

# MICHAEL SANTILLO

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## DYNAMIC HEALTHCARE EXECUTIVE | INNOVATIVE PROBLEM SOLVER | STRATEGIC OPERATIONS LEADER

*Forward-thinking healthcare executive with a proven track record in solving complex challenges through innovative and strategic solutions.*

Recognized as a strategic partner and population health leader, adept at directing and growing portfolios of quality improvement initiatives. Skilled Health Care Consultant, demonstrating expertise in managing major engagements, driving business development, and fostering strong client relationships. Accomplished Strategic Operations Leader, renowned for revitalizing call center operations, implementing new systems, and optimizing efficiency for improved patient experiences and enhanced revenue generation. Seasoned Managed Care Executive with a comprehensive understanding of healthcare financing and delivery, excelling in senior leadership roles with significant revenue responsibilities.

## EXECUTIVE STRENGTHS

Strategic Planning (LEAN) — Executive Partnerships — Strategic Recommendations — Operations Management — Clinical Operations

Profit & Loss Responsibility — Process Improvement — Policy Engineering — Managed Care — Contract Negotiations — Value-Based Care Call Center Operations — Financial Acumen — Research & Analysis — Process Optimization — Innovation — Population Health

## PROFESSIONAL EXPERIENCE

### Paradigm | 2024–Present

#### Project Manager, Strategic Continuous Improvement

*Lead cross-functional projects focused on system automation, strategic planning, and process optimization.*

Process Automation | RCM Optimization | Strategic Project Management | AI Integration | Data Analysis

Collaborate with senior executives to design and implement scalable solutions for enterprise-wide improvements. Manage automation and operational enhancement initiatives, including claims ingestion and billing workflows.

#### **Selected Highlights:**

- Leading new full surgical bill pilot, designed and implemented new SOP for legacy billing systems, generating over \$35M in revenue. Created a new automated program with IT support for expansion, supported operations in bill QA and processing, and led strategic executive meetings weekly.
- Partnered with the nation's first ancillary benefits manager, unlocking access to client networks and projecting \$10–14M in first-year revenue. Led executives for new processes, defined new staffing models, supported product pricing, led all operational processes.
- Led 2025 strategic planning with senior executives, creating actionable roadmaps for departmental priorities over 24 months.
- Managing the first centralized CRM implementation for the organization. Create new call center scripting, workflows, documentation standards and roll out CRM to all areas (call center, provider services, billing)

### InCare LLC | 2023–2024

#### Fractional Chief Operating Officer

*Lead the transformation of a multi-practice organization by spearheading innovative strategies, ensuring operational efficiency, and fostering sustainable growth through strategic restructuring initiatives.*

Oversee operations and strategy for four practices specializing in primary care and integrative medicine. Implement strategic initiatives, including restructuring IT systems and optimizing RCM processes. Lead day-to-day responsibilities, ensuring efficient scheduling, billing, and staff coordination. Drive growth and restructuring efforts, optimizing clinical and front-office management.

***Selected Highlights:***

- Increased participation in a weight-loss program by 20%, generating \$1M in additional revenue within three months.
- Spearheaded the planning, development, and launch of a \$3M Med Spa and Clinic, introducing advanced services such as peptide protocols and TRT.
- Reduced a managed care contract deficit by \$500K through value-based care initiatives.
- Negotiated a strategic partnership with a nutrition and wellness vendor, diversifying services and creating new revenue streams.

**WJS Solutions Group LLC | 2023–Present**

**Co-Founder and Chief Operating Officer**

***Direct strategic partnerships and optimize staffing solutions, driving unparalleled growth and influence.***

Healthcare Recruiting | Lean Six Sigma | Strategic Partnerships | Consulting | Staffing Solutions

Lead healthcare recruiting and staffing efforts for various specialized professionals, including physicians, nurse practitioners, and allied health roles. Conduct Lean Six Sigma-based consulting in strategy and operations, covering areas such as value-based care, call center operations, purchasing, and HR functions. Establish partnerships with a national recruiting organization as a subcontractor, expanding staffing services across multiple states. Forge long-term relationships with smaller practices, providing hiring solutions and optimization services tailored to their specific needs. Oversee contract execution, including practice walkthroughs, needs assessments, and timely implementation of services.

***Selected Highlights:***

- Successfully recruited and hired 130+ healthcare providers, showcasing a proven track record of efficient staffing solutions.
- Secured a subcontractor partnership with a national recruiting organization, enabling the expansion of staffing services to multiple states.
- Implemented consulting services for two facilities, achieving notable improvements in call center operations, technology integration, and workflow efficiency.
- Initiated a national agreement set to go live on February 1st, marking a strategic milestone for geographical expansion and enhanced service offerings.
- Positioned the company for growth and success during its early stages, demonstrating impactful leadership and results.

**Tampa Family Health Centers | 2021–2023**

**Director, Mission Critical Projects | 2023**

***Streamline and optimize healthcare operations to deliver exceptional patient care while maximizing efficiency and driving revenue growth.***

Call Center Operations Management | Project Management | Data Reporting & Analysis | Process Improvement

Oversee call center operations, including office managers for 18 locations, front desk staff, and financial counselors. Implement a modernized call center system, including terminating an outdated agreement, negotiating a new contract with a third-party vendor, software installation, training, and converting management and data analytics.

Assign and develop call center representatives based on specialty - implementing supervisory layers for quality audits and scheduling efficiency. Increase tablet utilization for efficient check-ins and improving revenue cycle integration with the front desk and patient resource specialists. Report daily metrics to executive leadership, overseeing centers and providing on-sight check-ins at all locations for process discussions, and ensuring compliance with training and regulations.

**Selected Highlights:**

- Reduced call abandonment rate from 17% to 6% by implementing a new call center system and optimizing call center operations.
- Saved approximately \$10K by converting to a software-based phone system, eliminating physical phones at desks, and increasing efficiency.
- Decreased rollover calls from 10,000 to 2,400 per month, resulting in cost savings of \$60,000 per month.
- Increased the number of calls answered by 2,500 per month and scheduled appointments from 9,000 to 15,000 per month.
- Improved check-in efficiency with tablet utilization, increasing from 21% to 43%, and enhanced MyChart activation from 20% to 37%.

**Regional Director, Managed Care & Population Health 2021–2023**

***Directed patient outreach, nursing audits, quality measures, third-party vendors, and patient improvement initiatives.***

Reports: 35 Indirect | P&L Responsibility: \$30M | Project Management | Strategic Planning & Execution

Oversaw training, development, and performance management for up to 35 specialists and pharmacy technicians. Managed the medication management division, reviewing insurance panels, building relationships with payors, auditing quality measures, and implementing incentive programs. Served as a member of the quality committee and four subsequent committees focused on quality and process improvement across the organization.

Provide strategic support on all expansion products – creating a geriatric facility and telehealth medicine programs to help grow the center. Executed daily reporting for the outreach team to monitor call volume, patients contacted, scheduled appointments, and other metrics.

**Selected Highlights:**

- Achieved a \$6M cost savings turnaround within the ACO, recovering from a \$2M deficit by reducing ER visits and hospitalizations by thousands and restructuring the division to provide dedicated resources.
- Signed 10+ contracts in 2022, overseeing quality measures for 150K members.
- Partnered with Cologuard to reach and impact 10K additional lives for colorectal screenings, obtaining the partnership through continued networking, pitching, and providing internal support to synch EMR systems for patient outreach.
- Partnered with the American Cancer Society and American Heart Association to run projects focused on increasing compliance with breast cancer screenings and revamping the organization's process for blood pressure checks, creating an incentive program for both.
- Developed an RN Auditor and Telehealth program to drive patient quality and compliance while increasing access to care, increasing incentive revenue by up to \$2M, and auditing an additional 30K conditions in 2022.

**EARLY CAREER HISTORY: Center Administrator, Conviva Care Solutions (2020–2021) |**

**Team Manager - Branch Operations, Apria Healthcare (2018–2020)**

**ADDITIONAL SKILLS AND COMPETENCIES**

**Skills:** EPIC Superuser, EMR (EPIC, Athena, ECW). Workday, ADP, Paylocity, Strategic Roadmaps & Execution, Leadership, Client Relationships, Customer Experience, Payor Networks, Healthcare, Accountable Care Organizations, Independent Practice Associations

**Certifications:** Six Sigma Lean Black Belt Professional (LBBP), *Management and Strategy Institute*; Certified Continuous Improvement Management (CCIM), *Management and Strategy Institute*; Project Management Qualified (PMQ), *Management and Strategy Institute*; Medical Office Administrator Certified (MOAC), *Management and Strategy Institute*; Project Management Essentials Certified (PMEC), *Management and Strategy Institute*; CPR/AED

**EDUCATION**

**Master of Healthcare Administration (M.H.A.), Utica College**

**Bachelor of Science – Health Studies, Utica College**

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