

DATE: 09/28/11

TO: City Clerk

FROM: Representative Cortney Carlisle Niland

ADDRESS	2 Civic Center Plaza 10 th Floor, El Paso, TX	TELEPHONE	915-541-4268
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Please place the following item on the (Check one): CONSENT XXX REGULAR _____

Agenda for the Council Meeting of 10/04/11

Appointment of Michele Aboud to the Retired and Senior Volunteer Program (RSVP) Advisory

Item should read as follows: Council by Representative Cortney Carlisle Niland, District 8

SPECIAL INSTRUCTIONS:

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Retired and Senior Volunteer Program (RSVP) Advisory Council

NOMINATED BY: Representative Cortney Carlisle Niland DISTRICT: 8

NAME OF APPOINTEE Michele Aboud

(Please verify correct spelling of name)

BUSINESS ADDRESS:

CITY: ST: ZIP: PHONE:

HOME ADDRESS:

CITY: El Paso ST: TX ZIP: PHONE:

E-mail:

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Rosa De Leon

EXPIRATION DATE OF INCUMBENT: 04/06/2008

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

CITY COUNCIL APPROVAL DATE: 10/04/2011

TERM BEGINS ON : 04/06/2010

EXPIRATION DATE OF NEW APPOINTEE: 04/06/2012

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X

2nd TERM: _____

UNEXPIRED TERM: _____

Michele Diaz Aboud

CAREER SKILLS/KNOWLEDGE

Leadership
Strategic Planning
Competitive Strategies
Communications

General Management/Operations
Marketing/Sales
Medical Staff/Network Development
Financial/Budget Management

Staff Development
Employee Relations
Client Relations
Computer Proficiency

CAREER ACHIEVEMENTS

- Lead the complete start-up of CIMA Hospice El Paso, LP to include organizational and operational structure, staff recruitment and training, budgeting, and facility and medical directorship contracting that resulted in initial state survey on January 12, 2007 with zero deficiencies and Medicare Certification.
- As Network Director for El Paso Medical Network ("EPMN" is an independent 501c3 non profit physician network), fast-tracked local network growth and stability through aggressive provider recruitment and relations in conjunction with on-going retention strategies for existing member providers.
- Received national certification as a Certified Medical Manager (CMM) through the Professional Association of Health Care Office Management (PAHCOM, Pensacola, Florida), 2002.
- As Vice President and Executive Consultant for Physician Practice Services, directed its business reorganization initiatives to include development and implementation of strategic planning, marketing, sales/customer and employee relations programming and operational functions.
- Nominated for the SBA Small Business Person of the Year by WellsFargo Private Banking (El Paso) in 1999.
- Established one-to-one relationships with over 300 El Paso physicians (a 16-year commitment).
- Promoted to Assistant Vice President of Sales for Columbia/HCA Healthcare Corporation West Texas Division, in charge of implementation of the new Columbia national sales initiative for the West Texas Division (El Paso).
- Honored with the Women in Business Award by the El Paso Hispanic Chamber of Commerce in 1997.
- Promoted to Assistant Vice President of Communications and Public Affairs for Columbia/HCA Healthcare Corporation West Texas Division (El Paso), in charge of centralization of marketing functions, integration and consolidation of marketing activities, products and services; development and communication of the "big picture" view of the market vs. specific facilities (23 facilities/3,000 employees/\$3 million department budget).
- Honored with the YWCA REACH Award (Management Category), nominated by the Columbia Medical Center West medical staff in 1995.
- Promoted to Director of Physician Recruitment/Network Development at the Columbia Management Service Organization for Columbia/HCA Healthcare Corporation West Texas Division (El Paso), successfully directing all medical staff development aspects of recruitment of new physicians and loyalty-enhancement and retention of existing medical staff members as it related to the Columbia West Texas Division physician networks (QualityCare™ Network).
- Received national certification as a medical staff recruiter (CMSR) in 1994 (Atlanta, Georgia).
- Promoted to Director of Physician Services/Medical Staff/Physician Relations at Sun Towers Hospital for Columbia/HCA Healthcare Corporation West Texas Division (El Paso), responsible for developing the first city-wide in-house practice management service to support newly recruited physicians and selected as a "Peak Performer" by Mr. Richard Scott, Chairman of Columbia/HCA Healthcare Corporation in 1992.

Michele Diaz Aboud

BUSINESS WORK EXPERIENCE

June 26, 2006–Present CIMA Hospice of El Paso, LP El Paso, TX

Administrator

Responsible for all agency duties and functions to include: start-up, management and growth of agency; supervision of all patient care personnel as well as patient administrative support personnel; securing and retaining Medicare certification; physician, patient and public relations activities; interfacing with corporate functions of accounting, billing and collections, and information systems; financial performance of the agency; attainment of superior patient services; and to lead the agency with the highest of integrity and professionalism.

July 2002–June 2006 Trans-Century Resources El Paso, TX

Network Director/El Paso Medical Network "EPMN"

Responsible for all local network duties and functions as outlined by the network Board of Directors and facilitated and supported by Trans-Century, Resources, its management company.

Major Accomplishments:

- Vigorously promoted the utilization of EPMN by its provider members through effective communication strategies and fostering a smoothly functioning, efficient organization.
- Monitored the adequacy of the services and products rendered by Trans-Century Resources for the benefit of EPMN and the products and services offered by EPMN to the community and its membership through coordination with the EPMN Board of Directors, provider members, and contracting health care providers.
- Fast-tracked EPMN's growth through aggressive provider recruitment and relations in conjunction with retention strategies for existing member providers.

January 2002–July 2002 EP Premier Medical Group El Paso, TX

Practice Administrator

Responsible for a six (6) physician primary care group practice with duties to include: managing billing and collections processes, interacting with physicians, patients and general public, and oversight of the Quality Assurance and Compliance Programs. Also responsible for payor contracting and credentialing, human resource management, employee recruitment and training, bookkeeping and banking, and inventory control and procurement.

September 2000–August 2008 Internal Medicine Associates El Paso, TX

Practice Administrator

Responsible for a two (2) physician medical practice with duties to include: managing billing and collections processes, interacting with physicians, patients and general public, and oversight of the Quality Assurance and Compliance Programs. Also responsible for payor contracting and credentialing, human resource management, employee recruitment and training, bookkeeping and banking, and inventory control and procurement.

October 1997–July 2002 Physician Practice Services El Paso, TX

Vice President/Executive Consultant/Principle

Responsible for all sales, marketing and strategic planning functions of the company to include business plan and collateral material development, client newsletter publication and client and employee relations programming. Shared physician practice management consulting responsibilities. Services include new practice start-ups, accounts receivable management, personnel, financial, strategic planning, operations and marketing.

Major Accomplishments:

- Developed and implemented the first strategic business planning process and plan for the company.
- Developed and implemented a new strategic focus with an obtainable company mission and vision for the company.
- Initiated and implemented a company-wide culture complemented by a comprehensive internal employee relations program to include: employee of the month, employee newsletter, employee team meeting, cost-busters employee committee, lunch and learn continuing education, bi-annual employee satisfaction survey, community involvement and team building.
- Initiated, developed and implemented the first physician "office manager's roundtable" that launched a local chapter of PAHCOM (Professional Association of Health Care Office Managers).

Michele Diaz Aboud

- Developed and implemented a comprehensive client relations and branding program to include: client brochure, client referral program, quarterly practice management newsletter, monthly practice management alert (1 page), monthly practice management articles as a contributing editor to *El Paso Physician* magazine, bi-annual client satisfaction survey. As a result, the company's visibility among targeted clients has increased by over 200%.
- Tripled the company's consulting revenues within 24 months and expanded the company's market outside El Paso to include clients in California, Arizona, New Mexico and Illinois.

May 1997–October 1997 **Columbia/HCA Healthcare Corp.**

El Paso, TX

Assistant Vice President of Sales (West Texas Division)

Responsible for implementation of the Columbia national sales initiative for the West Texas Division (El Paso). Responsibilities included: recruitment, training, coaching and motivating new sales representatives to achieve annual sales goals and objectives; territory development and implementation; interaction with key customers such as physicians, managed care organizations, local employers and state and local governments; planning and conducting division sales meetings to direct and communicate company strategies and build an effective sales team; managing administrative responsibilities and exercising executive management control over expenses, division sales and compensation base; and planning and implementing career development.

March 1996–May 1997 **Columbia/HCA Healthcare Corp.**

El Paso, TX

Assistant Vice President of Communications and Public Affairs (West Texas Division)

Responsible for establishing, implementing and evaluating the West Texas Division's (El Paso) marketing, public relations and public affairs programs as they relate to the division's strategic business plan. Responsibilities included: centralization of marketing functions for consistencies and efficiencies; integration and consolidation of marketing activities, products and services; development and communication of the "big picture" view of the market vs. specific facilities (23 facilities/3,000 employees), consolidation authorization and implementations of a market-wide communications and public affairs budget (\$3 million); liaison to the news media, health and human service organizations in and out of the healthcare industry, advertising/marketing vendors and the general public.

Major Accomplishments:

- Developed and implemented a division-wide Contributions Committee for distribution of charitable funds to community organizations. Members included: senior management, board members/community leaders and physicians. Annual charitable contributions budget of \$300,000.
- Developed and implemented a division-wide Texas Good Government (PAC) program and campaign. The West Texas Division exceeded goal within 30 days and was awarded \$1 million in additional capital money for the division.
- Developed and implemented the first Annual Report to the community for the division that included: producing and writing a 4-page color newspaper insert, planning and executing a community VIP preview party of the Annual Report with a 5-minute video presentation.
- Was a member of the Columbia Marketing Council, a committee of all senior level marketing representatives for all Columbia divisions, nation-wide. The committee was responsible for creating and implementing the national branding campaign, a first for the industry.
- Managed the 1997 Media Crisis; FBI Investigation (El Paso).

1994–March 1996 **Columbia/HCA Healthcare Corp.**

El Paso, TX

Director of Physician Recruitment/Network Development (Columbia M.S.O.)

Responsible for all medical staff development aspects of recruitment of new physicians and loyalty-enhancement and retention of existing medical staff members as it related to the Columbia West Texas Division physician networks. Responsible for all activities that generated physician candidates for physician recruitment needs division-wide to include: preparation of site visits; preparation of recruitment agreements; preparation and management of recruitment budget; preparation and management of physician payments and annual audits.

Major Accomplishments:

- Managed the development of a physician manpower plan and needs analysis for the Columbia network (QualityCare™ Network).
- Implemented and managed a newly developed physician recruitment committee and physician advisory council that included monthly physician newsletter, committee meeting agenda and minutes, and physician communication plan.

Michele Diaz Aboud

- Developed and implemented the first division-wide (West Texas) comprehensive Physician Services Program that included: physician relations/sales, physician recruitment, physician referral services, continuing medical education, office manager seminars, physician practice set-up assistance (guide to opening up your practice outline), practice management consulting services, new physician orientation program, physician appointment calendar directory, physician "community education" monthly programming, special events/networking, and a provider relations department dedicated to the specific needs of the two Columbia physician networks.

1990-1994

Columbia/HCA Healthcare Corp.

El Paso, TX

Director of Physician Services/Medical Staff/Physician Relations (Sun Towers Hospital)

Responsible for the coordination of all facets of Physician Services to include: physician recruitment, physician referral program and physician relations programming. Responsible for all hospital volunteer programs and activities.

Major Accomplishments:

- Developed the first citywide in-house practice management service to support newly recruited physicians.
- Designed a comprehensive "Starting Your Practice" timeline to assist newly recruited physicians in opening their practices.
- Developed and implemented a yearly (summer) Junior Volunteer Program for the hospital.
- Initiated the first "office managers certification course" offered to all area physician office managers sponsored by the hospital. Successfully completed the course and received certification (1992).
- Successfully completed a week-long practice management-training course held in California by Practice Management, Inc. out of Florida (1993).
- Selected as a "Peak Performer" by Mr. Richard Scott, Chairman of Columbia (1992).

1987-1990

Columbia/HCA Healthcare Corp.

El Paso, TX

Director of Industrial Sales/Marketing and Public Relations (Columbia Diagnostic Centers)

Responsible for all sales, marketing, public and patient relations for a free standing diagnostic center and three urgent care clinics.

Major Accomplishments:

- Developed promotional strategies and established communications and business relationships with area physicians and community employers to increase revenues and gain market share in the industrial medicine market.
- Developed the first marketing and public relations budget and collateral materials for the diagnostic center and urgent care clinics.
- Increased gross revenues for the diagnostic center and clinics by 30% for industrial medicine services within a six-month period.

EDUCATION

B.B.A. - University of Texas at El Paso, Marketing - 1986

CURRENT PROFESSIONAL ASSOCIATIONS

- Texas New Mexico Hospice Organization
- Medical Group Management Association (MGMA)
- Leadership El Paso Alumni (Class XX)
- The American College of Medical Staff Development
- Professional Association of Health Care Office Managers

REFERENCES AND COMMUNITY SERVICE BIO

Gladly furnished upon request.