

MERRY NANCY ADLER, M.A., B.A.

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Patient focused, goal-oriented, energetic healthcare professional with several years of progressive experience in management level positions to include the following areas of expertise, successes and career highlights: service excellence trainer and leader, focus groups facilitator, stellar verbal, written and presentation skills, editor, strong troubleshooter and conference planner.

ACCOMPLISHMENTS:

- Recipient of several customer service awards by Senior Leadership in two major healthcare organizations/hospitals in the Washington, DC Metropolitan area.
- Developed and managed a myriad customer service initiatives with proven positive outcomes.
- Chosen with four other healthcare professionals and leaders from The George Washington University Hospital to provide presentations to physicians and healthcare administrators in The Republic of Estonia, Ministry of Health, Tallin Central Hospital and Mustamae Medical Center. As Director, Customer Services, I spoke on the creation and development of a customer service department - from 'Ground Up.'
- Assisted Senior Leadership at Inova Fairfax Hospital in creating and managing a comprehensive multi-language medical interpreter program, a 'first,' for this large scale flagship hospital. This initiative resulted in a positive cultural change and enhanced customer satisfaction.

PROFESSIONAL EXPERIENCE:

Holy Cross Hospital, Silver Spring, MD

11/08 - 11/14/14

PROGRAM COORDINATOR, OFFICE OF SENIORS

- Provided concurrent reports/data analysis regarding patient care for seniors seen in the nation's first Seniors Emergency Center (SEC), Holy Cross Hospital.
- Responsible for management and operations of Annual Dementia Conferences that encompassed a plethora of responsibilities. To name a few: recruitment of all speakers, choosing caterers to room reservations, ongoing contact with the Office of Marketing & Communications to ensure design, format and delivery of all brochures, flyers, etc. were delivered to prospective attendees.
- Provided PowerPoint presentations on How To Make Emergency Room Visits Safe for Seniors to the community regarding our SEC in independent, assisted and skilled nursing facilities.
- Developed ongoing relationships within the community and fostered former ones who managed the leadership and operational side of their of independent and assisted living facilities, skilled nursing facilities and adult day care centers in Montgomery County, Maryland.

Holy Cross Hospital, Silver Spring, MD

2/06 - 11/08

SENIOR PROJECT CONSULTANT, OFFICE OF PROFESSIONAL PRACTICE

- Planned, managed and supported Nurse Leadership with ongoing projects related to Patient Care Services. Supported and assisted Nurse Directors, Senior Directors and Senior Vice President, Patient Care Services/Chief Nurse Executive (CNE) with larger projects as deemed priority within line of hospital strategic goals.
- Advised and met with several Nurse Directors related to results of their patient satisfaction reports for Medical/Surgical/Critical Care and NICU units and provided suggestions to enhance patient, staff and customer satisfaction.
- Spearheaded the Nurse Mentor Program which allowed experienced nurses the opportunity to become mentors for new nurse graduates and novice nurses.
- Solely reconciled all nursing agency invoices for one fiscal year and provided quarterly reports to the CNE.

- Responded to patient concerns on behalf of the Vice President, Patient Care Services/CNE, which were written directly to her regarding their patient care.
- Managing Editor of *Clinical Insight*, a comprehensive, quarterly newsletter with a readership of over 1000 nurses.
- Hands on/actively involved in working with Holy Cross Foundation to ensure all (100%) of Nursing's participation in the hospital's Silent Auction, Annual Galas, 2006 and 2007.

Anteon Corporation (Government Contractor), Fairfax, VA

9/05-12/05

SPECIAL PROJECTS for Anteon Technical Lead, DHHS, Center for Mental Health Services, Substance Abuse and Mental Health Services (SAMHSA)

- Assisted in developing process and criteria for Technical Assistance (TA) Providers to TA Provider Database to ensure compliance with the President's New Freedom Commission Report, 7/03.
- Edited and assisted in providing External Report to all who attended the Annual Conference of TA Providers, July, 05, 'Transformation in Action: Framing the Future of Technical Assistance.'
- Provided assistance with reports related to TA Providers/gap analysis and their impact and relationship to Broker Service Delivery Assessment.

The Washington Group & FSA International, Silver Spring, MD

4/05-9/05

ASSOCIATE ACCOUNT DIRECTOR, HEALTHCARE DIVISION

- Client-driven industry utilizing effective communication skills in understanding the client's needs, corporate culture and expectations prior to the recruiting process.
- Provided a strategic service for clients and recruited executive nurse placements on a weekly basis.
- Created human resource foundations for clients on which they grow their businesses.
- Recruited the best professionals to manage or deliver care in the diversified healthcare industry.
- Provided high quality and effective solutions to the client's staffing needs in a timely manner.

Inova Health System, Falls Church, VA

2/98-7/04

DIRECTOR, PATIENT RELATIONS, Inova Patient Accounts

12/02-07/04

- Managed operations for a Customer Service Department, Inova Hospital Patient Accounts, for \$2.5 billion revenue-based healthcare organization averaging 16,000 phone calls per month.
- Responsible for timely and tactful resolution of *all* Administrative patient account concerns in Inova Health System which comprised a network of four hospitals, outpatient services, emergency and urgent care centers, etc.
- Demonstrated program initiative by managing a newly created unit for the Hispanic population to enhance customer satisfaction and in-depth understanding of hospital billing statements.
- Wrote all policies and procedures related to Customer Service in support of department goals.
- Supported cross functional initiatives, projects and teams: Lead player involved in selection and recruitment of a vendor in the total design of patient-friendly billing statements (60,000/month).
- Provided HIPAA Privacy Rule/Privacy Practices Training for Patient Accounts/Finance Staff.

Inova Fairfax Hospital/Inova Fairfax Hospital for Children

DIRECTOR, CUSTOMER RELATIONS

1/2000-12/02

- Managed staff of Patient Representatives who responded to all quality of care and service issues for a 656-bed regional medical center and Level 1 Trauma Center.
- Directly involved on the Limited English Proficiency (LEP) Task Force Committee which provided direction, compliance and timely implementation of operational changes mandated by DHHS.
- Worked with Marketing in writing and design of Patient Rights & Services Brochure, writing and distribution of inpatient handbook and placement of signage throughout Inova Fairfax Hospital.
- Highly visible, accessible and accountable when working with Senior Leadership, Risk Managers, Patient Care Directors and Department Chairmen regarding patient rights and resolution of complex family concerns.

MANAGER, CUSTOMER SERVICE, Inova Patient Accounts

2/98-1/2000

- Created and managed a Hospital Patient Accounts Customer Service Department for a healthcare system with over \$1 billion dollars in revenue, resolving over 12,000 billing concerns monthly.
- Acted as sole troubleshooter for all VIP claims/concerns for a comprehensive network of healthcare facilities including: four hospitals, mental health services, emergency and urgent care centers.
- Coordinated with Patient Registration and Patient Accounts in the design and training of staff on topics: Understanding the Revenue Cycle, Problem Solving Techniques, Conflict Resolution and Strategies for Diffusing Anger.
- Conducted ongoing analyses and trending reports to compare with market benchmarks in order to ensure continuous quality improvement and enhance customer satisfaction.
- Represented Patient Accounts with selection of new Integrated Voice Response (IVR) system. Discussed user application flows and functional specifications for customer service staff prior to implementation.

The George Washington University Medical Center, Washington, D.C. **10/86-1/98**

ASSOCIATE DIRECTOR, GW MEDICAL CENTER DEVELOPMENT & ALUMNI RELATIONS

1/96-1/98

- Assisted in the implementation and monitoring of a 'Grateful Patients & Friends Program' for the medical center and for purposes of identifying potential prospects and continuing cultivation of donors.
- Interviewed and recruited volunteers to actively contact former grateful patients via telephone.
- Assisted in fund raising for the Annual Fund, thrice yearly, for The George Washington University Medical Center.
- Increased philanthropic support for the medical center by obtaining a commitment from The Women's Board totaling \$100,000 for the new Women's Health Center during the first few months of employment.

The George Washington University Hospital, Washington, D.C.

DIRECTOR, CUSTOMER SERVICES

12/92-12/95

- Created and directed a Customer Service Department from 'Ground Up' for a major metropolitan academic university hospital, including Volunteers, Chaplains, Transporters and Patient Advocates. The creation of a 'hotelier' program encompassed new Concierge and Doorperson positions which greatly enhanced customer satisfaction and a positive image for the medical center.
- Elected to travel to the Republic of Estonia with four healthcare professionals: Chief Financial Officer, The George Washington University Hospital (GWUH), a physician, an ER consultant for The Ronald Reagan Institute of Emergency Medicine at GWUH and a Professor at The George Washington University, for the Estonia Management Initiative. Presented talks on the operations of customer service to physicians and healthcare administrators.
- Collaborated with top leadership in writing and implementing the Standard Practice for Governing VIP Relations, Registration and Concierge Staff.
- Participated as group leader/trainer in a customer relations program for 1400 hospital staff.

EDUCATION:

The George Washington University, Washington, D.C.

M.A. Education & Human Development, Human Resource Development

1982-1983

B.A. Education & Human Development, Human Services

1980-1982

PROFESSIONAL COMMITTEES :

Ethics Committee, Inova Fairfax Hospital/Inova Fairfax Hospital for Children

2000-2002

Inova HIPAA System-wide Task Force

2000

Inova Health System Limited English Proficiency (LEP) Task Force

2000-2002

International VIP Service Committee, GW University Medical Center

1992-1995

Saudi International Workgroup, GW University Medical Center

1991-1995

AWARDS:

Chosen as a 'Service Legend' by EVP/COO, Inova Health System. 2000
Recognized and presented a special recognition for customer service by VP and
Administrator, Inova Alexandria Hospital, Alexandria, Virginia. 2003

MEMBERSHIPS:

American College of Healthcare Executives (ACHE) 1/03 -

PERSONAL:

Conversational Spanish and knowledge of French

Creative writing: Published author, titled, *Grandmothers Who Inspired Us Across The World*. As author, editor and collector of 31 memoirs from loving grandchildren about their grandmothers. The common thread is the strong bond and enlightening relationship of one's grandmother to oneself. One third of these grandmothers were born in 10 countries outside the United States. 2019

Wrote two children's books, an essay and several poems.

Well traveled

The Women's Board, The George Washington University Hospital 2/14 -
Washington, DC.

Forest Hills of DC, Inclusive Senior Living, Assisted Living Facility, 7/15 -
volunteer position reading editorials to and visiting with senior residents.

