

# Elizabeth J. Hernandez

## WORK EXPERIENCE

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### **BROWARD HEALTH MEDICAL CENTER**

October 2019-Present

Fort Lauderdale, Florida

*Regional Leader of Patient Experience, Guest Relations, Communications, and Transportation*

- **Operational Leadership:** Directly manage over 80 employees, including Guest Services Associates, Concierge Representatives, PBX Operators, Patient Transporters, and Student Volunteers. Ensure optimal performance through continuous coaching, training, and workforce management.
- **Departmental Operations:** Oversee daily operations across multiple departments, focusing on staffing, scheduling, and resource allocation to maintain service excellence while managing labor costs effectively.
- **Process Optimization:** Implement and monitor process improvement initiatives to boost operational efficiency, patient safety, and service quality, leading to enhanced satisfaction and reduced operational costs.
- **Strategic Planning:** Lead the development and execution of strategic planning initiatives aimed at improving patient experience, guest relations, and transportation services, aligning with organizational priorities to foster sustainable growth.
- **Crisis and Risk Management:** Develop and execute crisis communication strategies and risk management plans to ensure business continuity, safety, and trust during challenging situations.
- **Cross-Functional Collaboration:** Partner with leadership across various departments to drive coordinated efforts in improving patient care services and operational outcomes, ensuring alignment with institutional goals.
- **Data-Driven Decision Making:** Utilize data analytics to review patient experience metrics, transportation volumes, and operational performance, providing insights to inform strategic decisions and resource allocation.
- **Transportation Services Management:** Streamline patient transportation services by reviewing transport volumes and optimizing scheduling to meet demand while reducing patient wait times by 25%, significantly improving both operational efficiency and patient satisfaction.
- **Workforce Optimization:** Review transport team staffing levels against real-time volume data, adjusting schedules to ensure adequate coverage and minimizing overtime costs while maintaining service standards.
- **Vendor and Contract Management:** Oversee and negotiate contracts with external partners such as AT&T, LanguageLine, and Spok Inc., ensuring cost-effective services and optimal business relationships.
- **Employee Engagement & Culture Building:** Spearhead employee engagement programs, including internal communications strategies, career development initiatives, and mentorship programs to improve employee satisfaction, retention, and performance.
- **Patient Advocacy:** Serve as the primary point of contact for patient complaints and concerns, providing immediate resolutions and escalating critical issues when necessary.
- **Committee Leadership:** Chair the interdisciplinary Patient Experience Steering Team and Patient and Family Advisory Council, leading efforts to identify key improvement areas and implement patient-centric service models.
- **ADA Compliance:** Ensure all services and facilities are compliant with Americans with Disabilities Act (ADA) regulations, fostering accessibility and inclusivity across operations.
- **Operational Efficiencies:** Led a cross-functional initiative to reduce communication inefficiencies, resulting in a \$340K annual cost reduction through system improvements.
- **Presentation & Stakeholder Engagement:** Prepare and deliver regular reports and presentations to senior leadership, translating operational data and patient experience metrics into actionable insights for decision-making.

### **BAPTIST HEALTH SOUTH FLORIDA- BETHESDA HOSPITAL**

Boynton Beach, FL

*Patient Experience Officer*

September 2016-September 2019

- Led the enhancement and continuous improvement of patient and family experiences at Bethesda East and West.
- Presented key issues and recommendations to Executive Leadership for decision-making.
- Developed proactive strategies, programs, and trainings, enhancing employee dynamics and streamlining processes.
- Chair of interdisciplinary Patient Experience Team and Co-chair of the Patient and Family Advisory Council.
- Managed departmental budgets and staffing plans with a focus on efficiency and cost-effectiveness.
- Handled management and resolution of patient complaints/grievances under CMS guidelines.
- Led impactful initiatives in Service Excellence, Patient Survey and Analytics, Employee Customer Service Training, and Interpreter Services.
- Served as the System's Americans with Disabilities (ADA) Coordinator.
- Successfully established a new Patient Experience infrastructure, including key personnel recruitment.
- Revised and implemented organizational policies for handling patient complaints, interpreter services, and service animals.

- Restructured Customer Service training based on Studer Group and Disney principles, assessing effectiveness with a Training Evaluation Form.
- Collaborated with Food and Nutrition Services to create diverse patient menus, accommodating various dietary needs.
- Successfully negotiated contract terms with a patient experience survey company, expanding surveying to additional outpatient units.
- Established an interdisciplinary Patient Experience Accountability Team.
- Implemented new Video Remote Interpreting (VRI) equipment for effective communication with patients and families.
- Led the education and implementation of new Service Excellence Standards and Behaviors for over 800+ employees.
- Designed and implemented new admission/discharge folders in collaboration with the Patient Experience Team.

## **BAYHEALTH**

Dover, Delaware

*Patient Care Services Project (PCS) Manager*

April 2015-August 2016

- Supported Nursing Leadership in achieving Magnet designation, including preparing and submitting the initial Magnet application and re-designation.
- Co-led the organization to become a Magnet-designated hospital and managed the application process.
- Assisted unit-based specialty designations (PRISM and Beacon Award) as the principal writer/editor.
- Oversaw nursing outcome indicators and prepared annual nursing reports for executive leadership.
- Facilitated and coordinated Magnet Councils/Committees and events such as DAISY Award and Nursing Certification Dinner.
- Acted as a liaison with Marketing for professional posters and educational materials.
- Managed all accounts and contracts for Press Ganey, ensuring compliance and budgetary adherence.
- Streamlined survey processes and improved access to data visualization tools for strategic goals.
- Coordinated and executed Press Ganey/Epic extracts for various service lines.
- Developed communication tools and campaigns to raise survey awareness and support improvement initiatives.
- Coordinated and analyzed patient experience data to identify improvement opportunities.
- Developed efficient reporting processes and redesigned patient satisfaction reports for broader distribution.
- Provided education and training to leadership, providers, and caregivers on patient experience initiatives.
- Collaborated with executive leadership to develop action plans for improvement.
- Co-Chaired the Organizational Patient Experience Accountability Team to standardize best practices and improve patient experience.

## **BAYHEALTH**

Dover, Delaware

*Magnet Program Coordinator*

*Press Ganey Administrator*

March 2012-April 2015

- Collaborated with the Magnet Program Director (MPD) to lead all ANCC Magnet designation pursuits, managing aspects of the application process, site visits, and interim monitoring reports.
- Uploaded and maintained the Magnet application in Scorpion Technology, ensuring active links and easy accessibility for Magnet Appraisers and staff.
- Led strategic development and implementation of processes to enhance the patient experience and support Magnet designation.
- Facilitated and coordinated Magnet Councils/Committees, serving as a consultant on shared decision-making and Magnet processes.
- Developed educational materials and presentations on Magnet-related topics for employees and the community.
- Provided expertise in analyzing patient experience survey reports and progress toward organizational targets and national benchmarks.
- Acted as Bayhealth's Press Ganey Administrator having oversight of all Bayhealth accounts.
- Served as a primary resource for all leaders throughout the organization to improve the patient experience.
- Collaborated with key stakeholders to assure effective understanding and use of patient satisfaction trends and changes in order to facilitate their development of departmental satisfaction improvement strategies.
- Editor-in-chief of nursing newsletter, Vital Signs, Magnet Moments, and Bayhealth's Nursing Annual Report
- DAISY Foundation Program Coordinator

## **EDUCATION**

### **WESTERN GOVERNOR'S UNIVERSITY**

- Master of Science, Management and Leadership

### **OTHER RELEVANT COURSEWORK:**

Introduction to Project Management, Project Risk Assessment and Management, and Project Planning and Scheduling at Drexel University

## **UNIVERSITY OF DELAWARE**

Newark, Delaware

- Bachelor of Science in English/Arts
- Major: English with a Business and Technical Writing concentration
- Minor: Journalism and Communications
- GPA: 3.6
- Dean's List 2009 and 2010

### **RELEVANT COURSEWORK:**

- Human Communications, Mass Communication and Culture, Oral Communication, Written Communication in Business, Feature and Magazine Writing, Publishing Projects, and Designing Online Information.

## **CERTIFICATIONS/AWARDS/HONORS**

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- Certificate Holder in Fundamentals of Magnet™
- The Beryl Institute's Member Spotlight in November 2018
- American Heart Association's 2024 Woman of Impact-South Florida

## **COMPUTER APPLICATIONS AND OTHER QUALIFICATIONS**

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- Proficient in managing, uploading, and editing Content Management Systems (CMS), ensuring seamless and efficient content delivery.
- Advanced computer skills in Microsoft Programs, WordPerfect 6.0 and 8.0, Adobe Acrobat, Adobe Reader, and Adobe In Design CS5, enabling effective document creation and editing.
- Exceptional ability to simplify complex concepts, communicating with clarity and precision.
- Demonstrates exemplary judgment and tact, providing effective leadership, guidance, and support.
- Strong leadership capabilities, with experience in mentoring and coaching team members to achieve their full potential.
- Strong interpersonal, time management, organizational, analytical, and data management skills, fostering efficiency and productivity.
- Proficient in social media platforms (Facebook, Snapchat, Twitter, Instagram, Tumblr, Blogspot, TikTok, LinkedIn), utilizing them for communication and outreach purposes.
- Proven track record of meeting tight deadlines and delivering results under pressure.
- Adept at collaborating with diverse individuals at all levels within the organization, fostering positive working relationships.
- Active participant in ANCC National Magnet Conferences (2012, 2013, 2014, 2015, and 2016), staying informed on industry trends and best practices.
- Podium presenter at the 2016 ANCC National Magnet Conference, entitled, "The Power of Synergistic Partnerships: Maximizing Talent to Write Your Best Document."
- Valuable member of the Elected Leadership Team for the American Heart Association, contributing to the organization's mission and initiatives.
- Trusted consultant in Studer Group's Leadership Evaluation Manager (LEM) program, providing expert guidance to enhance leadership effectiveness.
- Recognized speaker at the 2019 HFMA Annual Conference, delivering the presentation "The 'Anchors' of Patient Experience," showcasing expertise in the field.
- Incident Command System (ICS) and National Incident Management System (NIMS) Training for Hospital Incident Management Team Personnel