

Marie de Martinez, MA, FACHE
Principal



Executive Summary

Marie offers unique specialization as an executive with expertise in both private and public healthcare through her work with hospitals and health systems, clinics, and state and local health departments. She has deep knowledge and experience in hospital-physician transactions, physician recruitment and retention programs, hospital operations, medical practice management, and public health administration. A hospital executive for 20 years, Marie has an insider's appreciation for the operational complexities of critical access, acute regional referral, and specialty hospitals in rural and urban settings. A long time consultant to a state Medical Association, she wrote policy statements and advised physician executives in public opinion and policy development. Marie utilizes her skills in mediation, collaboration, and disciplined action to bring hospitals and physicians together to solve issues or disputes without damage to their relationship. She is a Spanish-speaker.

Professional Experience

- SAGE Healthcare Collaborative, Inc. - Principal
- St. Francis Medical Center – VP Physician Collaboration, Business Development and Strategic Planning
- Madonna Rehabilitation Hospital – Vice President Business Development
- Nebraska Medical Association – Strategy/Marketing/Public Relations Consultant
- State of Nebraska Department of Health and Human Services –
 - Statewide Cancer Control Project Director
- University of Nebraska – School of Public Administration – Visiting Lecturer

Key Career Accomplishments

- Designed strategic physician recruitment plan based on three national recruitment models and grounded in the reality of local practice patterns. The model has been requested and utilized by other facilities.
- Full responsibility for all physician transactions, including employment, medical oversight, administrative and clinical contracts, building leases, construction, and property sales.
- Tripled the number of physicians recruited annually within two years.
- Recruited and contracted with 40 physicians in a difficult market in four years.
- CEO for start-up PPA collaboration among rural clinics and Critical Access Hospital to reduce overhead and capitalize on internal talent.

- Developed a system-wide physician recruitment and retention process for a medium-sized hospital.
- Physician manpower studies and support materials.
- Statewide two-year face-to-face physician marketing campaign to increase process utilization for patients.
- System-wide employed physician communication plan for large multi-state entity.
- Focus group studies with physicians as follow-up recommendations which integrate within existing operations.
- Speaker for The Governance Institute
- Interim CEO for a FQHC located in the Midwest. The project was to restructure the organization for higher provider productivity; improve the organization's cultural climate to be one of service, collaboration and integration within the organization and its collaborating entities; and to develop a strategic plan for expansion.
- Interim Marketing Strategy Executive for a four-hospital system in New Jersey, focusing on crisis intervention for a variety of issues.
- HRSA Approved CEO for FQHC program. Led clinic turnaround, board education, and practice management reorganization for a FQHC to enable it to maintain accreditation and expand services.
- Created a physician-hospital communication structure which incorporated strategic planning, board-physician roundtable discussions, monthly physician newsletter, monthly clinic employee forums, technology and construction updates, and ongoing clinic education programs.

Education

- MHA coursework (1.5 years) – University of Minnesota, Minneapolis, MN
- MA Organizational Communication – University Nebraska, Lincoln, NE
- BA Psychology/Biology – University of Nebraska, Lincoln, NE

Certifications and Affiliations

- Executive Coach – College of Executive Coaching
- American College of Healthcare Executives - Fellow
- Heartland Healthcare Executives Group - President
- National Association of Community Health Centers

- Third City Community Clinic Board Member
- Cardiovascular Advisory Board SFMC Founding Board Member
- Central Nebraska Area Health Education Center – Founding Chairperson
- Central Nebraska Home Care – Board Member and Chairperson
- Hope Harbor (Homeless Shelter) – Board Member
- Nebraska Office of Women’s Health Advisory Board
- NeuroLinguistics Master Practitioner – Bennett Stellar University, Sedona, AZ
- Healthcare Mediator – Center for Dispute Resolution, Boulder, CO
- Mediator – Nebraska Office of Alternative Dispute Resolution

Publications

- Precision, Transparency and Collaboration: Working with Employed and Independent Physicians – BoardRoom Press – The Governance Institute, Vol. 23, No. 5, October 2012