
Healthcare and Business Operations

Martie is a Healthcare Operations professional with over 20 years of leadership experience, with a proven history of driving growth and development while minimizing risk. She is known to bring a full-scope perspective to health insurance operations and employee development while cultivating strong process and project timelines. Martie is passionate about developing and driving project coordination and delivering best business practices and quality. She has received accolades for demonstration of strong interpersonal skills aided by training as a social worker and a master's degree (MHSA) in health services administration.

Martie can make an immediate impact by: Focusing on quality and managing multi-million-dollar P&L budgets for cost savings; Negotiating contracts and code requirements with vendors to meet necessary levels of compliance; Collaborating on large scale audits ensuring re-accreditation and regulatory compliance; Facilitating 10 different large-scale acquisition-merger integration projects; and Coaching and mentoring cross functional teams for continuous improvement.

Martie earned a **Master of Health Services Administration** degree, from Strayer University and a **Bachelor of Arts**, focused in Social Work, from the University of Wisconsin – Whitewater. She is passionate about continued education and was previously a Licensed Social Worker.

Some of Martie's organizations she belongs to and her volunteer time include: Patient Volunteer - Hospice of the Valley; Member - Arizona Women in Healthcare (AZWIHC); Member - Project Management Institute; Board of Directors Member; 2015 – 2019 - WholeHealth Networks, Inc., a subsidiary of Tivity Health; Jefferson County 4-H Leader Programs; 1997-2001 – Wisconsin.

History and Highlights

In her most recent role, as an **Independent Advisor - Consultant**, since 03/2019 with MJRS Consulting, Martie works with business owners and leadership to ensure process and planning sustainability for business growth. She consults operations management, process improvement, compliance, business development and risk management for cross functional leadership teams. Martie is the sole proprietor for MJRS Consulting and uses AdvisoryCloud as a marketing platform to network.

Earlier, as a **Consultant**, with WholeHealth Living, a Tivity Health product, from 04/2019 to 08/2019, Martie led organization efforts to bring vendors, contractors, clients, and colleagues together to discuss and implement best practices. She managed special tasks and projects as assigned by VP of Product Management. She served as a member of the Board of Directors – WholeHealth Networks, Inc; chaired the Quality Committee. She spearheaded team efforts to create RFP, enabling operating system vendor selection. As the **Vice President** from 01/2017, she Directed a team of 10 - 40 employees and a **multimillion-dollar P&L** budget. Martie managed daily objectives for a third-party administrator with an emphasis on technical operations using Agile methodology and ensuring revenue targets were met. She directed colleagues and clients regarding auditing needs. Martie regularly utilized operational and product expertise managing specialty health benefits and networks, including chiropractic, physical and occupational therapy, and complementary and alternative medicine (CAM) providers. She created WholeHealth Living Choices consumer website generating over **60,000** users in the first five months. Martie was directly involved in over 12 acquisition and mergers throughout her tenure and was the SME for her leadership in cost savings integration processes that streamlined operations for interstate relocations.

Her prior role was with Healthways who later changed their company name to Tivity in 02/2017. She was the **Vice President, Physical Medicine Operations** where she composed and reviewed operational reports and metrics while maintaining budget projections. She was responsible for recruitment, contracting, recertification including: NCQA Credentials Verification Organization (CVO); provider relations, utilization management (NCQA & URAC); TPA (Third Party Administrator) services and overall healthcare operations. She managed a team of six direct reports, 45 staff members and contractors. She managed **\$18M** in health plan revenue. She was instrumental in: creating a Quality Improvement program that increased employee engagement and a cost

savings of **\$200K**; ensuring contract quality and business growth with successful audits, achieving re-accreditation for URAC; and developing and leading growth for a Provider Network decreasing overall cost per contract by 8% and increasing from 200 provider locations to over 35,000.

From 01/2005 to 01/2007 Martie was the **Executive Director of Client Services Operations**. She was accountable for daily objectives, supervision of national account renewals, and balancing client needs with budget projections. She led a team of eight and fostered strategic client partnerships while securing the continued URAC accreditation as a health utilization management institution and directed NCQA certification and credential verification organization status. Martie oversaw major business integrations for a 50% revenue increase and a continued margin increase at 30%.

Prior roles in a career that started with Healthways in 1997, Martie wore several hats including: **Director of Operations; Operations Manager; Account Manager; and as Network Manager**.