

# ELLEN GARRETT

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## HEALTHCARE SALES PROFESSIONAL

Detailed and focused cross-industry sales representative with proficient leadership and management skills. Healthcare specialties include: Acute/sub-acute, hospitals, clinical laboratory/diagnostics, respiratory/trach care, wound care, and home infusion. Territory coverage local/regional. National Key Account Management including but not limited to: Governmental agencies and armed forces locations (NC/SC/VA). A diligent/energetic/enthusiastic professional drawing upon over 20 years of experience. A genuine passion to drive successful organizational programs, and cross-functional effectiveness among all organizational leadership. Building solid business relationships, driving positive outcomes and approach client issues with emotional intelligence and urgency. Demonstrate team leadership, and supportive of team members. Willing to travel land/air, local/ multi-state locations, and relocation consideration.

### - Core Competencies -

- Clinical sales and field support
- Product in-services and training
- Strong cross industry clinical knowledge including patient chart reviews and patient assessments
- Client negotiations/contracts/clinical trials
- Create strong business partnerships and collaborate among mid/upper level leaderships
- CRM-Salesforce-Concur-Epic-Allscripts

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## PROFESSIONAL EXPERIENCE

Brookdale Home Health, Inc., Greensboro, NC

**Home Health Sales Representative** (November 2018 – June 2019)

Sub-acute referral-based home health sales. In-services on home infusion and wound care. Consult with hospital case managers, physician practices, and long-term care facilities for patient home health needs. Patient assessments and family meetings on service criteria and financial responsibilities with Medicare/Medicaid/Managed Care. Work with patient and families on concern resolutions.

Kindred Hospital (LTACH), Greensboro, NC

**Clinical Liaison** (October 2016 – November 2018)

Acute care referral-based hospital sales to drive census at LTACH (Western NC). Consult with critical care teams (ICU) and step-down units, case management team members, and physicians on acute care needs, respiratory/trach care, and wound care patient transfers to LTACH. Patient assessments, meet with patient and family on service criteria and financial responsibilities. Patient chart reviews, and create electronic patient record for admission. Pre-authorizations on managed care insurances and schedule peer reviews for insurance for insurance denials. Seek with urgency resolution for patient/family concerns and complaints. *Selected Contributions:*

- Instrumental in changing a 30-year culture in the referral process at Wake Forest Baptist Medical Center (Winston-Salem, NC). Creating a trusted and confident partnership with mid-upper level (ICU) Critical Care/Step-Down clinical teams, C-suites, and (ICU) critical care medical directors. Collaborated in approving LTACH participation in patient huddles and grand rounds to recommend approvals for patient transfers to LTACH based on patient chart reviews and patient assessments.
- Increased sales 68% in 1 year, with over 6 million contribution in one year.

Care Advantage, LLC., Salem, VA

**Home Care Sales Specialist** (February 2016 – October 2016)

Referral-based sales for home care agency, covering Southwestern VA. Build professional partnerships with hospital case managers, independent living communities, long-term care facilities, and physician offices. Educate and meet with family/patients on service criteria and private pay billing options. Create community events to promote home care. *Selected Contributions:*

- Build a stronger relationship with Roanoke Memorial and Lewis Gale Hospitals.

Advanced Home Care, High Point, NC

**Transition to Home Sales Specialist** (February 2012 – June 2015)

Sub-acute referral-based sales for home health and DME (respiratory/home infusion/wound care). Build relationships with hospital case managers and physician offices. Educate patients on services and DME equipment. Perform chart reviews and patient assessments. Physician office in-services, peer coaching/training and seek billing resolutions/corrections with third-party insurances. Resolving emerging concerns. *Selected Contributions:*

- Greenhouse Leadership Program
- Circle of Excellence Award, Sales
- Generated 1 Million in sales 2 years in a row
- Increase sales by 65% first year

Show Me Bread LLC, dba Panera Bread, Kernersville NC

**Manager, Field Marketing** (October 2005 – June 2011)

Principal marketing leadership for Triad franchise. Managed budget of \$560,000. Promoted and managed philanthropy programs, created monthly community events. Creative contributor on radio, TV, and billboard buys. *Selected Contributions:*

- Opened 5 bakery-cafes with recorded number openings.
- Raised over 7 million for various charities, and breast cancer awareness.

Silas Creek Manor, (Kindred Healthcare), Winston-Salem, NC

**Director of Sales and Marketing** (January 2004 – October 2005)

Build census in facility, forge relationships with hospital case managers, meet with family on financial responsibility. Patient chart reviews and patient assessments for admission and complete admission documents. Communicate knowledge of updates of Medicare/Medicaid/Managed Care changes relating to long-term care. *Selected Contributions:*

- Census retention 95% for 18 months.

**Additional relevant experience:** Marketing Assistant (Biscuitville 2001-2004)-Resident Relations Director (Manorhouse 1997-2001)-Toxicology CSR-Marketing CSR Diagnostic Products-Field CSR (Eastern NC)-Sales (Eastern NC)-Regional Nursing Home Sales Manager covering (NC-SC-VA-TN) (LabCorp 1986-1997).

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## EDUCATION & CREDENTIALS

University of New England, Biddeford, ME

**M.S Public Health Candidate (12/2020)**

Coursework: Public Administration-Public Policy-Social Behavioral Health-Epidemiology

High Point University, High Point, NC 2002

**B.A Human Relations: Concentration: Business**

GPA 3.54/4.0 *Cum Laude*

Alamance Community College, Graham, NC 1991

**A.A.S Criminal Justice: Law Enforcement/Corrections**