

Michael Boardman

Managing Practice Director - MaineHealth/Maine Medical Partners

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Experienced, innovative leader with demonstrated ability to maximize capital utilization while building a strong brand. Adept at collaborating with boards and senior management to create a comprehensive strategic vision. Proven success launching new products, revitalizing distribution channels and recruiting (and retaining) high performing talent. Key player in prestigious leadership development program with a Fortune 100 corporation (Bank of America).

WORK EXPERIENCE

Managing Practice Director

MaineHealth/Maine Medical Partners - Portland, ME - Present

Portland, ME Current

MaineHealth is the largest not-for-profit family of leading high-quality providers and other healthcare organizations in Northern New England. MaineHealth is ranked among the nation's top 100 integrated healthcare delivery networks in the nation.

Managing Practice Director

The Managing Practice Director oversees all operations and administrative responsibilities for several accomplished surgeons, physician assistants, nurses, and administrative professionals. In particular, this cardiothoracic group at Maine Medical Partners is among the finest in the nation. In first 100 days:

- Proposed new FTE role, Cardiac Patient Traffic Manager, which would support busy cardiac surgical practice with an average of 99.75 surgical cases monthly/1,200 estimated annually. This position is poised to immediately improve overall efficiency, collaboration, and the quality/efficacy of our patient care by reducing more than 240 delays and cancellations by at least 25%.
- Proposed a new leadership role for the physician assistant team (currently more than a dozen on the team) to improve engagement, institutional collaboration, training/education, with a primary goal of enhancing the institutional reputation and culture of this group.
- Facilitating a new patient care model that improves provider-patient access via new hires of nurse practitioners and physician assistants to improve patient access, enhance outcomes, and move the cardiac surgical program to the next level in national excellence
- Modifying culture through greater accountability, collaboration, and communication, within the group, but particularly with hospital and referring partners.

Program/Executive Director

LINCOLNHEALTH/Healogics - Boothbay Harbor, ME - 2013 - 2016

- Boothbay Harbor, ME/Jacksonville, FL 2013-2016

A nearly \$1 billion wound care management company, provides wound care and consulting services to nearly 600 hospitals in the United States.

Program/Executive Director

The Executive Director is responsible for implementation, ongoing management and strategic growth of the program: outpatient Wound Care Center®, HBO, inpatient and outreach. The Executive Director oversees day-

to-day program operations and is responsible for: budgeting, revenue and cost management, reimbursement, quality management, performance improvement, marketing and community education, and human resource management. The Executive Director is responsible for maintaining collaborative and consultative client relationships, integrating programs within the hospital organization and creating effective working relationships within the company, both internal and external to the hospital organization. Ultimately, the Executive Director is accountable for achieving program metrics, demonstrating the value proposition to the customer and contract retention.

- Awarded Center of Distinction for Clinical Excellence in first year of eligibility. Award based on the following criteria: 1.) Patient Satisfaction: 93.5%; 2.) Healing Rate: 95%; 3.) Outlier Rate: 9.17%; 4.) Median Days to Heal: 27 days.
- Exceeded 2015 volume goals by 15.5% in patient encounters and 24.3% for new patients. Finished with gross revenue of \$1.3 million.
- Zero employee turnover for 23 straight months from opening.
- Recently finished 24th nationally and the top 10 in the Atlantic Zone in business development volume during the 2nd Annual National Diabetes Awareness Campaign, October 2015. Center finished 2nd in the Atlantic Zone during an October 2014 diabetes sales campaign. Finished second over scores of centers in multiple states with actual incremental new patients plus consults (in addition to bonus points) with growth from Q3 to Q4 2014.
- Increase of 60-65% over previous year in new patients and encounters and at or above volume goals every month in 2015.
- In June 2015, our center was tenth in the nation (of 683) in a national diabetes awareness business development campaign and cited as one of only 25 centers that achieved more than 100% of goal nationally.
- Developed and featured Medical Director and Center on Maine Calling, Maine Public Broadcasting Network's only state-wide call-in show in Maine. Past guests have included U.S. senators, representatives, governors, academic leaders, and authors. Audience size estimates average more than 15,000 people up to more than 60,000 statewide. Topic focused on diabetes and wound care and included Dr. Irwin Brodsky, Medical Director, Diabetes Maine Medical Partners Endocrinology and Diabetes Center, and Chris Boynton, executive director for the American Diabetes Association New England Area.

Divisional Sales Director, New England, Preparedness, Health and Safety Services

AMERICAN NATIONAL RED CROSS - National Headquarters - 2010 - 2013

District of Columbia 2010-2013

A \$3 billion non-profit and humanitarian organization that helps prepare communities for emergencies and keep people safe every day.

Divisional Sales Director, New England, Preparedness, Health and Safety Services; State Health and Safety Director

- Created a three-year, comprehensive strategic plan and original sales strategy for the National Preparedness and Health and Safety Division of the American Red Cross.
- Succeeded in modifying management and division teams from a transactional focus to a strategic account focus resulting in an increase of \$27 million in gross revenue for year 2012 performing as the top division nationally.

- Led unified sales strategy to drive revenue of over \$25 million in preparedness, health and safety to Fortune 1000 corporations and small businesses throughout our 8-state division in a difficult economic environment
- Developed an integrated sales and service culture in sales, service delivery, aquatics, license training and authorized provider management to develop "best practices" for PHSS sales and delivery to individual, government, and corporate clients in New England, New York, and New Jersey
- Recruited high-performing relationship managers and executives to elevate talent quality organization wide.

Vice President, Marketing

CAPITAL CORP OF THE WEST - Merced, CA - 2006 - 2008

- Managed and delivered internal and external communications
- Managed all aspects of the public websites for the bank and parent (holding) company
- Converted all sales presentations, improved time efficiencies on deliverables, expanded the geographic reach of the final product, enhanced green-friendly processes, and reduced expenses
- Redesigned public websites to successfully enhance online banking capabilities, public trading data, education, vendor management, and the dissemination of all products and services.
- Established new processes for RFQ/RFP competitive bidding for larger vendor contracts
- Improved the design, content and distribution for the daily dissemination of company news
- Expanded audiences and improved editorial integrity of the monthly Economic Report, distributed to directors, executives, all employees, key customers, investors, partners, and analysts.
- Directed all investor relations and road shows, including the dissemination of quarterly data in presentations, premiums (giveaways), and event management and preparation in partnership with the CEO and CFO.

CEO

BOARDMAN MITCHELL PARTNERS - Half Moon Bay, CA - 1997 - 2006

Half Moon Bay, CA 1997-2006

A Full Service Marketing Advertising, and PR Agency (2 Offices) delivering marketing and sales strategies/solutions to numerous high tech companies, including Oracle, Silicon Graphics, Netscape, Legato, and Kabria among others

CEO

- Successfully designed marketing strategies achieving from a 30% increase in sales up to a 180% increase in sales for clients
- Developed, branded and launched successful marketing campaigns including creating new logos, marketing collateral, and media campaigns for clients
- Completely re-branded bank image including logo, branch environment, customer experience and marketing campaign. Directly managed \$6M branch renovation and opened one de novo branch
- Achieved 100% annual company growth from 1998-2000.
- Expanded to a staff of 10 full-time employees and contractors in California and the Pacific Northwest.

Assistant Vice President-Management Development

BANK OF AMERICA - Belfast, ME - 1996 - 1997

Led New England sales/recruitment efforts and for MBNA America/Bank of America and was selected for the exclusive, prestigious, and highly intensive professional/financial services management development program, which included key strategic oversight in numerous operational areas.

READINESS ASSOCIATES - USA Current

Readiness Associates is a corporate preparedness, business continuity, risk management, and workplace safety start-up that offers B2B workplace safety and crisis preparedness solutions.

Founder, Principal

- Readiness Associates boasts an executive team that includes top flight American Red Cross leaders, educators, and risk management executives.
- Formed key financial/strategic partnerships nationally.

RIGHT BANK GROUP - USA Current

Right Bank Group is a non-profit organization that includes the Right Bank Jazz Festival, which generates funds for pancreatic cancer research and treatment.

Founder, Principal

- Right Bank Jazz Festival has partnered with the Pancreatic Cancer Action Network as the event's revenue partner.
- Drove a strategic marketing plan as acting partner for a New York City-based marketing consultancy that benefits large financial institutions developing comprehensive marketing strategies, annual plans, budget planning, expense management, and partnership development.
- Established East Coast office for a Sacramento, California-based marketing agency to better serve new and existing clients in key industries and channels within banking, healthcare, tourism, government, and the arts.
- Formed a key, innovative in-house business model for a new for-profit Creative Economy model based on strategic collaboration with an award-winning state arts director. Key channels: state and regional government agencies.

For additional and/or comprehensive employers and clients by industry, please visit: <http://mikeboardman.com/clientemployer-list/>.

EDUCATION

Bachelor of Arts in English

UNIVERSITY OF MAINE - Farmington, ME

MBA in MBA

University of Maine - Paris, FR

LINKS

<http://mikeboardman.com/clientemployer-list>

ADDITIONAL INFORMATION

Core Competencies

- Affinity Marketing
- Branding
- Budget Management
- Business/Marketing Plan Analysis, Development, and Implementation
- Client Relationship Management
- Education and Organizational Development
- Entrepreneurial
- Executive Leadership
- Finance
- Non-Profit Leadership

- Performance Management
- Sales Leader
- Staff/Team Management (Goal Setting and Achievement)
- Vendor Management
- Writing (All Disciplines)