

# DANIELLE CICHON

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## SR. DIRECTOR STRATEGIC HUMAN RESOURCES & DEVELOPMENT

Business Acumen ♦ HR Acuity ♦ Strategic Thinking ♦ Virtuoso Organizational Development

Broadly Accomplished, Deeply Experienced, Strategic HR Executive with an extensive record of success driving change and profitability for large and small organizations in the Healthcare, higher education, and Customer Service industries. Thrives in fast-paced, high-volume environments. Adept at driving growth, spurring operational improvement through Engagement, Organizational Development & Effectiveness, HRIS, analytics, metrics, and evaluation. Virtuoso in the evaluation, interpretation, and planning of HCM, analytics, and data gap analysis. Specialist of strategic planning, budget strategy and financial predictive analysis helping to develop growth planning, operations, processes, communications, and short/long term goals. Expert Knowledge of training, development, learning and workforce planning processes and their implementation. Expertise in Operational Effectiveness & Strategic Planning and initiatives methodologies geared towards process/learning, communications, and systems improvement. Over 13 years in Strategy, OD and Change focused on strategic partnerships, growth, initiatives, and transformation.

Virtuoso with over 13 years of Healthcare leadership, advanced data analysis, report analysis and data interpretation and transformation, leading to business operations and process change. Specialist of Employee Relations & Organizational Development, budget strategy and financial predictive analysis helping to develop growth planning, people operations and long-term goals. 15 years of Advanced HR, HRIS, Recruitment, retention and development programs, coaching, leadership consulting problem solving. Over 10 years as HRBP/Senior Level Executive in Culture, People & Process improvement, DEIB, Targeted Recruitment/Acquisition, Compensation and Benefits Analysis & Total Rewards Development, Employee Relations, and Operations. Skilled in labor relations, Workers Compensation, investigative tactics and research, certification in Employment Law, collective bargaining, labor law, unions, DEIB and Financial Mgt. SHRM-CP and SPHR certified. An innovator, pragmatic decision-maker, and inspiring leader able to move wandering organizations toward prosperous futures. Expert knowledge of Tableau, Netsuite, ADP, Shopify, Workforce, Microsoft, Apple, Adobe, quickbooks, Workday, NEOgov, SAP, SPSS, BLS, Google, Microsoft data mining, forecasting, regression analysis and HCM/EMR systems as well as advanced abilities with Personnel/Employee Management, supervision, disciplinary actions, firing, Staff development, and Business Administration.

### CORE COMPETENCIES

- Strategic Planning & Tactical Execution
- Targeted Hiring / Recruitment Allocation
- Teaching / Mentoring / Motivating
- HRIS/ HCM Analytics / Trend Insight / Metrics
- Learning/ Growth Strategy
- Transformation/Productivity
- DEIB, People and Culture
- Budgets/P&L/Financial Mgt
- Partnerships / Employee Relations
- Organizational Development/ Design
- Change Initiation & Direction
- Labor Law / conflict resolution

### PROFESSIONAL EXPERIENCE

**Danilynn Cichon LLC | CA & NV – FT Private Sector, 60 hours**

**2016 - 2023**

Startup consultancy assisting public and private organization increase revenue and profitability by providing business/HR Operations, HRIS, HCM & analytics, revenue cycle management, operations reform, Change Management, People and cultural improvement, strategic administration, and human resources support. Focused on improving companies' efficiency through change, transformation and improved productivity with advanced Employee Relations, People Operations & Growth Strategy/Strategic Planning. Use of analytics and market analysis/HCM to advance Organizational development, Total Reward and compensation plans, employee engagement and performance projects.

**Owner / Principal HR & Strategy Consultant – HRBP/Sr. Level**

Found Ways to Build the Bottom Line

- \$12 million of an at-risk \$20 million A/R collected in eight weeks by piloting the restructure of a large healthcare corporation's billing department through staffing changes and additions, process and procedure redesign, and aggressive resubmittal of stale claims.

- 40% surge in profits for a private practice realized by guiding a 30% monthly hike in the number of workers compensation patients, up to 35% higher reimbursement rates, and steady gains in DIR payments and IME, deposition, and testimony business.
- \$70,000 per month profitability boost created for a small practice by enhancing revenue and lowering costs through an overhaul of revenue-cycling procedures and integration of management systems.
- Successful implementation and measurement of new compensation and total rewards programs for over 50 companies, geared towards alignment with market trends while ensuring sustainability.
- \$12 million in incremental revenue secured for a major hospital group by negotiating enriched terms in nine insurance contracts that moved reimbursement rates up 30% meeting all client expectations.
- Over \$55 million in savings by improving training & Development programs and implementation of new recruitment strategies to improve employee hiring process, decrease turnover and increase satisfaction.

#### Invigorated Evolving Organizations to Improved Cultural Wellness

- \$13.5 million in redundancy waste avoided by rescuing the merger of two extensive healthcare corporations through alignment of mission and goals, installation of more effective communication systems, guidance in adopting EMR/EHR technology, and influential supervision of progress.
- Development of New Training, recruiting and HR processes systems. Facilitated small and large companies with singular and multi-location sites the advancement of HR Operations through improved People Operations, Cultural awareness and strategic hiring/recruitment. Targeted hiring, culture improvement and people engagement helps advance companies' goals, mission and vision, short and long term.
- Cultivated and nurtured Physician Network of over 5,000 providers, Workers Compensation, Healthcare professionals and Insurance contacts in order to help facilitate payments, authorizations, patient referrals and assist providers with their requests. Acted as liaison between physicians, groups insurances, Board of Directors, and other bureaucratic systems.
- Increase of 30-60% for employee retention and productivity. Companies of various sizes counseled on Change Management practices that drive Organizational Development, improvements in employee processes, decrease of costs, increase in productivity and engagement. Directing staff, management and executive teams to decrease chaos/ inefficiency through improved training, development and optimization.
- 20-32.5% savings through new compensation and benefits structuring that value employees' requests and needs while assessing cost benefit analysis and improved performance/ profits for the company.
- Led over 100+ union/labor investigations to assess, document and determine appropriate action forward. 100% success rate of resolving issues within 4-6 weeks.
- Implemented new processes, strategies, HR training protocols, and SOPs which helped to improve productivity by 15-25% and decrease waste by 8-15%. Drove implementation and improvements of process systems/SOPs by conducting cross-functional, multi-level training, supervising progress on a cyclical schedule, remedying difficulties, and maintaining communication transparency with stakeholders. Assisting small and large companies with these strategic planning efforts helped to improve company culture, employee engagement, leadership development and workforce planning. Turn over rates decreased at least 15%
- Contributed to establishment of a new regional public-health project by serving in the capacity of HRBP bringing together local and state government and academic entities in the design and implementation of a program that produced a 35% improved health score for participants.

**ENTC & ENTSC | Las Vegas, NV**

**FT, Private, 100 hours**

**2022 - 2023**

Nevada's largest privately-owned ear, nose, and throat clinic and ambulatory surgery center with a staff of 100+ employees and 12 physicians.

#### **Director of Strategic Operations & CHRO**

Hired as the clinic's Director of Operations and in two months promoted to ENTC & ENTSC Director of Strategic Operations & HR Effectiveness to lead change management in both companies. This was achieved by replacing policies, reengineering systems, advancing staff performance, and strengthening partnership / stakeholder relations. Analytical review & audit utilized to help develop POA, Process improvement and growth projections. Regression and Forecasting performed to determine how to develop and execute growth plans led to increase in profit and engagement, while decreasing cost/waste. Improved employee performance, refocused HR / People operations, and improved culture through proper training, development, strategic planning and systems.

### Grew Revenue and Profits

- 90% reduction in A/R for ENTC and ASC furnished by replacing the existing billing department management and staff and overhauling revenue-cycle management policies and procedures. Raised the efficacy rate on first-submission claims to 93%.
- 44% and 35% hike in EBITDA for ASC and ENTC respectively produced by clearing existing payment backlogs, redesigning the billing and collection processes, and improving SOPs/systems processes. Focused on strategic development and planning for company growth and transformation.
- 15% to 40% bump in insurance reimbursements gained by renegotiating rates and terms in outdated contracts producing increases in legal cases and workers-compensation patients.
- 40% improvement after 6 months for employees due to implementation and development of new total rewards and compensation plan taking market trends, employee requests and sustainability into account.
- 33.5 % decrease in costs through improved training, development, hiring and employee engagement focused on improved retention, decreased turnover and increased employee empowerment.

### Raised Organizational Functionality

- Replaced the existing HR management system for both companies by rewriting all job descriptions, updating handbooks with revised codes of conduct, and training all associates in implementing and maintaining the full range of operational and behavior standards.
- Raised the quality-of-service delivery by restructuring supervisory teams at ENTC and ENTSC and training both organizations' workforces in use of the recently installed EHR/HCM system and development of company-wide training platform. Focused on HRIS advancement.
- Facilitated evolution of the organization through Change Management/OD to improve company's structure, functionality and approach. Developed company into the only ENT clinic in the market by orchestrating recruiting activities that led to the hiring of medical specialists that differentiated the operation. Improved Recruitment strategy on all levels to ensure strategic people hiring.
- Stimulated a workplace environment and cultural improvement by offering opportunity for advancement by identifying junior managers qualified for greater responsibility and providing training and mentoring that resulted in promotion to senior-level positions. Workforce planning efforts and employee engagement improved overall company culture, productivity and efficiency.

**GVM | Multiple Southwest and Southeast US States**

**FT, Private, 90 hours**

**2020 - 2021**

A multi-million-dollar national provider of behavioral health and psychiatric support services.

#### **Chief Human Resources Officer (CHRO) & Director of Strategic Operations**

Drove profitable revenue and market-share growth through improved revenue-cycle, people, Strategy, operations, and HR processes. Improved company culture, people advancement, strategic workforce planning and business development through implementation and adherence to advanced operations, Advanced HR systems and training. Data and trends analytics used to advance Growth, Development and Relations. Organizational Development and Transformation focused on employee engagement, retention, optimization and productivity.

- 800% market awareness acceleration achieved by expanding referral network to include major insurance carriers and a broadened range of physicians.
- 45% improvement in revenue cycle within the first 38 days and \$2 million in additional revenue delivered through development of new billing systems and improvement of the clean-claim ratio.
- Grew operational expansion from two to seven locations across five states in less than five years by scouting, negotiating, proposing purchase, and acquiring practices.
- Reduced risk of EEO claims, decreasing labor issues, while improving training, development, relations and growth through design, implementation and stand up of a new human resources department.
- 30% increase in company productivity reached by initiating new development and training techniques.

**University of Nevada Las Vegas | Las Vegas, NV**

**FT, Private, 40 hours**

**2019 - 2020**

**HRBP Operations & Data Analyst - Health Disparities/NICRP/Special Projects**

Assisted the project director in advancing the university's programs for establishing health equity through proposal creation, analytics, research, building community partnerships, and leading project teams in pursuit of various grants. Helped improve processes, people management, community partnerships while leading change.

- \$550,000 revenue savings attained by utilizing multiple platforms to analyze and manage finances, data, and human resource progression.
- 20% improvement in project analysis and submission process obtained leading to higher accuracy by adjusting cycles and staffing levels.
- 15 new community partnerships cultivated through collaborative staff discussions that generated insight into current and future opportunities.
- Implemented new communication system resulting in a workflow increase and decrease of profit losses by identifying and solving inferior communication pathways.
- <1% LTD accuracy maintained, tracking \$20 million in financial lifecycle across 90+ projects valued at \$6.5 million through scrupulous budget monitoring.

**Saint Louis University SOM & Washington University SOM (Capstone) FT, Private, 60 hours 2014-2016**

#### **HRBP Neurosurgery/Strategic Analytics/Grants Coordination & Capstone**

Oversaw daily activities of 50 professionals within Department of Neurosurgery, coordinated grant submissions, and performed analytics review for 14 research projects for the hospital and worked directly with Wash U SOM Ophthalmology Department specialty clinic for Graduate Capstone Project, working closely with Family/Community health.

- 80+ backlogged projects eliminated allowing for more than \$50 million in newly funded company opportunities.
- 72% reduction in patient wait-time attained by analyzing and restructuring patient flow and cross training staff for improved communication.
- 19% decrease in turnover rates and training costs earned through revamping policy and procedures, training, and cultivation of recruitment relationships.
- 18+% reduction in legal risk, including EEO, harassment, and DOL claims through reorganization of human-resources functions and documentation.
- Achieved first submission success rate of 95% for R1 and clinical projects by rigorous data review and efficient grant documentation preparation.

#### **ADDITIONAL EXPERIENCE**

General Manager, Flemings Restaurant • Bar Manager, Scape America Bistro • Retail Manager, Lucky Brand Jeans

#### **EDUCATION / CERTIFICATIONS / VOLUNTEERING**

Master of Science in Human Resources Development & Analytics, Villanova University

Master of Public Health in Epidemiology & Public Health, University of Miami

Bachelor of Arts in Industrial & Organizational Psychology, St. Louis University

SHRM-CP • SPHRI • Financial Management • Employment Law

Shannon West Homeless Youth Shelter, Las Vegas • Junior League Service Project, Las Vegas & St. Louis Washington University Medical Clinics & University of Miami Medical Clinics & Research

MGMA • Las Vegas Chamber of Commerce • SHRM (national and local) • ASCENT • AAO • ACHE • APIC