

JOANNA L. APPLE, RN, BS, MPH, PAHM

EDUCATION:

- 1989: Master's Public Health, Health Policy and Administration, University of North Carolina, Chapel Hill
Thesis: "Development of a Social Services Acuity System: A Strategy for Equalizing Workload."
- 1984: Bachelor of Science, Business Management, Summa Cum Laude, Gardner Webb University, Boiling Springs, N.C.
- 1995: Funeral Services Certificate, Forsyth Technical Community College, Winston-Salem, N.C.
- 1984: Associate Degree, Business Administration, Forsyth Technical Community College, Winston-Salem, N.C.
- 1969: Forsyth Hospital School of Nursing, Winston-Salem, N.C.
- 1966: Northeast Guilford High School, McLeansville, N.C.

AREAS OF EXPERTISE:

- Product Development
- Project Management
- Budget Development and Management
- Human Resource Schedule Development
- Formulation of Proposals and Grant Development
- Development and oversight of Quality Monitoring Programs

KEY SKILLS:

- Ability to Adapt to Rapid Change
- Performance of critical analysis
- Development and implementation of programs and process improvement

CORE VALUES:

- Honest and trustworthy
- Focused
- Accountable
- Disciplined
- Proactive
- Creative
- Highly motivated
- Respect for unique qualities of others

PROFESSIONAL EXPERIENCE:**CorSolutions**, Rosemont, Illinois2005-2006: *Executive Vice President and Chief Clinical Officer***RESPONSIBILITIES:**

- Management and strategic direction for the following functional areas:
Product Development, Product Management. Quality and Accreditation, Vendor management. Fulfillment, corporate education, clinical education, and sales education for the company
- Actively participate in business decisions and direction
- Lead strategic partnership and collaboration efforts
- Manage budget within acceptable range
- Coach and counsel staff

MAJOR ACCOMPLISHMENTS

Developed and launched Absence Management program
 Enhanced Diabetes product to improve ROI
 Completed RAND project evaluations
 Developed implementation plan to launch America's Top Doctors relationship to further enhance clinical rigor of programs
 Developed concept, design and launched product management department
 Launched Learning management system for the company
 Worked collaboratively with the new leadership following the merger to assure smooth transition
 Earned full accreditation through NCQA for three years for all active programs scoring 99.5 out of 100

2003-2005: *Executive Vice President***RESPONSIBILITIES:**

- Management, direction, and oversight of all functions for the following areas:
 - Product Development, Education, Quality and Accreditation, Marketing, Investor Relations, IT operations,
 - IT development, Clinical operations, RFP's. Fulfillment, and Vendor relations
- Determine company's strategic direction as part of executive team
- Negotiate contractual relationships with vendors and oversee vendor implementations and relationships
- Lead strategic partnership and collaboration efforts
- Manage budget with in acceptable range
- Coach and counsel staff

MAJOR ACCOMPLISHMENTS

Launched product performance cross functional evaluation team
 Recommended formation of a product standardization team
 Developed specialty pharmacy programs
 Led multidisciplinary team for development of Integrated Care Solutions platform
 Developed and launched Depression program
 Developed and launched HRA and lifestyle modification program
 Developed and launched Provider care alerts and provider steerage programs
 Developed and launched complex case management program
 Developed and launched internal employee Health and Wellness program
 Implemented a corporate wide education program including mgt training
 Launched Career Ladder program for staff
 Implemented complete disaster recovery plan of IT infrastructure
 Achieved NCQA accreditation for MSCP program, Cancer solutions, and 33 Health Solutions conditions
 Launched industry leading client reporting tool using Cognos platform
 Implemented Predictive dialer to improve productivity
 Instituted measures to achieve ASA and Abandonment rates consistent with client contract requirements
 Implemented cross functional reporting of quality indicators for all departments with in the company
 Restructured operations leadership function
 Over sight for expansion and build out of three facilities

2002-2003: *Senior Vice President, Product Development and Marketing*

RESPONSIBILITIES:

- Management, including staff supervision and development and budget oversight of product development, education, fulfillment and marketing
- Participate on Senior management team for strategic planning
- Manage budget with in acceptable range
- Participate on Pricing committee
- Oversee the Development of CorSolutions product line
- Develop the conceptual framework for integration of technology devices to improve program effectiveness
- Oversee marketing and positioning of the company
- Negotiate contractual relationships and oversee vendor implementations and relationships
- Coordinate product education and implementation of population management programs
- Evaluate vendors for potential partnerships
- Coach and counsel staff

MAJOR ACCOMPLISHMENTS

Developed 13 uncommon disease programs

Launched web based tracking metrics for operations

Developed and implemented staffing forecaster for both service center operations and enrollment

Launched corporate orientation program

Achieved NCQA accreditation for 5 core disease management programs

Launched inbound call center Nurse Connections

Implemented RFP database and reporting structure

Revised and re-launched both corporate and participant web sites

2000-2002: *Vice President, Product Development and Marketing*

RESPONSIBILITIES:

- Oversee the Development of CorSolutions product line
- Develop the conceptual framework for integration of technology devices to improve program effectiveness
- Oversee marketing and positioning of the company
- Negotiate contractual relationships and oversee vendor implementations and relationships
- Coordinate product education and implementation of population management programs
- Evaluate vendors for potential partnerships
- Present products to various customers
- Monitor outcomes and identify improvement opportunities for program offerings
- Budget Management for multiple departments
- Oversee company wide orientation and staff education for Sales and Service Centers
- Oversee the fulfillment operations for the company
- Manage public relations, marketing and competitive intelligence functions for the company
- Oversee the completion and distribution of RFP's for the business

MAJOR ACCOMPLISHMENTS

- Developed comprehensive intervention and impact documentation of 33 Health Solutions Conditions

- Developed company executive summary manual
- Developed chronic condition Health Solutions Program for 33 diseases
- Led the development of all products and education plan for staff to assure compliance with NCQA standards resulting in full accreditation of product line with 100% scores in all categories
- Launched biometric monitoring technology
- Developed multi media sales presentation library
- Released new sales collaterals for company
- Launched new trade show booth
- Developed productivity model for staffing of company operations
- Launched a Health Promotion and Wellness program to complete offerings across the continuum of care
- Developed and implemented speech recognition program to improve productivity
- Finalized contracts for multiple technologies to be utilized within product delivery
- Completed the redesign of all product offerings
- Completed product design for all programs expanding services to population management for product line
- Launched Pediatric and Adult Asthma program
- Developed and launched Pediatric Diabetes program
- Coordinated process to reinstate Quarterly Medical Advisory board meetings
- Consolidated fulfillment operations and material printing resulting in a reduction approximately \$70K in annual expenditures
- Developed and implemented a learning needs assessment to be used annually to assess staff educational needs
- Completed program development for Cancer product line
- Worked collaboratively with Myopoint team to integrate pain program interventions within CorConnect
- Developed and implemented the first formal education program for the sales force
- Developed and implemented a Medication Management program for all patient risk levels using pharmacy claims data

1999-2000: *Director, Product Development*

RESPONSIBILITIES:

- Develop first population management programs for Coronary Artery Disease (CAD) and Congestive Heart Failure (CHF)
- Oversee development of risk stratification predictive modeling for cardiac patient populations
- Coordinate program education and implementation of population management programs
- Develop the global infrastructure for population management across product lines
- Negotiate contractual agreements with product vendors
- Provide support materials and training for sales staff regarding program development
- Presentation of clinical programs for current and future customers

MAJOR ACCOMPLISHMENTS

- Led re-design team developing global infrastructure for the first population management programs
- Re engineered the CAD program from high acuity program to population management
- Negotiated agreements with nationally recognized companies for program materials
- Developed patient, client, and sales materials for programs
- Led the initial Stratification modeling team developing identification and risk level stratification markers
- Re-designed the high risk program question sets for both CAD and HF programs obtaining 40% greater efficiency
- Led the Heart Failure redesign initiative creating a population management program
- Developed program and implementation manuals for all products
- Developed NCQA templates for program review
- Developed stratification modeling for population programs
- Launched complete redesign of participant and physician materials

United HealthCare of North Carolina, Inc., Greensboro, N.C.

1996 - 1999: *Disease Management Program Manager*

RESPONSIBILITIES:

- Analyze data to assess program needs.
- Coordinate development of Disease and Population Management Programs.
- Negotiate contracts with disease management vendors.
- Coordinate education for Customer Service, Network Management, Health Services, Claims, and Sales staff related to Disease Management Programs.
- Coordinate program education for network physicians and hospitals.
- Coordinate implementation of population based Disease Management Programs.
- Develop methods to continually track clinical and financial outcomes of Disease Management Programs.

MAJOR ACCOMPLISHMENTS:

- Developed and implemented population based Disease Management Programs for CAD, CHF, COPD, ASTHMA and DIABETES.
- Evaluated and implemented enhancements to the Healthy Pregnancy Program.
- Actively participated in the Key Account Medical Management Initiative.
- Facilitated Process Improvement Team for the pre-certification staff initiating changes to reduce the abandonment rate.
- Actively participated in preparing for NCQA 3 year accreditation.
- One of 20, 1998 President's award nominees nationally for United Healthcare Employee Excellence
- Received 2nd place award for Disease Management in UPHS/JCOM national competition.
- Served as the Plan Coordinator for the Cardiology Advisory Committee.
- Served as the Medical Division Facilitator for the Health Care Cost Council.
- Actively participated on the Corporate Care Coordination (IMPACT) Redesign Team

Forsyth Memorial Hospital (910 beds), Winston-Salem, N.C.

1993 - 1996: Director of Nursing, Management Support Services

RESPONSIBILITIES:

- Coordinate development of nursing division budget.
- Provide guidance and consultation to nurse managers related to unit budgets.
- Formulate proposals for new and/or improved systems, methods and/or procedures.
- Direct, coordinate, monitor and evaluate special projects in the Nursing Division.
- Coach and counsel staff on achievement of nursing role and vision.
- Participate in the development of Nursing Division and hospital policies and procedures.

MAJOR ACCOMPLISHMENTS:

- Coordinated development and management of multimillion dollar budget within +/- 2% for fiscal year.
- Conducted 32 hour education seminar for all nurse managers on "Management of Human Resource Budget."
- Served as advisor for Continuous Improvement Teams in the Women's Center.
- Instrumental in the development of new charging system for Labor and Delivery Suite.
- Developed and implemented Data Tracking System to identify patient care improvement opportunities.
- Coordinated the development of a new risk management protocol reducing patient falls by 5%.
- Coordinated the development of the Hospice Contract and Hospital Care Delivery System to improve service and reduce costs to these patients.
- Participated in the development/revision of hospital personnel pay policies related to flexible schedules.
- Participated in the redesign of the Nursing Division organizational structure.
- Participated in projecting staffing needs for patient centered care.

Forsyth Memorial Hospital, Winston-Salem, N.C.

1987 - 1993: Director of Management Support Services

RESPONSIBILITIES:

- Facilitate efficient and effective use of human and financial resources in the hospital setting while maintaining or improving quality of services through evaluation, recommendation, and implementation of program changes.

MAJOR ACCOMPLISHMENTS:

- Participated in the development and implementation of a Shared Governance model of practice for the Nursing Division.
- Successfully prepared Nursing Division for two JCAHO surveys.
- Developed detailed cost and manpower studies for numerous flexible scheduling proposals, based on the nursing acuity system, to enhance recruitment and retention of nursing staff during the shortage of health care professionals.
- Decentralized the Hospital Staffing Office, providing improved quality of services and enhanced job productivity for department managers.
- Designed and implemented an exchange system for emergency carts on the nursing units to provide immediate access to necessary equipment and medications.
- Fully revised and implemented the Quality Management Plan for the Nursing Division to include monitoring of quality indicators for high volume and high risk patients or procedures in accordance with the Joint Commission for Accreditation of Healthcare Organizations.
- Developed and implemented a Social Services Acuity System to weight cases based on patient needs.

Forsyth Memorial Hospital, Winston-Salem, N.C.

1983 - 1987: Associate Director of Nursing

Areas of Responsibility: CCUs, 9th Floor Telemetry, Cardiac Procedure Room,
Emergency Department and Outpatient Department
Relief Responsibility: ICU I and II, Recovery Room, CVSU, OB,
Labor and Delivery and Nursery

RESPONSIBILITIES:

- Facilitate efficient and effective management of these units and to assure consistent implementation of policies, procedures, and programs in these areas.
- Facilitate problem solving and conflict resolution in assigned areas.
- Serve as clinical resource person for assigned areas.

Forsyth Memorial Hospital, Winston-Salem, N.C.

1985 - 1987: Value Improvement Coordinator

RESPONSIBILITIES:

- Identify opportunities for cost effective management while maintaining or improving quality of services by comparative data analysis. To make recommendations for implementation of these opportunities by working closely with staff involved to determine feasibility.

Areas of Study: Respiratory Therapy / ICU
Environmental Services
Open Heart Surgery Program
Emergency Fasttrack Services
Staffing Cardiac Cath Lab
Radiology

Forsyth Technical College, Winston-Salem, N.C.

1984 - 1986: Part-time Faculty Member - Business Administration Program

Courses taught: Business Law and Economics

Forsyth Memorial Hospital, Winston-Salem, N.C.

1972 - 1985: Clinical Specialist

Areas of Assignment: Medicine and Cardiac Units

RESPONSIBILITIES:

- Supervision, Unit Management and Clinical Resource Person.

Forsyth Memorial Hospital, Winston-Salem, N.C.

1970 - 1972: Assistant Head Nurse for 64 Bed Medical Unit

RESPONSIBILITIES:

- Unit management, clinical support and staff development.

Forsyth Memorial Hospital, Winston-Salem, N.C.

1969 - 1970: Staff Nurse - Medical Unit

RESPONSIBILITIES:

- Coordination and delivery of patient care.

Wesley Long Hospital, Greensboro, N.C.

1969: Staff Nurse - Surgical Unit

OTHER ACCOMPLISHMENTS

- Certification: Professional, Academy Healthcare Management
- Key Note Speaker, National TeleHealth conference, 2002
- Basic Sign Language - 8 Week Course
- Successfully completed N.C. Funeral Director Board Exam
- Continuous Quality Improvement Training -CQI Facilitator Training - 120 hours
- Coaching and Counseling employees - Forsyth Memorial Hospital
- Clinical Financial Systems Training - Arthur Andersen Consulting
- Business and Professional Etiquette - Kaye Long Jordan, Inc. 14 hours
- W. Edward Deming Continuous Improvement Seminar - Carolina Medicorp
- Time Management Seminar - Forsyth Memorial Hospital
- Dale Carnegie Human Relations Course
- Customer Relations: Phase I and Phase II - Forsyth Memorial Hospital
- Professional Presentation Skills Workshop - Bain/Travenol, Boston, MA

ADDITIONAL EXPERIENCE:

2017- present

Developed and implemented Meals on Wheels program in conjunction with Senior Resources of Guilford for the Northeast Guilford County community. Serve as day chair coordinating 40 volunteers

2002-2022 Served on NEFD Board of Directors; VP from 2012-2022

Revised department ByLaws, developed budgets, interviewed and hired Fire Chief

2004-2012 Served as church clerk Apple's Chapel Church

2007: Developed and implemented Sunday School Greeter process

2007: Developed and implemented a shut in ministry program

2007- 2019 Bible Study Fellowship (BSF International)

2000- Professional speaker at numerous Case Management and Disease Management conferences
2002

1990 -

1996: Speaker, local civic groups. Topic: "Cholesterol and What it Means to You."

1990: Completed numerous Radio and Television interviews regarding Heart Healthy Cooking Techniques.

1990: TV Holiday Heart Cooking Series (WFMY Greensboro), Good Morning Show, Greensboro.

1988: Developed and coordinated the implementation of a plan for transportation to work for all clinical employees of Carolina Medicorp during inclement weather.

1981- Developed and conducted 8-hour CEU approved workshop on "How to Read a 12 Lead EKG" for Forsyth Memorial
1991: Hospital Critical Care Staff annually.

1980: Designed and coordinated implementation of the unit dose drug distribution system at Forsyth Memorial Hospital.

1976: Designed program for Medication Error Classification.

NATIONAL HONOR SOCIETIES:

- Delta Omega
- Alpha Chi
- Santa Filomena

COMPUTER SKILLS:

- Word, Microsoft Project
- Excel
- Power Point
- Outlook
- Moziak CAD

PROFESSIONAL and COMMUNITY AFFILIATIONS:

- Member American Heart Association (AHA) 2002-2006
- Member of AHA Cardiovascular Nursing Council 2002-2006
- Member of AHA Epidemiology and Prevention Council 2002-2006
- Member, Guilford County Coalition on Infant Mortality, 1997
- Served as United Way Account Representative for Business I District, 1995
- Leadership Connections, Winston-Salem, 1994
- Appointed by Forsyth County Commissioners as a Member of the Forsyth County Nursing Home Advisory Committee, 1990 - 1994
- Member of Apple's Chapel Christian Church
- Member Scholarship committee Apple's Chapel Christian Church 2002-2005
- Elected as member of Board of Directors for North East Guilford County Fire Department 2003- present
- Served as Vice President of Board of Directors 2007-present
- Founded Congregational Nurse program for Apple's Chapel
- Served as Chairperson of Health Ministry committee for Apple's Chapel 2006-2008
- Sunday School Superintendent 2007-2008
- Chairperson of Board of Christian Education 2008
- Served on Finance committee for Apple's Chapel 2006-2008
- Served on nominating committee for Apple's Chapel 2007-2012
- Served as Church Clerk 2010-2012
- Election Day precinct judge 2008-present

PUBLICATIONS:

- "Cardiovascular Risk Reduction at United Healthcare", Journal of Clinical Outcomes Management, April 2000
- AN APPLE A DAY - A Heart Healthy Cookbook, 1990.
- "IV Catheter Related Phlebitis," RN Magazine, Clinical Highlights, June 1986.
- Permission granted to reprint "Monthly Classification of Medication Errors," in NURSING FORMS MANUAL, Beatrice Rowland, Aspen Publications, 1984.
- "Classification of Medication Errors," Supervisor Nurse, December 1976.

REFERENCES:

Available Upon Request.