

Sheri A. Smith, PTA, BSHM, MAOM, CBIS

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Career Objective

Challenging marketing and consulting position in a growth-oriented organization that offers diverse job responsibility.

Education

Spring Arbor University, Alpena, MI M.A., Organizational Management GPA: 3.7, Major GPA: 3.8, Graduate With Honors	May 2003
Spring Arbor University, Alpena, MI B.S., Health Systems Management GPA: 3.8, Major GPA: 3.9, Graduate With Honors	June 2001
Baker College, Flint, MI Associate of Science, Physical Therapist Assistant Major GPA: 3.5	June 1995

Professional History

May 2011 to Current President Independent Consulting Company specializing in Case Management Coverage and Assistance and Organizations in Program Development with Marketing and Sales. Represented Case Manager during physician appointments, rehabilitation appointments, team meetings and other client appointments as needed. Assisted organizations with design and development of marketing materials, represent organizations and attend conferences, facilitated new relationships with physicians, adjustors, rehabilitation facilities and other organizations.	Sands Consulting, LLC, Commerce Twp., MI
May 2011 to Current Independent Contractor Assisting Medical Case Managers with appointments, marketing, vacation coverage with Medical Case Managers	Newton Consulting Inc
January 2010 to February 2011 Program Director Participated in program evaluation, quality assurance, hiring, documentation processes, strategic planning and clinical direction of program. Developed and implemented policies and procedures, clinical competencies, marketing plans, applications and approaches, marketing contact listing and tracking system, and budgets and marketing tools. Facilitated referral sources with insurance adjusters, case managers, hospital managers, physicians, families and rehabilitation facilities. Coordinated with specialized marketing events, trade shows and conferences.	Community Links, Inc., Novi, MI
June 2009 to September 2009 Account Executive Building relationships with insurance adjusters, case managers, hospital discharge planners/case managers, physicians, medical assistants, long term care facilities, independent and assisted living facilities and rehabilitation facilities to facilitate referrals while converting referrals to admissions and ensuring a smooth transition of the home care referral/patient. Develop, organize and utilize tracking	Acclaimed Home Care, Southfield, MI

system of accounts and activity, provide education, training and orientation and participate in branch and marketing meetings.

June 2007 to May 2009

Rehab Without Walls, Southfield, MI

Program Manager, Marketing

Direct multiple aspects of program conception, direction, structure and operational processes for the Southfield Branch and staff. Supervise over 15 staff members, hiring, training, participate in budgeting, monitor clinical records and documentation, sales and marketing, develop/implement marketing applications and develop positive relationships with referral sources.

July 1995 to June 2007

Alpena Regional Medical Center, Alpena, MI

Inpatient & Acute Rehabilitation Manager, Physical Therapist Assistant

Daily operations for the Inpatient Rehabilitation Unit and Acute Rehabilitation. Supervise over 40 union and non-union staff, develop and implement policies and procedures, monitor competence of personnel, continuously assess and improve performance of care and services, maintain quality control, oversee budgets, internal and external sales/marketing, implement marketing plans, monitor census and functional performance, ensure completion and submission to CMS, oversee pre-screening and admission process and serve as a liaison between Milestone Corporation, Alpena Regional Medical Center, administration, clients, physicians, staff and patients and inpatient, home care and outpatient physical therapy techniques.

Summary of Experience

Sales/Marketing

- Represented Sands Consulting, Community Links, Inc., Acclaimed Home Care, Rehab Without Walls and Alpena Regional Medical Center by building relationships with physicians, case managers, hospital discharge planners/case managers, insurance payers, rehabilitation facilities and families. Areas of coverage included all of Michigan (excluding the Upper Peninsula).
- Organized/coordinated local, specialized marketing events and/or conferences.
- Developed and implemented marketing plans and budgets.
- Implemented marketing logos, literature and education materials to target specific customer groups.
- Performed referral intake, pre-admission screens and representation at team meetings.
- Represented organization as a leader to enhance a communication pathway with interdisciplinary therapies, techs, case managers and physicians.
- Represented organization for elective surgical candidates, new employee orientation and new and injured employees in safety techniques and optional resources.
- Introduced and represented Alpena Regional Medical Centers first Inpatient Rehabilitation Unit to hospital staff, internal and external physicians and discharge planners, health fairs, and hospitals throughout the state of Michigan; continued marketing throughout the state of Michigan.

Business and Program Management

- Provided leadership in the conception, planning, development, implementation and maintenance of new programs, services and business plans.
- Ensured clinic maintained compliance with regulatory laws, rules and regulations and applicable industry/accreditation standards. Reviewed and regulated JACHO, CARF and OSHA requirements.
- Managed all aspects of personnel activities including Steelworker union employees, non-union employees, evaluations, scheduling, corrective action, orientation, daily operations, competency programs, and growth development.

- Responsible for preparation and management of annual operating, marketing and capital budgets. Performed on-going monitoring to ensure operational finance targets were within budgetary guidelines.
- Responsible for information management. Resolved clinical/operational issues to promote positive relationships. Provided leadership to improve interaction and communication.
- Knowledge of Medicare/Medicaid, BCBS, Auto No Fault and Commercial regulations and reimbursements
- Assisted in the development, design and opening of Alpena Regional Medical Centers first Inpatient Rehabilitation Unit.
- Successfully lead and completed a Centers for Medicare and Medicaid survey and certified an Inpatient Rehabilitation Unit in July 2005.

Organizational skills

- A high-energy, enthusiastic and dependable individual who excels in challenging and competitive environments.
- Excellent forecasting and decision-making skills in high-stress environments.
- Capable at bringing a diverse group of people together to pursue a common goal.
- Skilled at managing internal and external customer relations.

Memberships

- MAMPRA (Michigan Association of Medical Rehabilitation Program Administrators). From 2006 through 2011 on Board of Director as Secretary; continue to be a current member.
- Certified Brain Injury Specialist since 2008.
- CMSA Membership since 2007.
- MBIPC Membership since 2007.
- BIA Golf Committee, East Side since 2007.