



Board of Directors New Candidate Form

Name: Erika Austin _____

Primary phone: 203-606-5241 _____ Is this? **Cell number** E-mail: erikaustin2002@outlook.com

Home Address: 40 Inverness Ct. Cheshire, CT 06410

Age: ___X___ 21-59 ___ 60+

Ethnicity: ___X___ African American ___ Caucasian
 ___ Hispanic/Latino ___ Asian/Pacific Islander
 ___ Native American (Indian) ___ Other: _____

Please check relevant experience and knowledge (also attach résumé, if available.)

<input checked="" type="checkbox"/>	not-for-profit	<input checked="" type="checkbox"/>	program development
	social services	<input checked="" type="checkbox"/>	past or present caregiver
<input checked="" type="checkbox"/>	gerontology	<input checked="" type="checkbox"/>	corporate/business
<input checked="" type="checkbox"/>	healthcare		local government
	mental health		human resources
	theology/ministry		legal
<input checked="" type="checkbox"/>	public relations/communications	<input checked="" type="checkbox"/>	information technology
<input checked="" type="checkbox"/>	policy/advocacy		financial/tax

Other: _____

What lead to your interest in the AOASCC? I have always had a passion to help others. My entire healthcare career has been in geriatrics. The Agency on Aging services Seniors in a multitude of ways. I frequently encounter Seniors that would benefit from the AOASCC programs. I want to assist in any way that I can that will extend to assisting more Seniors and creations of new programs. I feel that my values, work ethic, and professional integrity align with that of the AOASCC.

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How will your background and life experiences enrich the membership of the Board?

My diverse background and experience will offer a different prospective that may enrich the membership of the Board.

I encounter Seniors from all communities, backgrounds, and differing income levels. This will also be of benefit. My healthcare background as a CNA, Bedside Nurse, and my Business Administrative experience within nonprofit communities and for profit, will allow me to provide additional insight to discussions. I am a huge advocate for Seniors, I will bring my passion to the Board. I believe in collaboration, engagement in difficult discussions and believe in creative solutions to difficult problems.

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The following section is required to evaluate potential for conflict of interest. Please note that Section 4.5 of the Bylaws of the Agency on Aging of South-Central Connecticut, Inc. (the Agency), states:

Individuals on staff or the Board of Directors of any private organization, municipality, or sub-part thereof that receives or is currently seeking to receive funding from the Agency are ineligible for membership on the Board of Directors and the Allocations Committee.

My current principal employment is as follows:

Name of employer: Whitney Center

Address of employer: 200 Leeder Hill Drive, Hamden, CT 06517

Position with employer: Director of Business Development

I am not currently employed.

Please list three personal references:

Name: _____ Telephone number: (____) ____ - _____
Name: _____ Telephone number: (____) ____ - _____
Name: _____ Telephone number: (____) ____ - _____

I am a member of the Board of Directors of the following agencies:

I am a past member of the Board of Directors of the following agencies:

APDA _____

Are you related to an employee of the AOASCC? Yes No

If yes, indicate name of employee: _____

Relationship with employee: _____

Erika Austin _____
Signature

**Board of Directors
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Erika Austin _____
Printed Name

2_ / 23 / 2021
Date

This section for Membership Committee use only:

Having reviewed the above, the committee has determined that this candidate:

_____ is eligible for membership in the FY' __ year (10/1/ _____ - 9/30/ _____)

_____ is ineligible for membership - reason for ineligibility:

_____ meets the following priority indicators for membership (please list):

ERIKA AUSTIN

101 Hideaway Lane | Hamden, CT 06518
(203) 606-5241 | erikaustin2002@outlook.com

CAREER SUMMARY

Highly skilled, personable and effective Healthcare Business Development professional with over 20 years of progressive experience. Diligently monitors patient care and service delivery to optimize and achieve positive patient outcomes. Supports facility strategic objectives by continuously analyzing industry trends to develop actionable, innovative recommendations to improve business performance and increase competitive advantage.

Areas of Expertise

Case Management • Marketing and Communication • Clinical Records Maintenance • Quality Improvement
Account Management • Cost Reduction • Performance / Efficiency Optimization • Discharge Planning
Strategic Decision Making/Planning • Business Development • Interdisciplinary Collaboration • Relationship Management • Highly Organized and Functional under Pressure

Skill Highlights

- ICD-9 Coding • DRGs • EPIC • Allscripts • PCC • Medicare
- Medicaid • Managed Care Plans • PDPM • PowerPoint • Social Media Marketing

PROFESSIONAL EXPERIENCE

Whitney Center, Hamden, CT

July 2020-Present

Director of Business Development

Mary Wade Home, New Haven, CT

Sept 2017-May 2020

Business Development Manager

- Executive team member responsible for optimizing revenue for Skilled Nursing Facility admissions.
- Streamlined Admissions process and attained responsibility for clinical assessments & acceptances for SNF admission.
- Unofficial Supervisor to Admissions Director and oversight of admissions process.
- Halted SNF revenue decline and increased census revenue by 10-15% from 2017-2019 by implementing new admissions process and becoming in network with new Managed Care companies.
- Assisted in the successful application for Yale's Coordinated Care Network.
- Initiated and successfully achieved Mary Wade's selection to Griffin Hospital's Preferred Provider list.
- Integral Executive team member that supported the annual skilled payer mix based on census and referral trend analysis.
- Optimized revenue through implementing a Non-Medicare Admissions pricing strategy and identifying internal business opportunities within ADC, Residential Living and SNF.
- Initiated performance process improvement throughout the entire organization
- Strategic business development included speaking engagements, networking, implementation of updated software to capture data and representation of Mary Wade at selective healthcare community events.
- Facilitated implementation of VNA homecare preferred providers for Mary Wade's care transitions discharge process. Led to improvement of readmissions, length of stay, and patient outcomes.
- Collaboratively established CHF protocol and best practices for heart failure admissions.
- Developed Mary Wade's Complimentary Caregiver Transportation service.
- Developed Yale's -Mary Wade's transportation pilot program business proposal.
- Resource to hospital staff that ensured smooth patient transitions.
- Performed extensive research resulting in a successful new marketing strategy that increased market share.
- Collaboration with community providers such as the Area Agency on Aging, Yale New Haven Health and other acute care entities, Senior Centers, Physicians, Skilled Home Care agencies, Social Workers, and other community partners that assist in smooth transitions throughout the post-acute care continuum.

Mary Wade Home, New Haven, CT

Sept 2016-Sept 2017

Nurse Liaison-Business Development

- Assists in managing census and networking development; assists with clinical acceptance and denial process.
- Sales and Marketing development
- Works to improve company's market position and achieve financial growth.
- Aligns with company's long-term strategic goals, builds key customer relationships, and identifies business opportunities and threats.
- Maintains extensive knowledge of current market conditions. Data analysis
- Leverages industry knowledge to strengthen client relationships and generate growth opportunities for the business.
- Communicates actions and business information to Key Management.
- Works in collaboration with hospital case managers, skilled nursing facilities, home care agencies, and physicians to coordinate the care of patients moving from one level of care to another to ensure a safe transition across the post-acute care continuum.
- Serves as a liaison between the healthcare team, the patient and/or caregivers and Mary Wade prior to admission.
- Engages in building and expanding relationships within the hospital and community as well as identifying
- Opportunities to be a strategic partner.
- Generating qualified referrals and building new clinical initiatives.
- Identifying patients at risk during transition to Mary Wade using standard tools of assessment and communicating with the clinical and discharge team when first admitted.
- Resource to hospital staff that ensured smooth patient transitions.

Genesis HealthCare, New Haven, CT

Nov 2011- Sept 2016

Clinical Admissions Director – Yale Account

- Conduct in-depth pre-admission assessments by gathering clinical and financial information to determine optimal service locations. Establish lasting business relationships with area providers to efficiently coordinate services for customers. Coordinate patient transitions by partnering with discharge planners at various medical centers.
- Proactively identify and capitalize on business opportunities in both new and existing accounts to drive growth.
- Continuously expand Genesis HealthCare presence in the surrounding market by cultivating relationships with key leaders and decision makers at area hospitals and throughout the medical community resulting in at least a 10% increase this past year in new business.
- Vigilantly monitor re-hospitalized patients to return them to the medical center when appropriate and to maintain the current business without incurring loss to intense competition.
- Obtain proper insurance authorization and analyze the need for exclusions or higher rates from specific Managed Care Plans.
- Liaison with Case Management, Hospital Nursing Staff and Home Care Agencies and the 18 Genesis HealthCare facilities staff members daily.
- Supervisor to three on-site Clinical Admissions Directors.
- Resource to hospital staff that ensured smooth patient transitions.

Whitney Center, Hamden, CT

Jul 2007 – Dec 2014

Staff Nurse

- Key member of the nursing team specializing in medical-surgical, short term rehabilitation, and sub-acute care. Assisted with both oral and intravenous medication administration; procured each patients' specific pharmaceuticals needs.
- Expediently responded to and resolved medical emergencies in a fast-paced, demanding post-acute care environment.
- Oriented new CNAs, LPNs, and RNs when required.

A&J Nursing Personnel, New Haven, CT

Jul 2003 – Jul 2007

Agency Nurse

- Traveled across the region to meet temporary, temp-to-hire, and full-time nursing positions based on staffing needs.
- Delivered exceptional care to patients by observing and responding to each patients' individual needs.

- Enabled facilities to maintain a favorable staff-to-patient ratio by filling open nursing positions.

Arden House, Hamden, CT

Dec 2000 – Jun 2007

Staff Nursing / Charge Nurse

- Alternated between staff nurse and charge nurse every two months; fostered strong relationships with patients to promote positive patient outcomes and encourage the healing process.
- Responded to patient emergencies by immediately tending to the patient; answering emergency apartment calls when indicated; notifying attending physician and family members.
- Maintained comprehensive, detailed records to monitor patient progress and prevent declines
- Supervised Certified Nursing Assistants duties and completion of their work assignments.

EDUCATION & TRAINING

Co-Owner of Westville Seafood Restaurant ; Social Media Marketing, Operations, and Employee Relations Established 2008-present

MBA –HealthCare Track –Quinnipiac University, Hamden, CT

Bachelor of Science in Healthcare Management – Albertus Magnus College, New Haven, CT

Associate in Science – Housatonic Community College, Bridgeport, CT

Practical Nurse Education Program – Eli Whitney Regional Technical School, Hamden, CT

Certified Nursing Assistant Program-Milford Employment & Training, Milford, CT

Extensive Life Experience -Invoked a passion to help and advocate for others.

Volunteering:

Agency on Aging: Chair of Advisory Council

Agency on Aging: Interagency Council Member

American Parkinson’s Disease Association of Ct: Board Member (2017-2019)

Valley Senior Services: Council Member