

Meredith P. Klein, MS, CHES

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EXPERIENCED DIRECTOR OF OPERATIONS, MARKETING, & OUTSIDE SALES

Highly motivated, dynamic and detail oriented operations, sales, and marketing professional with over 15 years of experience helping grow and manage healthcare organizations. I've worked in a variety of healthcare settings from hospitals, health departments, non-profits, universities, and private medical practices. These experiences have allowed me to be nimble and see the bigger picture in terms of the evolving healthcare field.

Multi-Site Medical Operations Management
Outside Sales
Employee On-boarding
Business Development
Marketing
Non-profit Management
Non-profit Fundraising
Scientific Meeting Planning

Quality Assurance
Public Speaking
Provider Relations
Continuing Medical Education
Grant Writing
Community Outreach
Project Management
Continuous Process Improvement

PROFESSIONAL EXPERIENCE

CENTERS FOR NEUROSURGERY, SPINE, & ORTHOPEDICS

Director of Operations & Marketing, Wayne, NJ

October 2017 – Present

Operations Responsibilities

- Assist in managing and operating the day-to-day aspects of scheduling across six different offices with over 14 providers and 40 employees
- Manage the staff to ensure adherence to established policies and procedures and standardize a continuous process improvement.
- Mediate or assist in the mediation of conflicts, differences and misunderstandings between and amongst patients, staff and physicians.
- Identify and address performance and behavioral problems of staff; counsel and discipline according to policy
- Coordinate daily with medical staff to ensure quality patient care and services are provided
- Establish and implement goals, objectives, policies, procedures and systems for all operational areas of the front office
- Responsible for recruitment and hiring of new providers and employees
- Collect, analyze and report monthly productivity analytics across offices and providers
- Work alongside practice administrator to provide oversight and implement staff trainings
- Train and on-board new staff on EMR system (eClinicalWorks)
- Responsible for assisting in writing appeals for denied insurance claims as well as interacting with insurance companies

Marketing and Outside Sales Responsibilities

- Set-up, attend, and participate in local events, trade shows, and conferences that help build relationships with attorneys, healthcare providers, and nurse case managers
- Conduct visits to over 40 healthcare provider offices each week, targeting about eight offices per day
- Responsible for all aspects of external marketing and business development within Northern NJ for CNSO
- Plan, develop, and execute strategic business development and marketing initiatives to increase revenue
- Identify and develop new relationships with referral sources to generate referrals/leads
- Oversee SEO, SEM, and Website Development Consultants
- Create a weekly referral plan to reach a maximum number of referral opportunities in a given week
- Develop, implement, and oversee annual marketing budget
- Develop a database with over 2000 healthcare providers across Northern NJ in the CNSO Pipedrive CRM
- Respond and report on all leads generated to the practice via telephone, email and in-person inquiries
- Write content on medical terminology for the CNSO website

STANFORD UNIVERSITY, SCHOOL OF MEDICINE

Consortium Coordinator, Stanford, CA

March 2017 – September 2017

- Promoted and represented the Stanford Concussion clinic through community outreach and education
- Networked with local organizations to foster partnerships and participate in community speaking events
- Trained clinical research coordinators to ensure that they had the appropriate information to ensure that consistent and accurate messaging was being delivered to the target audience
- Developed and wrote new scientific content to ensure that the concussion website was regularly updated.
- Organized and operated complex conferences, seminars, and events, including arranging with vendors for services, overseeing the production and distribution of materials, administering logistics, and managing meetings within budget
- Assisted in the creation, communication, and implementation of revisions to the strategic roadmap based on the changed external environment
- Conducted analyses, as directed by senior leadership, to identify program strengths and weaknesses, as well as areas for program expansion

BRAIN TRAUMA FOUNDATION

Director of Outreach & Education, New York, NY & Campbell, CA

March 2014 – February 2017

- Promoted to Director of Outreach & Education with primary responsibility to communicate scientific research through updated website, social media, and community engagement events
- Executed and evaluated annual outreach plan initiatives for healthcare professionals and the public
- Disseminated and facilitated implementation of all newly developed TBI guidelines to a global healthcare audience
- Built and cultivated strong strategic partnerships, while acting as liaison to hospitals, federal agencies and community partners
- Developed, edited, and communicated strategy content for social media, newsletter, award winning Healthline blog, website and other educational materials
- Acted as strategic project planner and meeting coordinator for several scientific meetings each year including agenda development, budget management, attendee support and negotiation of vendor and venue contracts
- Created and designed public facing marketing materials for dissemination at outreach events
- Managed rebranding of Brain Trauma Foundation website, visual identity and social media platforms

- Developed scientific content for the first evidence-based, online concussion education platform targeting high school and college athletic programs to standardize the management of sports concussion in the U.S.
- Independently launched successful Giving Tuesday Campaign via Bidding for Good to fundraise and build brand awareness with high value donations from Sarah Jessica Parker, Keith Richards of the Rolling Stones and Broadway star Bernadette Peters

Director of Quality Improvement & Education, New York, NY

April 2008 – February 2014

- Managed \$490,000 New York State Quality Improvement program that decreased mortality in severe traumatic brain injury patients by 50%
- Provided oversight to 50 trauma centers throughout the U.S. that participated in our National Quality Improvement program, aimed at improving traumatic brain injury patient outcomes based on BTF's evidence-based severe TBI guidelines
- Consulted, planned and managed all aspects of Continuing Medical education (CME) program, in collaboration with internationally-recognized physicians, leadership and stakeholders
- Reversed BTF's probationary status with the Accreditation Council for Continuing Medical Education (ACCME) that was in place prior to being hired, to full accreditation within one year
- Ensured that educational content and materials are in compliance with Accreditation Council for Continuing Medical Education (ACCME), American Association of Colleges of Nursing (AACN) and Continuing Education Board for EMS (CECBEMS)
- Collaborated with the Centers for Disease Control and Prevention to develop "A Heads Up" educational poster on initial steps for suspected concussion
- Developed and managed Facebook and Twitter social media accounts for BTF
- Assisted with all aspects of federal grant submissions, management and reporting

MOUNT SINAI MEDICAL CENTER RECANATI/MILLER TRANSPLANTATION INSTITUTE

Kidney/Pancreas Transplant Liaison, New York, NY

September 2005-March 2008

- Cultivated strong relationships with referring physicians and dialysis units that significantly increased annual referrals
- Provided best-in-class customer service and education to dialysis patients regarding transplantation and organ donation throughout the tri-state area
- Conducted market analysis to strategically address the needs of referring physicians and dialysis units
- Built a referral development system and marketing strategies to increase referrals
- Created professional marketing and educational materials for liaisons to disseminate at dialysis centers
- Conducted medical staff in-services at dialysis units on kidney/pancreas transplantation
- Chaired the 2006-2007 Annual Living Donor Ceremony to recognize living kidney donors

ROCKLAND COUNTY DEPARTMENT OF HEALTH

Public Health Educator, Rockland, NY

June 2004-August 2005

- Chaired the Steps Diabetes collaborative which worked to reduce the incidence of type 2 diabetes in Rockland County
- Developed a diabetes resource guide that provided local resources and services
- Supervised a team of registered nurses to implement a comprehensive diabetes education program for primary care physicians
- Maintained Lyme disease database for surveillance and delivered educational lectures in the Rockland County community

CERTIFICATIONS

Certified Health Education Specialist, April 2004-Present (Recertified April 2014)

EDUCATION

University of Delaware, Newark, DE

Master of Science, Health Promotion, May 2004

University of Maryland, College Park, MD

Bachelor of Science, Public and Community Health Education, May 2002