

JODY B. ROBERT, M.DIV.

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A talented Healthcare Management and Marketing professional with extensive project/program administration, community relations, business development, and client/patient service experience in the senior healthcare market sectors of home care, home health, long-term care, hospice, and insurance.

AREAS OF EXPERTISE

Administration Management	Personnel Management	Marketing
Program Management	Coaching Training Development	Public Community Relations
Project Management	Human Behavior Performance	Business Referral Development
Organizational Development	Team Building	Consultative Sales
Financial Accounting	Facilitation	Advertising Media Promotions
Payment Policies Regulations	Public Speaking Presentations	Strategic Planning
Contract Management	Written Communication	Account Management
Purchasing Vendor Relations	Computer Software Programs	Client Customer Relations

PROFESSIONAL EXPERIENCE

Principal/Senior Consultant

1985 - Present

Jody Robert Professional Services, Inc., Baton Rouge, LA

- Coaching, Training, Marketing, Business Development, Account Management, Chaplaincy, and Public Speaking services for healthcare entities, senior care agencies, businesses, non-profit organizations, and churches

Chaplain/Bereavement Coordinator/Transitional Care Liaison

10/2015 - Present

Pinnacle Hospice, Baton Rouge, LA

- Direct/Manage the chaplain and bereavement services for patients/families, clergy, providers, and staff
- Direct/Manage the transition of Pinnacle Home Health patients in the PATH (Palliative and Advanced Treatment in Home) program to Pinnacle Hospice
- Conduct hospice consults and consents with prospective patients/families

Contributions:

- Successfully transitioned over twenty-five (25) patients from home health to hospice since February 1, 2016

Director of Supportive Care Services/Community Relations Manager/Chaplain

4/2013 – 3/2015

Heart of Hospice, Lake Charles, LA

Director of Supportive Care Services

- Supervised the chaplain, volunteer, and bereavement services and programs
- Recruited/Trained/Supervised/Evaluated chaplain and volunteer staff
- Liaison between Supportive Care Services programs and clinical staff in assessing and delivering the service needs of patients/families

Community Relations Manager

- Directed/Managed the public relations/marketing programs in assigned territory to promote services and foster good working relationships with healthcare community focused providers, service agencies and organizations, and networks to increase market share and census
- Conducted hospice consults and consents with prospective patients/families

Chaplain

- Directed the chaplain services of Agency to patients/families, clergy, providers, and staff
- Supervised the spiritual care and support program of two (2) chaplains and the grief care and support program of one (1) bereavement coordinator

Contributions:

- Developed/Organized/Implemented the Supportive Care Services programs in compliance with state and federal regulations for efficient and effective utilization by staff and delivery to patients/families
- Increased average census in assigned territory by 107% (15 to 31) in eleven (11) months
- Led clinical and marketing teams in the Design/Implementation/Management of a Hospital Transitional Care Program for Heart Failure and COPD patients to reduce hospital readmissions in service area

Alternate Administrator/Business Development Manager/Lead Chaplain

8/2010 – 1/2013

Heritage Hospice of Texas, Hurst – Dallas/Ft. Worth, TX

Alternate Administrator

- Fulfilled Administration/Management functions of the Agency as directed by CEO
- Managed Agency operations policy and procedures according to state and federal regulations
- Recruited/Trained/Supervised/Evaluated non-clinical staff positions

Business Development Manager

- Directed/Managed the Business Development/Marketing program of four (4) hospice care consultants to foster good working relationships with healthcare community focused providers, service agencies and organizations, and networks to increase market share and census
- Directed the market research, competitive analysis, strategic planning, target marketing, forecasting, status reporting, and top-level sales and marketing presentations
- Conducted hospice consults and consents with prospective patients/families

Lead Chaplain

- Directed the chaplain services of Agency to patients/families, clergy, providers, and staff
- Supervised the spiritual care and support program of four (4) Chaplains

Contributions:

- Increased average census by 112% (33 to 70) in eighteen (18) months
- Designed/Implemented/Managed a Supportive Care Services program and successfully transitioned twenty-four (24) Heritage Home Health patients to Heritage Hospice care services within first year of the program

Hospice Care Consultant

10/2008 – 5/2010

Grace Hospice, Plano – North Dallas Region, TX

- Business Development/Marketing/Account Management/Consultation with healthcare community focused providers, service agencies and organizations, and networks to increase market share and census
- Conducted hospice consults and consents with prospective patients/families

Contributions: Increased average census by 119% (31 to 68) in fourteen (14) months

Media Consultant/Account Representative

5/2006 – 1/2008

Yellow Book USA, Grapevine, TX

- B2B sales to small and medium size businesses for print, online, and search engine advertising campaigns
- Business Development/Marketing/Account Management in assigned territories

Contributions:

- Successfully completed Initial Sales Training Program ranked in the Top 50 of all sales organizations in the United States by Selling Power Magazine
- Participated in five (5) campaigns and consistently increased existing customer revenue and new business by achieving 75% - 121% of canvass objectives

OTHER RELEVANT PROFESSIONAL EXPERIENCE

1985 - 2006

Community Relations Specialist for a national hospice agency. Business Development/Marketing/Account Management/Consultation with healthcare community focused providers to increase market share and census. Conducted hospice consults and consents with prospective patients/families. **Contributions:** Increased average admission rate of new assigned territory by five (5) per month. Increased average monthly census by 40% (5 to 7) within three (3) skilled nursing facilities.

Service Coordinator (Branch Management) of a national non-medical in-home care agency. Directed/Managed branch operations consisting of programming, compliance and regulations, financial budget management, business development, and human resources. **Contributions:** Increased average weekly clock hours from 460 to

1125 and weekly revenue from \$7,725 to \$18,310 within five (5) months. Ranked number four (4) nationally out of eighty-seven (87) branch operations in percentage growth.

Director of Operations/Business Development for a geriatric rehab company providing services to residents of Skilled Nursing Facilities and Assisted Living Communities. **Contributions:** Established eight (8) new accounts within two (2) years with annual revenue exceeding \$800,000. Achieved a 98% reversal rate on denied claims through the Medicare appeals process.

Chaplain for a Continuing Care Retirement Community consisting of 200 units. Directed the chaplain services and programs for residents, family members, and staff. **Contributions:** Developed/Marketed a private duty caregiver registry for residents and averaged twenty-four (24) clients per month in first year. Developed/Facilitated an Advisory Council consisting of residents, family members, staff, clergy, healthcare professionals, and senior care professionals. Spiritual Care and Support Volunteer Program grew by 87.5% (8 to 15) in less than one (1) year.

Senior Pastor of four (4) churches in Louisiana and Texas. Responsible for pastoral oversight and executive administrative leadership. **Contributions:** Increased the membership of a church located in a transitional community by 102% (98 to 198) in fifty-one (51) weeks.

EDUCATION

Southwestern Baptist Theological Seminary, Fort Worth, TX (Master's of Divinity, 1991)

McNeese State University, Lake Charles, LA (B.A. in Liberal Arts, Minors in History and Speech, 1985)

LICENSES & CERTIFICATIONS

Life, Health, and Accident Insurance License, Louisiana Department of Insurance, Baton Rouge, LA (2016)

Life, Health, and Accident Insurance License, Texas Department of Insurance, Austin, TX (2016)

Hospice Administrator Qualifications, State of Texas, Department of Aging and Disability Services, Austin, TX (2012)

Certified Assisted Living Manager, The Center for Health Services Education & Research, San Marcos, TX (2005)

Certified Mediator, University of Houston at Clear Lake, Clear Lake, TX (1998)

Certified Human Behavior Consultant, Institute of Leadership Technology, Fayetteville, GA (1994)

PROFESSIONAL LEADERSHIP HIGHLIGHTS

Advisory Council Member, Business Disaster Case Management, Inc. – International (2013 – Present)

BDCM is a non-profit organization that is a one-stop shop to guide and counsel business clients through disaster or personal crisis by providing proactive solutions for disaster preparedness and recovery.

Advisory Council Member, Alzheimer's Association – Louisiana Chapter (2013 – 2015)

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support, and research.

OUR MISSION: To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce risk of dementia through the promotion of brain health.

Co-Founder and President, 5 Star Senior Services – Dallas/Ft. Worth, TX (2009 – 2012)

5 Star Senior Services is a non-profit network of professional healthcare providers who promote senior care education and outreach through: Health Fairs, Professional Panels, Educational Venues, Eldercare Events, Charitable Events, and Speakers Bureau.