

JOAN L. STURDIVANT
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SUMMARY OF QUALIFICATIONS

Results-driven healthcare professional and skilled territory manager with a solid track record of increasing profitability, expanding market share, building and leveraging relationships, and improving operations. Excellent administrative skills with ability to prioritize responsibilities, organize, and manage time efficiently. Effective communicator and negotiator with strong leadership, analytical, problem solving, decision making, and team building skills. Developed expertise in the following areas:

- Sales & Sales Management
 - Healthcare Business Development
 - Strategic Business Planning
 - System Implementation
 - Client Service Delivery & Support
 - Multi-Site Operations Management
 - New Site Start-Ups
 - Physician Relations
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PROFESSIONAL EXPERIENCE

Health Information Designs, Auburn, Alabama

2013 – 3/2016

Regional Sales Director

Responsible for business development for a pharmacy data analytics company.

- Developed and implemented sales strategies for prior authorization, drug utilization review and prescription drug management service offerings.
- Led commercial sales to managed care and pharmacy benefit management companies.
- Sold and closed services to two national pharmacy benefit management companies within 3-months of employment date.

Saint Thomas Health Services, Nashville, Tennessee

2009 – 2013

Physician Liaison Director

Responsible for business development and sales outreach team in a 69-county area for a five-hospital system.

- Led Physician Liaison team sales and provider relations initiatives.
- Responsible for territory management of a 69-county service area and consistently achieved growth for targeted physicians.
- Collaborated with senior management on PCP recruitment initiatives and successfully led team to exceed recruitment goals.
- Recruited and coached sales team members, developed business plan and database management tool, and implemented sales strategies.

Sturdivant Realty, Nashville, Tennessee

1998 - 2011

Tennessee Licensed Real Estate Broker

Began as an Affiliate Broker with advanced licensing to Real Estate Broker and subsequent Managing Broker for my own company.

- Represented buyers and sellers in residential real estate related activities including needs assessment, market analysis, contract negotiation, and cost/benefit analysis.
- Devised and implemented innovative marketing strategies to successfully solicit and maintain business.

Interlogics, Nashville, Tennessee

1996 - 1998

Regional Sales Manager

Employed direct sales for a Managed Care Workers' Compensation Service for preventing injuries in the workplace.

- Sold services to national Managed Care organizations, Insurance Carriers, Brokers, and Healthcare Providers. Initiated sales calls and managed presentations, negotiations, and closings. Initially managed a territory of six states then expanded responsibility to national jurisdiction.
- Coordinated market research activities, maintained competitor information, analyzed market trends, and developed marketing strategies to maximize growth and expand market penetration.

Health Care Microsystems, Nashville, Tennessee

1995 - 1996

Consultant

Provided consulting services relevant to the implementation of decision support costing and managed care software systems to client hospitals nationwide.

- Managed client projects including timelines and status reporting to CFO's of individual hospitals.
- Utilized proficiency in numerous Windows applications/utilities.

Olsten Kimberly Quality Care (now Gentiva), Pittsburgh, Pennsylvania

1992 - 1995

Branch Director/Administrator

Managed P&L and held operating responsibility for five Western Pennsylvania offices with annual revenues of over \$10 million relating to the delivery of home health services. Maintained oversight for 20 direct reports and 500 indirect reports. Transitioned, merged, and streamlined offices through two company acquisitions.

- Increased annual sales and gross profits resulting in recognition as Olsten Kimberly Quality Care Chairman's Club Member.
- Sold and marketed home healthcare services to clients. Subsequently hired a Sales Team to take over those responsibilities.
- Managed, analyzed, and administered budgets for operating expenditures. Responsible for financial planning and business development functions.
- Organized and successfully obtained Medicare certification and JCAHO accreditation for the Western Pennsylvania Home Health Facilities.
- Maintained operational stability during extensive realignment of offices as a result of multiple acquisitions.

Focus Healthcare Management, Pittsburgh, Pennsylvania

1989 - 1992

Northern Region Sales/Service Manager

Began as a Client Service Representative, promoted to Regional Manager, then to Northern Region Service Manager due to outstanding service and a commitment to excellence. Managed 10 direct reports.

- Managed service in 12 states relative to the delivery of Workers' Compensation Managed Care PPO, utilization review, and disability management products. Responsible for sales in Pennsylvania and New Jersey.
- Conducted presentations to major P & C insurance carriers, self-insurers, and third party administrators at the local, regional, and national level. Responsible for Provider Relations in Pennsylvania.
- Increased revenues in Pennsylvania through direct sales and service resulting in the top ranking state within the company.

Western Pennsylvania Hospital, Pittsburgh, Pennsylvania

1982 - 1989

Physician Support Representative

Began as a Nurse and advanced to Audit Coordinator, Physician Billing Manager, and Physician Support Representative.

- Increased utilization of hospital services through physician sales, practice management, physician recruitment and education.
- Managed the Billing Department for a multi-specialty physician practice. Recovered over 1 million dollars in 180+ days' outstanding account receivables.
- Coordinated and completed third party charge audits. Created written external and internal audit policies. Maintained billing errors below 1%.
- Provided nursing care and patient teaching to Burn/Trauma patients.

EDUCATION & TRAINING

Bachelor of Science, Business Management • LaRoche College, Pittsburgh, PA • 1990

Licensed Practical Nurse • Pittsburgh Public School of Practical Nursing • 1982

ABR Designation • Real Estate Buyer's Agent Council • 2003

Real Estate Broker • Continual Learning Institute, Nashville, TN • 2002

Affiliate Real Estate Broker • Continual Learning Institute, Nashville, TN • 1998

Numerous Sales, Service, and Managed Care Training Programs
CRM implementation and training to include Salesforce, Marketware and Microsoft Dynamics