

VASQUEZ, CRYSTAL P.

4506 W. Larchmont, Chicago, IL 60641 | 773-844-4969 | crystalpv@yahoo.com

Style Definition: Normal: Font: (Default)
+Body (Calibri), 8 pt, Line spacing: Multiple 1.1
li

Formatted: Left: 1", Right: 0.75", Different
first page header

ACADEMIC CREDENTIALS

D.N.P., UNIVERSITY OF ILLINOIS, CHICAGO expected 2013

M.S. Health Informatics, UNIVERSITY OF ILLINOIS, CHICAGO

Post M.B.A Certificate, General Business, Kellogg School of Management, NORTHWESTERN UNIVERSITY

M.B.A Healthcare Administration/HR, Brennan School of Management, DOMINICAN UNIVERSITY

B.S., Nursing, Marcella Niehoff School of Nursing, LOYOLA UNIVERSITY

Active Illinois Professional Registered Nurse License

TEACHING EXPERIENCE

UNIVERSITY OF ILLINOIS CHICAGO, SCHOOL OF NURSING, Chicago, Illinois

Adjunct Faculty, 2010-present

Supervise and provide a clinical project experience in Nursing Informatics for graduate nursing students. Faculty for the RN to BSN online program for courses in Nursing Leadership and Nursing Informatics.

- Coached graduate student through the stages of completing a First Net Nursing request, design, implementation and evaluation of developing a Cerner Powerform

UNIVERSITY OF ST. FRANCIS, SCHOOL OF BUSINESS, Joliet, Illinois

Adjunct Faculty, 2010

Taught Health Information Management in-person Class to undergraduate students with a major in Health Care Administration. This course is a comprehensive introduction to health information management. It includes discussions of settings, patient records, legal aspects, coding, and reimbursement.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF ILLINOIS HOSPITAL, October 2008 to Present, Chicago, Illinois

Director, Patient Logistics, 2011-present

Overall functional and integrative accountability for areas of operations, planning, marketing and the advancement of Patient Logistics services which address the full continuum of care. Responsible for ensuring patient flow and throughput and the optimal use of existing beds and resources, while preserving the safety and satisfaction of patients and staff. Controls and manages all hospital functions that directly and indirectly impact Patient Flow including Admitting and Registration, Guest Services, Patient Placement, Transfer Center, and Precertification.

Clinical Coordinator of Informatics and Technology, 2008-2011

Coordinate between Nursing and Information Services all aspects of clinical information systems to assure that existing and future clinical information systems facilitate clinical practice and delivery of patient care. Responsible for development, scheduling, delivery, and evaluation of clinical systems, educational programs and services. Consult with Practice, Policy, Operations, and Executive Committees to ensure that Health Informatics installations are compliant with regulatory agencies and are in-line within the mission of the hospital.

- Successfully implemented Smart Pumps Project for hospital and Out-Patient Center
- Launched Emersion with GE Monitors and Telemetry

- Responsible for serving as a liaison for design and development for Nursing Documentation in Cerner Power Chart, and First Net

NOVARTIS, 2006-2008, East Hanover New Jersey

Account Manager, 2006-2008

Maximize product access, share, and sales goals for the Midwest area. Manage assigned Long Term Care Accounts and develop and increase business growth in assigned regional LTC pharmacies, LTC nursing home chains, LTC physician/prescribers, and LTC professional associations. Represents and promotes Novartis as a leader in targeted therapeutic areas. Demonstrate leadership and collaborate with multiple decision-makers, product brand teams, internal and external customers to meet business objectives. Create and implement appropriate account specific business plans to increase sales of current products and to stimulate opportunities for new products.

Accomplishments:

- HIRC-TOP Account Manager of the Year Award 2007 and 2008
- Nominated and successfully completed NEXUS (Novartis Executives: U.S., 2007
- Developed new customer base and new business in new territory resulting in the creation of second account manager position

ELI LILLY AND COMPANY, 1996-2006, Indianapolis, Indiana

Marketing Consultant, 2004-June 2006

Provided face- to- face consultation with key Business to Business and Business to Government customers regarding Lilly interventions including disease state management programs, quality initiatives and patient education. Provide ongoing feedback to Intervention Strategy and Development on the success of interventions and work with them to provide input to the development of state-of-the art customer focused interventions that meet customer's needs and result in positive patient outcomes.

Accomplishments:

- Spearheaded expansion of Intervention Capabilities for team with Team Solutions, Solutions for Wellness, and Diabetes and Mental Illness intervention offerings
- Developed new customer base and new business in underperforming territory
- Exceeded plan for customer visits and interventions implemented: 170% for 2005

Key Account Manager, 2002-2004

Negotiated, contracted and gained formulary access and reimbursement for Lilly products in validated accounts. Drive Lilly brand sales growth and appropriate utilization in validated accounts in conjunction with local sales teams. Coordinate and communicate account strategies and tactics with local state action teams, including Medical and Outcomes Liaisons, Directors, and DMs

Accomplishments:

- Maintained access for Zyprexa at all validated accounts
- Consistently ranked top 10% for account managers.
- Develop contracts that address customers area of concern
- Served as Diabetes Product Champion for the Public Health Division

Assistant District Manager, 2001-2002

Managed sales representatives who were responsible for promoting Lilly's Neuroscience and Women's Health products to healthcare professionals within the primary care setting. Recruited, trained and, motivated sales representatives. Exceeded sales targets through leading people. Analyzed business results to develop quarterly district action plans and implemented to attain sales goals. Managed district budget, samples, and expenses.

Accomplishments:

- Provided Performance Management coaching and Career Development
- Built team synergy within and across district
- Coached sales representatives by role modeling best practices.
- District Achievement Award

Senior Sales Representative, 1998-2001Accomplishments:

- 1999- Finished in the top 6% National Composite Ranking
- 1999- Presidents Council Candidate
- Served as Actos Product champion for district
- Exception Grant recipient, 2001

Hospital Clinic Representative, 1997-1998Accomplishments:

- Increased share of market for Prozac by 7% in one year.
- Developed a database of key customers which include residents, attendings, fellows, Department Chiefs, Clinical Pharm D's, P&T Committee members, and Directors of pharmacy.
- Served as Prozac product champion for district

Retail Sales Representative, 1996-1997Accomplishments:

- Increased market shares in each of 4 products by exceeding sales goals and Projections.
- Received special recognition for beating the competition for Prozac
- Served as Humulin Product Champion for the district.

COLUMBIA SURGICARE NORTH MICHIGAN AVENUE, Chicago, Illinois

Administrator, 1995-1996

Responsible for planning, directing, coordinating, and evaluating all activities related to the delivery of care to patients of all ages for the One Day Surgery Center. Provided direct supervision to staff in the OR, recovery room, laboratory, and business office. Maintain fiscal accountability by participated in the development, implementation and management of capital and operating budgets

NORTHWESTERN MEMORIAL HOSPITAL, Chicago, Illinois

Clinical Nurse Manager, 1992-1995

Managed a 19 bed Acute Spine Injury Unit with 24-hour accountability. Provided direct supervision to a staff of 36. Responsible for planning, leading and organizing activities related to quality patient care, human resources management and overall unit function. Responsible for the financial effectiveness of the unit. Established and monitored capital and operating budgets. Increased patient satisfaction as a result of leadership and increasing the skill level of the nursing staff. Developed Retention and Recruitment Plan which resulted in a 21% decrease in the use of agency staff. Established annual competency requirements and exam for a staff mix of RNs, LPNs, and NAs. Developed an orientation Program for new staff members. As chair of Practice Committee for Ortho/Neuro Division revised and approved Standards of Care for the division, and developed audit tools for monitoring staff compliance.

MARCELLA NIEHOFF SCHOOL OF NURSING, Chicago, Illinois

Instructor, Learning Resource Center (L.R.C.) 1991-1992

Trained and evaluated nursing students on cognitive and motor skills as well as clinical techniques, both in clinical rotation sites and in the Learning Resource Center.

Provided in-service training at post-conferences, and consulted with academic dean to revise training procedures.

UNIVERSITY OF ILLINOIS HOSPITAL, Chicago, Illinois

Clinical Nurse, Cardio-Thoracic Intensive Care Unit and ICU Float Pool 1987-1992

Directly managed care of patients recovering from medical crises, and major surgical procedures. Rotated among all of the Critical Care Units. In the Charge Nurse role, supervised clinical staff, and managed patient allocation according to current unit capabilities. Arranged appropriate staffing for on-coming team. Regularly updated treatment plans for volatile patient group.

HINES VETERANS ADMINISTRATION HOSPITAL, Hines, Illinois

Clinical/Charge Nurse 1985-1987

Practiced modular nursing on combined TB and Respiratory Step Down Unit

PUBLICATIONS/PRESENTATIONS

- Strategic Considerations for Choosing Smart Pump Technology: Lessons Learned, National Healthcare CNO Summit
October 2009
- National Evidence-Based Practice Conference Nursing at Iowa: Smart Pump Technology: An Essential Component of Comprehensive Safe Medication Administration Program in an Academic Medical Center
May 2010
- Testimonial: University of Illinois Chicago, Health Informatics: <http://healthinformatics.uic.edu/crystal-vasquez/February2011>

MEMBERSHIPS

- | | |
|--|------------------------|
| • <u>Health Information Management Systems Society</u> | <u>12/2008–present</u> |
| • <u>American Nurse Informatics Association</u> | <u>12/2009–present</u> |

Formatted: Font: 10 pt

Formatted: Normal Body Text

Formatted: Footer