated Delivery Systems | Program & Operations Management | Governance  
Population Health Strategies | Group Purchasing Organizations | Value Reimbursement  
Cost Containment | Accountable Care Organizations

### BUSINESS

Business Development | Business Planning | Marketing & Sales | Communications  
Strategic Planning | Coaching | Ideation & Innovation | Workforce Engagement | Finance  
Market Research | Client Retention | Product Line Development  
Change Management Contracts/Legal | Public Speaking | Mentoring

## EXPERIENCE

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### 2018 - Present **Jessica Taylor Consulting**

Planning and development consulting services for healthcare organizations and non-profits. Custom client projects, business plans, grant applications, innovation workshops, one-on-one coaching & mentoring, and interim positions for increases in triple bottom line engagement with people, leading with purpose, and generating profit for sustainability.

### 2011-2018 **Western Healthcare Alliance, California Critical Access Hospital Network** **Vice President Business Strategy & Client Relations 2016-2018** **Vice President Marketing & Client Relations 2011-2016**

Member of the senior leadership team responsible for program growth and client services. Reported to Chief Executive Officer and Chief Financial Officer.

Western Healthcare Alliance is a membership organization of 78 hospitals, clinics, and healthcare organizations in California and Colorado. A family of six companies with \$18m annual budget & 92 employees (non-profit, ACOs, for-profit LLCs, real estate holding) to generate aggregated cost savings, build revenue, improve quality, and develop value reimbursement models through shared services and negotiated corporate partner relationships.

- Identify and evaluate strategic opportunities for hospitals and physician clinics to collaborate
- Develop and manage finance-based ROI value statement
- Serve on development team for value-based accountable care contracts for healthcare finance
- Analyze and summarize research and projects into clear and compelling frameworks
- Plan and execute client and member-developed program for cost savings and enhanced operations

- Plan, report and follow up in stakeholder meetings with hospital CEOs, CFOs, department directors and clinicians
- Oversee project management ensuring successful and timely delivery of objectives, budgets and outcomes
- Manage sales projects and coordinate with daily operations
- Develop and manage marketing and sales campaigns for external and internal audiences
  - Program promotion and awareness
  - Website builds and ongoing content
  - Social media content and engagement
  - Media relations and PR
  - Quarterly Board of Director reports
  - Annual report, including Return on Investment
- Manage sales, marketing, and peer network teams
- Analyze and manage vendor contracts
- Develop policies and standard operating procedures
- Travel 75%

#### Results & Performance

- 246% company-wide growth in contracts and revenue
- 23 new program launches
- 375+ new client contracts
- 625+ sales meetings, presentations and proposals
- 965+ meetings and presentations with hospital CEOs and CFOs, board members, department directors, and members of health collaborative networks
- 800% increase in total annual budget: \$2m to \$18m

#### Presentations & workshops

- Healthcare Finance
- Sales & Marketing in Healthcare
- Sustainability for Non-Profit Organizations
- Communicating ROI for Stakeholders
- Innovation in Healthcare – Creative Thinking in a Regulated Box

2009-2011

#### **Mayo Clinic Laboratories (Rochester, MN) | Regional Manager**

Los Angeles, Orange County, San Francisco, Sacramento, Hawaii

Responsible for territory business growth and client retention. Portfolio of 45 clients included UCLA, Cedars Sinai, Torrance Memorial, UCSF, Presbyterian Intercommunity Hospital (PIH), and Stanford Medical Center.

- Surpassed first year sales plan by 27% and 100% client retention
- Superior performance rating 360 Degree review including clients
- Selected to present Best Practices session for National Sales Meeting
- Collaborated with Product Management, Marketing, Bid and Finance Departments to develop and execute new client communication documents, sales tracking tools and performance dashboards

2003-2009

#### **Western Healthcare Alliance | Director of Marketing & Communications**

Conducted and managed all marketing and communications activities

- Conducted market pricing data, market opportunity and competitor analyses
- Supervise and train sales team and customer service representatives
- Secured 27 new revenue cycle clients (hospitals and clinics) & 172 new client contracts
- 7.62% increase in revenue
- Designed, write & publish client materials, websites, handbooks, presentations & press releases

## EDUCATION

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2007                    MBA in Health Administration, University of Colorado Denver Health Sciences  
2000                    BA Mass Communication (Journalism), Colorado Mesa University

## PROFESSIONAL MEMBERSHIPS

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American College of Healthcare Executives (ACHE)  
San Diego Organization of Healthcare Leaders (SOHL)  
American Hospital Association Society for Healthcare Strategy & Market Development (SHSMD)  
Association for Talent Development (ATD)  
Healthcare Financial Management Association (HFMA)  
Medical Group Management Association (MGMA)  
Society for Human Resource Management (SHRM) American Marketing Association (AMA)  
Association for Credit & Collection Professionals – Healthcare (ACA International)

## CERTIFICATIONS & CONTINUING EDUCATION

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Fellow, American College of Healthcare Executives (FACHE): Board certification in healthcare management | 2018  
Coaching for Executives & Professionals Certification | Association for Talent Development (ATD) 2018  
Market Research Certification | Society for Healthcare Strategy & Market Development of the American Hospital Association (SHSMD) 2015  
Achieving the Triple Aim in Healthcare | ACHE 2017  
Critical Financial Management | ACHE 2017  
Advanced Strategic Planning | ACHE 2017  
Integrating the Principles of Patient-Centered Care | ACHE 2017

## VOLUNTEERING & COMMUNITY SERVICE

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San Diego Organization of Healthcare Leaders (SOHL): 2019 Co-Chair Professional Development Mentoring Program  
MBA Student Mentor, Point Loma Nazarene University  
San Diego Meals on Wheels  
San Diego Blood Bank  
San Diego Humane Society