

# PATRICIA M. MORRIS, M.B.A

*Certified Ophthalmic Executive*

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**EXECUTIVE SUMMARY** A focused leader, recognized for delivering superior results. Well qualified executive with over 25 years of ophthalmic experience managing high level corporate operations in private practices and health systems. Articulate communicator, capable of building lasting relationships with senior management, clients, partners and vendors. Visionary, with track record for finding innovative ways to grow revenue and increase margins. History of success, leading initiatives for public relations, marketing and product management. Known for managing turnaround projects with high success rate. Expertise in the analysis and deployment of electronic medical records adoption or transition. Experienced in the negotiation of high level contracts. Well versed in presentations, accustomed to addressing clients, vendors, partners, shareholders and corporate board of directors. Managed multi-million dollar budgets P&L responsibility. Championed the development and implementation of strategic plans and innovative marketing ideas. Seeking a leadership opportunity that utilizes my knowledge, skills, abilities and proven ophthalmic specific operational expertise.

## EXPERIENCE

### **Principal Consultant** 1/08 - present

EXCELLENCE IN EYE CARE LEADERSHIP SUPPORT Nationwide

*Ophthalmic leadership support that prides itself on unparalleled service and performance.*

- Provide interim management solutions, project management and practice turnarounds
- Handle refractive, optical, hearing and practice business development
- Recruit and train staff and consult on information systems
- Contribute to growth by acquisition and merger valuations

### **Administrator** 7/03 - 12/07

RIVERSIDE HEALTH SYSTEM / CULLOM EYE & LASER CENTER Williamsburg, Virginia

*Multi-location, multi-specialty practice with five providers and busy refractive center and supervision of administrative, optical and clinical staff (18).*

- Handled marketing and public relations functions
- Managed recruiting, performance appraisal and disciplinary matters
- Strategic planning for practice
- Evaluated and implemented policies and procedures
- Designed and managed build-out of vision correction center
- Serves on advisory board to Medical Director
- Represented organization externally, handling high-level contract negotiations, increasing community recognition and vendor relations.
- Improved budget management by reducing spending and streamlining compliance processes
- Lead company's internal operational teams including designating roles, assigning objectives, and monitoring and evaluating results and reports
- Acted as liaison with corporate and other divisions of health system
- Authored RHS Employer of Choice submission.

### **Practice Operations Manager** 3/02 - 3/03

LONG ISLAND EYE SURGICAL CARE P.C. Brentwood, New York

*Complete administration of nine provider practice with a AAAHC ASC, and Visx excimer on site. Supervision of administrative and clinical support staff (35)*

- Executed hiring, termination, performance appraisal and disciplinary matters
- Conducted internal and external marketing and managed revenue cycle
- Handled quality control of patient services, medical records and clinical department

### **Cash Manager – Finance Division Patient Accounts** 6/01 - 3/02

CATHOLIC HEALTH SERVICES OF LONG ISLAND Rockville Center, New York

*Coordinated cash posting for St. Francis Hospital, Mercy Medical Center and St. Catherine's of Sienna hospitals. Supervision of clerical and business office staff (20).*

- Oversaw approximately \$14 million in receivables per month. Handled policy and procedure evaluation, revision and implementation. Managed recruiting and leadership training

### **Center Director** 5/00 - 5/01

LASIK VISION Garden City, New York

*Complete direction of ASC including supervision of administrative and clinical staff (8).*

- Planned, coordinated and administered business side of ASC
- Supervised recruitment of professional staff
- Oversaw accounts receivable and payable functions
- Coordinated marketing and center events
- Facilitated corporate culture and policies; Established workflow and monitored operations

**Practice Administrator** 10/98 - 9/99

CHELSEA EYE ASSOCIATES, LLP New York, New York

*Administration of specialty practice including supervision of administrative and clinical staff (15).*

- Oversaw hiring, firing, performance appraisal and increase assessment.
- Managed accounts receivable and payable and coordinated marketing activities
- Created and implemented co-management policy
- Handled administrative and clinical policy and procedure enhancement and facilitation
- Coordinated build-out, purchasing and facilitated move to new location

**Implementation Training & Deployment Specialist** 9/97 - 10/98

MONETTE INFORMATION SYSTEMS Smithfield, Virginia

*Training and implementation of medical and long-term care software on site.*

- Provided classroom and individualized training of medical software applications
- Consulted on medical practice, nursing home and community health centers
- Reviewed operations and provided suggestions for greater efficiency, in relation to software.

**Office Manager** 9/92 - 9/97

WILLIAMSBURG EYE ASSOCIATES, LTD. Williamsburg, Virginia

*Complete administration including supervision of administrative and technical staff of 10.*

- Managed accounting functions as well as marketing
- Created and implemented policies and procedures; Enhanced systems and recruitment
- Handled hiring, firing, performance appraisal, increase assessment and disciplinary matters

**EDUCATION****T.H. Chan School of Public Health, Harvard University** Boston, Massachusetts,  
Executive and Continuing Professional Education May 2018 - present**Robert B Willumstad School of Business, Adelphi University** Garden City, New York  
MBA w/ Specialization in Health Services Administration, December 2010  
BS, Management and Communications, May 2000**CERTIFICATION****Raymond A. Mason School of Business, College of William & Mary** Williamsburg, Virginia  
**Center for Corporate Education**  
Certification in Process Improvement through Lean Thinking (Six Sigma), July 2007**ASCRS/American Society of Ophthalmic Administrators***Certified Ophthalmic Executive*, American Society of Ophthalmic Administrator, July 2004**Mason Kelly Washington Religious Institute**, Freeport, New York  
Certification in Evangelism and General Bible Theology, May 2002**Thomas Nelson Community College** Hampton, Virginia  
Certification in Childhood Education, September 1997**ADDITIONAL TRAINING**American Academy of Ophthalmology - Ophthalmic Medical Assisting course, Fall 1999  
Visx – Certified Operator training, August 2000, S4IR 2007  
Bausch & Lomb Hansatome Operation training, June 2004.  
Visx University Business development training, 2002 – 2006 and 2009  
AMO Amadeus II Operation training completed May 2005  
Intralase training, completed September 2005**INFORMATION TECHNOLOGY**

Intimate knowledge of most eye care specific practice management and electronic medical record programs these includes NexGen, Centricity and all ECL systems. Most window, IOs and web based office programs.

**PRESENTATIONS**ASCRS/ASOA 2005 - 2018 Practical Strategies to Promote your Practice without Eroding your Profit  
Straight to the Bottom Line, 2009 Capture the Crossover and Effective Managerial Communication roundtable facilitator; and moderation staff; 2010 Time Management Combat Training facilitator, moderation & task force staff  
R.A.C.E Refining Aging and Collection Efforts co facilitator.  
AAO 2006 World Class Customer Service roundtable facilitator and host committee staff  
Hawaiian Eye 2014 Meaningful Use updates  
NJAO 2012-2015 Fall Administrators Meeting Speaker (Various topics)  
Hawaiian Eye 2016 MIPS  
NYSOS 2016-2019 Annual Meeting Speaker (Various topics)**AFFILIATIONS** Faculty, Harvard University TH Chan School of Public Health Executive and Professional Education 2019 (adjunct); Member, American Academy of Ophthalmic Executives, 2001 – present; Member, American Society of Ophthalmic Administrators, 1995 – present; Member, National Society of Certified Healthcare Business Consultants, 2018 – present; Member, American College of Healthcare Executives, 2019 – present; Member, Sight on Health, Fall 2017 – present; Board Member, Lighthouse for Christ Ophthalmic Mission, December 2007 – present (rotating); Executive Committee Member, Lighthouse for Christ Ophthalmic Mission, 2009 – 2012; Missionary, Lighthouse for Christ Ophthalmic Mission Mombasa, Kenya, 2004, 2007 and 2019; Missionary, Sight on Health Ophthalmic Mission Riobamba, Ecuador 2018.