

# JENNIFER PATEL, MBA

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## PROFESSIONAL SUMMARY

Strategic healthcare marketing professional with 6 years of experience in post-acute care and skilled nursing facility operations. Expertise in building partnerships across the care continuum, conducting community outreach, and improving patient census through targeted marketing initiatives. Strong understanding of Medicare/Medicaid regulations and discharge planning processes.

## PROFESSIONAL EXPERIENCE

### Marketing & Admissions Director | Brookside Skilled Nursing Facility | Chicago, IL

*April 2021 - Present*

- Lead marketing and admissions for 180-bed SNF with focus on post-acute rehabilitation and long-term care
- Increased facility census from 72% to 91% occupancy through strategic hospital partnership development
- Manage relationships with 12 hospital systems, 25+ discharge planners, and case managers
- Coordinate monthly tours for healthcare professionals and family members (15-20/month)
- Develop and execute quarterly marketing campaigns targeting key referral sources
- Oversee \$85K annual marketing budget including events, materials, and advertising
- Lead interdisciplinary team meetings to ensure seamless admissions process
- Track referral patterns and market trends to identify growth opportunities
- Supervise admissions coordinator and collaborate with social services team

#### *Key Accomplishments:*

- Secured preferred post-acute provider status with Northwestern Medicine (largest health system)
- Reduced average admission timeline from 48 hours to 24 hours through process improvements
- Launched "30-Day Readmission Prevention" program that decreased readmissions by 22%
- Implemented Yardi CRM system for admissions tracking and reporting

### Community Liaison | Heritage Healthcare Group (Multi-facility SNF operator) | Naperville, IL

*March 2019 - March 2021*

- Served as liaison for 3 facilities (total 320 beds) in western Chicago suburbs
- Conducted weekly hospital rounds and discharge planning meetings

- Built relationships with hospital social workers, case managers, and utilization review staff
- Coordinated community education events and health screenings
- Developed marketing materials and facility newsletters
- Assisted with CMS survey preparation and regulatory compliance
- Supported admissions process and facility tours

*Key Accomplishments:*

- Increased combined census by 18% across three facilities
- Established new referral relationships with 8 physician practices
- Created standardized admission packet that improved efficiency

## **Healthcare Marketing Coordinator | Family First Home Care | Oak Park, IL**

*June 2017 - February 2019*

- Supported business development for home care agency (non-medical services)
- Coordinated outreach to senior living communities and aging services organizations
- Managed social media presence and website content
- Organized quarterly caregiver appreciation events and networking mixers
- Assisted with client intake and initial assessments

## **EDUCATION**

Master of Business Administration (MBA)

Concentration: Healthcare Management

DePaul University, Chicago, IL | Graduated: December 2020

GPA: 3.7/4.0

Bachelor of Arts in Communications

Minor: Gerontology

University of Illinois at Chicago | Graduated: May 2017

GPA: 3.5/4.0

## **CERTIFICATIONS & TRAINING**

- Certified Post-Acute Care Marketing Professional (CPACMP)
- HIPAA & Regulatory Compliance Certification
- CMS Medicare/Medicaid Regulations Training

- Skilled Nursing Facility Administrator License - In Progress (Preceptorship: 60% complete)
- Dementia Care Specialist Certificate
- HubSpot Inbound Marketing Certification



## SKILLS

### *Technical Skills:*

- CRM Systems: Yardi, MatrixCare, HubSpot
- Point Click Care (PCC) EMR - Proficient
- Microsoft Office Suite (Advanced)
- Data Analytics & Market Research
- Budget Management & Financial Reporting
- Social Media Management (Facebook, LinkedIn, Instagram)
- Canva, MailChimp, WordPress

### *Core Competencies:*

- Post-Acute Care Continuum Knowledge
- Medicare/Medicaid Regulations & Reimbursement
- Discharge Planning & Care Transitions
- Relationship Management (Hospital/SNF partnerships)
- Admissions & Census Management
- Regulatory Compliance (CMS, State Licensing)
- Interdisciplinary Team Collaboration
- Event Planning & Coordination
- Contract Negotiation (Managed care, ACO agreements)
- Strategic Marketing & Business Development

### *Clinical Knowledge:*

- Understanding of skilled nursing services and therapy modalities
- Familiarity with common post-acute diagnoses
- Knowledge of Medicare Part A/B coverage
- Understanding of quality metrics (star ratings, PEPPER data)



## PROFESSIONAL AFFILIATIONS

- Leading Age Illinois - Marketing Committee Member
- Chicago Association of Healthcare Marketing Professionals - Active Member
- Illinois Health Care Association - Member

- Aging Life Care Association - Associate Member

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## VOLUNTEER EXPERIENCE

- Board Member, Chicago Area Senior Housing Coalition (2022-Present)
- Volunteer, Meals on Wheels of Greater Chicago (2018-Present)
- Mentor, DePaul Healthcare MBA Program (2021-Present)

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## PUBLICATIONS & SPEAKING

- "Building Effective Hospital-SNF Partnerships" - Healthcare Marketing Quarterly (2023)
- Presenter, "Navigating Post-Acute Marketing" - LeadingAge IL Annual Conference (2022, 2023)
- Panelist, "Care Transitions Best Practices" - Chicago Healthcare Forum (2024)

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## AWARDS

- Marketing Excellence Award - Heritage Healthcare Group (2020)
- Rising Star Award - Chicago Healthcare Marketing Association (2022)

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## REFERENCES

Available upon request