

Barbara Winston Jackson

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CAREER SUMMARY

Extensive, progressive, and diverse experience in all aspects of project management, strategic business marketing and planning, and administrative management positions. Exceptional analytical, research and presentation skills. Proven track record in managing projects ranging from the design, implementation and execution of promotional activities, overseeing upgrades of physical plants, development, coordination and promotion of specific organizational goals as well as the execution and submission of numerous successful Certificate of Need applications (CONs). Recognized as a highly insightful strategic business partner dedicated to teamwork and high standards. Known for a positive business approach, for proactively building relationships with providers, regulatory representatives, internal and external stakeholders. Excellent interpersonal, verbal and written communication skills.

PROFESSIONAL EXPERIENCE:

Blue Cross Blue Shield of Michigan, Southfield, Michigan 2007-present
HealthCare Manager

BCBSM is a 70 year old non-profit Michigan-based company, a market leader dedicated to providing a variety of affordable, high quality health insurance products. The following primary responsibilities of this role revolve around leading the development of strategies that promote and advance initiatives to reduce benefit cost trend to enhance health care value:

- Work with external and internal stakeholders
- Research internal and external information, including review and analysis of data
- Document policies and initiatives
- Write strategy papers
- Develop conceptual designs and business requirements associated with policy changes
- Lead internal and external workgroups
- Address system-wide impact of policy changes, reimbursement method changes , strategies and/or initiatives

ECONOMIC ALLIANCE FOR MICHIGAN, Novi, Michigan 2001-2007
Regulatory Director

Twenty year-old multi-member statewide labor/business coalition with a focus on health, insurance, workers compensation and unemployment benefits issues. Primary responsibilities involved oversight of health regulatory issues including the Certificate of Need program as well as other state administrative health areas such as Workers' Compensation and health insurance.

Responsible for membership recruitment and retention, and marketing efforts.

- Manage and coordinate efforts to promote EAM positions regarding regulatory issues.
- Provide lead staff support to EAM membership committee, designing informational tools and facilitating follow up.
- Interact and collaborate with EAM members, give presentations at Health Staff Group and board meetings.
- Analyze and assist in the development of EAM positions pertaining to regulatory-related issues.
- Prepare oral and written testimony, correspondence, and position and research papers.

HENRY FORD HEALTH SYSTEM, Detroit, Michigan: 1995-2001

A leading Southeastern Michigan health care provider with an array of services which includes a health insurance plan, 900-member multi-specialty physician group practice, 30 ambulatory medical centers, 5 hospitals, academic programs, behavioral services, medical supply, retail and pharmacy services.

Regional Marketing Manager 1998-2001

Provided consultation to administrative and medical leadership of nine regional primary and specialty care medical centers in the Western Wayne and Downriver areas. Developed and implemented comprehensive marketing programs to ensure achievement of growth goals.

- Designed and implemented internal communication plans for new product launches, new employer group contracts, and service modifications that included site/service consolidations and closures.

- Developed and implemented numerous on and off-site promotional activities designed to grow awareness and patient volumes.
- Formulated, developed and disseminated results of focus groups that targeted patients, customers, providers, and the public at large.
- Supported the work of corporate level committees charged to focus on growing targeted segments of business, cross-selling services as well as facilitating the design, execution and dissemination of customer-oriented collateral materials.

Senior Market Analyst

1995-1998

Supported the regional marketing manager, to facilitate business unit growth in Wayne, Oakland and Macomb Counties.

- Developed and implemented numerous communication plans to enhance awareness of new services.
- Produced and disseminated statistical reports for various applications that included acute care facilities, regional outpatient medical centers and tertiary product lines.
- Prepared and submitted multiple successful Certificate of Need applications (CONs).

MICHIGAN RESONANCE IMAGING, ROCHESTER HILLS, MICHIGAN

1991-1995

Manager

Managed a freestanding MRI center jointly owned and operated by 4 hospitals, which generated 48,000 studies with an annual operating budget of \$2.5 million. Performed all aspects of center operation and developed /implemented marketing and promotional tactics to grow the business.

- Designed the infrastructure and phase-in of 4 acute care facilities, 2 radiology groups and 16 staff members.
- Developed and implemented business and marketing plans.
- Designed and performed marketing/promotional functions including development of collateral materials, coordination of educational conferences, sales calls to referral sources and presentations to lay and professional groups.
- Planned and oversaw the upgrade of a fixed freestanding MRI unit that involved the installation of a new 18-ton unit while concurrently providing patient care imaging services.

PONTIAC OSTEOPATHIC HOSPITAL, Pontiac, Michigan

1987-1991

Now known as POH MEDICAL CENTER

Health Planner

Provided planning support to a mid-sized, community hospital with 301 licensed beds.

- Submitted multiple CONs.
- Provided administrative oversight of a substance abuse unit, including halfway house, policies and procedures and submission of Blue Cross/Blue Shield Evidence of Need documentation.

FLINT OSTEOPATHIC HOSPITAL, Flint, Michigan

1985-1987

Now known as GENESYS REGIONAL HEALTH SYSTEM

Health Planning Specialist

Provided planning support to a mid-sized community hospital, which also involved serving as a community liaison.

- Submitted multiple CONs, which included data processing and cardiac catheterization lab.
- Managed an off-site residential geriatric primary care program and performed community-oriented grant evaluations.

PONTIAC GENERAL HOSPITAL, Pontiac, Michigan

1979-1985

Now known as NORTH OAKLAND MEDICAL CENTERS

Research Coordinator, Alternative Treatment Program

Performed and completed a state funded demonstration study that provided psychosocial and economic data on chronically mentally ill adults which generated a research paper, resulting in statewide adoption of this outpatient treatment modality.

Operations Analyst, Community Mental Health Clinic

Assisted administrative and medical leadership in execution of clinical operations that included grant writing, statistical analysis of patient population and participation in budget preparation.

MICHIGAN CANCER FOUNDATION, Detroit, Michigan
Now known as KARMANOS CANCER INSTITUTE

1977-1979

Medical Abstractor

Performed field biomedical research via abstracting medical records of cancer patients at acute care inpatient facilities, which included case finding in medical record, pathology and radiology departments.

EDUCATION

M.S., Community Medicine/Health System, Wayne State University

B.A., Non-clinical Public Health, Michigan State University

MEMBERSHIPS AND ACTIVITIES

- Member, Michigan Society for Health Planning and Marketing
- Volunteer, Huron Valley-Sinai Hospital, Milford, Michigan