

JILL FARRELL

Long Beach, CA 90803 | (651) 500-3374 | jillfarrell500@gmail.com | LinkedIn.com/jill-marie-farrell

CAREER PROFILE

Transformational and resilient leader with over 12 years of healthcare experience delivering valuable business development and operational strategies while exceeding sales targets across multiple product and service lines. Superb leadership abilities managing highly technical projects and strategic business growth initiatives for start-ups, mid-size and Fortune 500 organizations through commitment to team and organization excellence.

STRENGTHS AND DISTINCTIONS

Strategic Planning | Market Analysis | Relationship Management | Project and Program Management | Lean Six Sigma Green Belt | Critical Thinking and Process Improvement | Software as a Service (SaaS) and Medical Device Sales | Consulting | Database Design and Analysis | Financial Forecasting and Reporting | Clinical Research and Regulatory

PROFESSIONAL EXPERIENCE

ADVENTIST HEALTHCARE LIFEWORK STRATEGIES, Gaithersburg, MD

Mar 2017 – Mar 2019

Business Development Project Manager

- Conceptualized and developed system strategy for marketing and B2B sales through strategic brand awareness initiatives that generated 20% annual sales growth and 50% increased referrals from revitalized website and marketing collateral, exposure at national conferences and innovative lead procurement practices.
- Expanded brand visibility through strategic partnerships and relationships with C-suite, benefits brokerage firms, insurance carriers, chambers of commerce, local colleges and nationally recognized software vendors.
- Migrated over 50,000 users nationwide onto new digital health platform after evaluating and partnering with emerging digital health app that expanded product portfolio in a highly competitive and consolidated market.
- Increased customer base 100% in leading core mapping initiatives and developing innovative care pathways and business case models to merge LifeWork Strategies and other Adventist HealthCare ambulatory care services.
- Developed dashboard and database for reporting business development metrics of success across ambulatory care teams for reporting to executive leadership.
- Provided best practices to financial team on billing and slashed uncollected accounts receivables by 90% by negotiating fees and deploying collections letters.

CREDIBLE BEHAVIORAL HEALTH, Rockville, MD

Mar 2015 – Oct 2016

Operations Analyst

- Led, designed and deployed new proposal development strategy targeting large and multi-state agencies resulting in a 93% hit rate for in-person software demonstrations and \$7 million in potential revenue.
- Conducted systematic analysis and redesign of Credible's proposal and contract management processes that led to 17% increase in contract renewals and improved collections processes.
- Facilitated development and implementation of multi-departmental benchmarking and executive level reports that helped to define new workflows around task ticket responses in the software.
- Recognized internal expert on value-based care and presented to audience of 50+ clients on legislative and regulatory healthcare policies impacting behavioral health agencies at annual partner conference.

NATIONAL COMMITTEE FOR QUALITY ASSURANCE (NCQA), Washington, DC **May 2012 – Mar 2015**

Senior Healthcare Analyst, Performance Measurement

- Oversaw and comprehensively managed highly technical, multi-year grant developing behavioral health outcome measures around depression management and antipsychotic use in youth and adolescents.
- Successfully negotiated annual contract obligations for a federally-funded \$3M contract under CMS, managed cross-functional teams across multiple institutions, tracked data collection and initiated reporting for multi-stakeholder review.
- Facilitated a wide portfolio of HEDIS measure development and quality improvement projects with cross-functional teams while conducting research, data collection and preparing presentations to key stakeholder audiences.

- Consulted with Principal Investigator to mitigate potential testing delays and developed strategy to realign measure development activities and timeline.

ATLAS RESEARCH, Washington, DC

Senior Analyst

Jan 2010 – May 2012

- Created high-impact, new business development initiatives through overseeing the organization’s technical proposals proposals that led to a \$26 million Department of Veterans Affairs (VA) contract.
- Led research team composed of PhDs that developed an international database outlining healthcare management programs in over 20 countries.
- Developed tailored solutions for VA to implement and promote programs to improve quality and access to healthcare for rural and homeless veterans through expansion of women veterans' health services, rural-based transportation programs and integration of community-based outpatient clinics.

MEDSTAR GEORGETOWN UNIVERSITY HOSPITAL, Washington, DC

Sep 2007 – Jan 2010

Clinical Research Coordinator, Department of Surgery

- Served on several multi-center, medical device trials for vascular, breast, wound and transplant surgery by tracking all clinical data, consenting patients and reporting to Institutional Review Board (IRB), Principal Investigators (PIs) and surgeons.

3M MEDICAL, Columbus, OH

Aug 2006 – Sep 2007

Medical Sales Representative

- Realized growth throughout \$4 million Ohio territory maintaining a portfolio of 10,000, 3M Medical products by developing relationships with hospital leadership, clinical staff and key decision makers.
- Fostered a robust, sustainable network of clients across Ohio, leveraging strong listening, presentation and closing skills to optimize sales results despite previously dominant competitor advantage.
- Introduced new wound care and other hospital products into the market through in-services and trade shows.

EDUCATION

GEORGETOWN UNIVERSITY, Washington, DC

Masters in Health Systems Administration (MHSA)

Sep 2007 – Dec 2009

AMERICAN UNIVERSITY CENTER OF PROVENCE, Aix-en-Provence, France

French Studies

Sep – Dec 2004

ST. CATHERINE UNIVERSITY, St. Paul, MN

Bachelor of Arts (B.A.), Medical Sales and French

Jan 2003 – May 2006

PUBLICATIONS

- Szelwach, C.R., **Steinkogler, J.**, Badger, E.R., & Muttukumaru, R. Transitioning to the Civilian Workforce: Issues Impacting the Reentry of Rural Women Veterans. *Journal of Rural Social Sciences*, 26(3), 2011, pp. 74