

# RACHEL THOMPSON

Denver, CO 80202 | (303) 555-0964 | rachel.thompson@email.com | LinkedIn: linkedin.com/in/rachelthompson-dme

## PROFESSIONAL SUMMARY

Dynamic healthcare sales and marketing professional with 5 years of experience in durable medical equipment (DME) and home medical supplies. Proven success building referral networks with home health agencies, hospice organizations, and discharge planners. Strong understanding of Medicare/Medicaid reimbursement and post-acute care ecosystem. Seeking to transition expertise into hospice business development role.

## PROFESSIONAL EXPERIENCE

### Regional Account Manager | MedEquip Solutions (DME/Home Medical Equipment) | Denver, CO

*February 2021 - Present*

- Manage territory covering Denver metro and northern Colorado (12 counties)
- Build and maintain relationships with 40+ home health agencies, 25+ hospice organizations, and 15 hospital systems
- Increased territory revenue from \$2.1M to \$3.4M (62% growth) over 3.5 years
- Conduct facility visits and educational presentations on equipment solutions for home-based care
- Collaborate with respiratory therapists, nurses, and case managers on complex patient needs
- Provide consultative support for oxygen therapy, hospital beds, mobility equipment, and palliative care supplies
- Manage product demonstrations and equipment trials for clinical staff
- Track all activities in Salesforce CRM with 95%+ accuracy
- Oversee \$45K annual marketing budget for events, samples, and promotional materials
- Territory includes 40% overnight travel

#### *Key Accomplishments:*

- Secured exclusive preferred vendor agreements with 8 hospice agencies (largest partnerships in region)
- Increased hospice segment revenue by 85% through relationship development and education
- Launched "Hospice Comfort Care Kit" program adopted by 12 hospice partners
- Developed educational series "Home Safety for End-of-Life Care" presented to 20+ facilities
- Achieved 118-125% of annual quota for 3 consecutive years
- Received "Account Manager of the Year" award (2023)

## **Territory Sales Representative | HomeCare Medical Supplies | Colorado Springs, CO**

*June 2019 - January 2021*

- Built territory from ground up covering southern Colorado
- Established referral relationships with home health, hospice, and physician practices
- Conducted product in-services for clinical staff on wound care and incontinence supplies
- Achieved 112% of first-year sales goal
- Coordinated monthly lunch-and-learns with healthcare professionals
- Supported patient care coordinators with insurance verification and authorization

### *Key Accomplishments:*

- Onboarded 15 new hospice accounts in 18 months
- Created patient education materials for family caregivers
- Increased market share from 0% to 18% in southern Colorado territory

## **Healthcare Recruiter | Talent Solutions Staffing | Denver, CO**

*May 2017 - May 2019*

- Recruited nursing and allied health professionals for hospital and home health placements
- Conducted phone screenings and interviewed 30+ candidates weekly
- Built relationships with HR directors and hiring managers
- Achieved 95% client satisfaction rating
- Managed full recruitment cycle from sourcing to placement

---

## **EDUCATION**

Bachelor of Science in Business Administration

Concentration: Marketing

University of Colorado Denver | Graduated: May 2017

GPA: 3.4/4.0

Relevant Coursework: Healthcare Marketing, Sales Management, Consumer Behavior, Marketing Analytics

---

## **CERTIFICATIONS & TRAINING**

- Certified Home Care Equipment Professional (CHCEP) - Active
- HIPAA Compliance & Healthcare Privacy Training
- Medicare DME Billing & Reimbursement Certification
- Oxygen Therapy & Respiratory Equipment Specialist

- Wound Care & Skin Health Fundamentals
- Salesforce CRM Administrator Level 1
- End-of-Life Care Equipment Training (Manufacturer-provided)



## SKILLS

### *Technical Skills:*

- CRM Systems: Salesforce (Advanced), HubSpot, Microsoft Dynamics
- Microsoft Office Suite (Expert PowerPoint, Advanced Excel)
- Medical Billing Software: Brightree, Kareo
- Data Analytics & Territory Mapping
- Social Media Marketing (LinkedIn, Facebook Business)
- Canva, MailChimp, SurveyMonkey

### *Core Competencies:*

- Consultative Sales & Solution Selling
- Relationship Building (Clinical & Administrative)
- Territory & Account Management
- Product Knowledge & Clinical Applications
- Medicare/Medicaid DME Coverage
- Presentation & Product Demonstrations
- Event Planning & Coordination
- Budget Management
- Contract Negotiation
- Market Analysis & Competitive Intelligence
- Cross-functional Collaboration

### *Home Care Knowledge:*

- Understanding of home-based care delivery models
- Familiarity with hospice and palliative care services
- Knowledge of home safety and equipment needs
- Experience with caregiver education
- Understanding of discharge planning process

### *Post-Acute Care Expertise:*

- Established relationships with 25+ hospice organizations
- Regular interaction with hospice nurses and directors
- Understanding of hospice equipment needs and comfort care
- Knowledge of end-of-life care progression

- Experience coordinating urgent equipment needs for hospice patients

---

## PROFESSIONAL AFFILIATIONS

- National Association for Home Care & Hospice (NAHC) - Associate Member
- Colorado Home Care Association - Active Member
- Healthcare Sales & Marketing Association - Member
- Denver Business Marketing Association - Member

---

## VOLUNTEER EXPERIENCE

- Volunteer, Habitat for Humanity Denver (2018-Present)
- Caregiver Support Group Facilitator, Senior Resource Center (2022-Present)
- Participant, ALS Walk Team (2020-2024)

---

## AWARDS & RECOGNITION

- Account Manager of the Year - MedEquip Solutions (2023)
- President's Circle (Top 5% nationwide) - 2022
- Rookie of the Year - HomeCare Medical Supplies (2020)
- Customer Service Excellence Award (2021, 2022)

---

## COMMUNITY PRESENTATIONS

- "Understanding Home Medical Equipment Options" - Multiple Senior Centers (2021-2024)
- "Equipment Safety for Family Caregivers" - Caregiver Support Groups (Quarterly)
- "DME in End-of-Life Care" - Guest Lecturer, CU Denver Nursing Program (2023)

---

## ADDITIONAL INFORMATION

- Strong existing relationships with target hospice market
- Comfortable with 40%+ travel requirements
- Experience managing remote territory independently
- Proven track record of self-motivation and goal achievement

- Understanding of hospice workflow from vendor partnership perspective



## REFERENCES

Available upon request (Include hospice directors from current client base)