

DR. MONIQUE COLEMAN

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INTEGRATED HEALTHCARE PROFESSIONAL

EXECUTIVE DIRECTOR — PRACTITIONER — EDUCATOR — ADVOCATE

Progressive Healthcare Organizations / Hospital-Affiliated Facilities / Fortune 500 Enterprises

PROFILE

- Career-focused professional with a valuable combination of success in senior-level management roles and more than six years' experience as an educator and practitioner of integrated healthcare services. Personal passion and focus on health, total life balancing, fitness, and family. Offer high-caliber cross-functional management qualifications, proven leadership talents, and a strong personal commitment to the delivery of total quality healthcare services.
- Champion, advocate, true believer and personal example — competitive swimmer, marathon runner, Ironman triathlete — in the teachings, practices and benefits of integrated health and healing. Proficient in aligning CAM (Complementary and Alternative Medicine) with traditional medicine, developing patient-centric therapeutic relationships, and contributing as an important member of multidisciplinary healthcare teams. Enthusiastic, innovative and resourceful; respected as a skilled practitioner and recognized for consistently demonstrating professionalism, ethics, and integrity.

EXECUTIVE QUALIFICATIONS

Business Management & Organizational Leadership
Program Development, Integration & Management
New Business Development, Sales & Marketing
Business Process & Clinical Procedure Development
Operational Performance & Clinical Outcome Improvement
Internal & External Customer Service
Health, Wellness & Patient Advocacy

P&L and Operations Management
Financial Planning, Analysis & Management
Budget Development, Administration & Control
Strategic Alliance & Relationship Building
Community Outreach & Partnership
Team Building, Motivation & Leadership
Education & Public Speaking

AREAS OF SPECIALIZATION

Integrated Healthcare Programming
Chiropractic Interventions & Therapies
Sports Medicine, PT & Rehabilitative Therapies
Weight Training & Strength Conditioning
Education, Training & Coaching
Pain Management

CAM Philosophies & Therapies
Total Life Balancing
Fitness & Exercise Science
Nutrition & Weight Management
Regulatory Compliance/HIPPA & STARK
Health facility layout

PROFESSIONAL EXPERIENCE

Znetix, Inc. — Bainbridge Human Performance Center (HPC), Seattle, WA 1998 to 2002
Privately Held Innovator, Developer & Deliverer of Health Improvement & Preventive Care Solutions — Services, Products, Technologies — to the Medical & Fitness Industries

- Joined this startup company and held multiple roles — business manager and practitioner — as a member of the senior management team for the Integrated Services Division, and general manager and practicing chiropractor at the Bainbridge Human Performance Center (HPC).

MANAGING DIRECTOR – INTEGRATED HEALTH SERVICES

Teamed with the VP of Integrated Health Services in the development and implementation of business strategies, product / service offerings, and policies and procedures — both business and clinical — for the Integrated Health program. Researched, evaluated and opined on trends, perspectives and predictors within the health, fitness and wellness industry. Served as an internal consultant, advising on matters related to business, programming, therapeutic relationship management, industry trends/challenges, regulatory compliance and contemporary CAM principles, philosophies and modalities.

Znetix, Inc. — Bainbridge Human Performance Center (HPC) — Continued:

FACILITY DIRECTOR & CHIROPRACTOR – Bainbridge HPC

Held P&L accountability for operations, finance, business development and staffing for the \$1.4 million health and fitness center. Oversaw multiple departments — Medical, Chiropractic, Nutrition, Physical Therapy, Massage, Athletic Training, Exercise Physiology, Personal Training, Group Fitness and Administration. Led a team of 10 department heads and provided indirect supervision to 40+ personnel. Developed and delivered chiropractic services within a health club setting. Provided training and interventions on issues related to health, fitness, wellness, lifestyle change and quality of life improvement. Created and managed multiple community outreach programs — fund-raisers, health fairs, seminars, sponsorships, sports events.

Leadership Successes & Management Achievements:

- Developed and executed the business plan — working document detailing vision, mission, strategy, organizational structure, risk factors, marketing concepts, customer interface models, policy formation, compliance — for the Integrated Health Services division.
- Grew revenues for HPC from \$1 million to \$1.4 million through development and implementation of new product/service offerings, membership promotions, and community outreach projects.
- Contributed to enterprise-level vision and strategy planning as the company went through startup and growth.
- Finalized the Private Placement Memorandum, and served as corporate spokesperson — sending the corporate message and advocating for integrated health services — to investors, media, employees, potential business partners and the public.

Integrated Healthcare Projects & Achievements:

- Designed the training protocol (in alliance with Stanford Research Institute) — featuring leadership training, experiential training, online training, on-going workshops, and in-service -- for the Integrated Health Program and its practitioners and staff.
- Achieved 18% membership attrition — compared to 30+% industry average. Grew the chiropractic practice from 50 to 100+ patients per week.
- Created and implemented new/innovative programs and services — weekly “health talk”, after-school athletic training program, in-school Kids Fitness programs, pre-sport participation screening, and physicals .
- Rallied employee enthusiasm and morale by issuing a “corporate challenge” to 10 executives — including CEO, CFO and VP — to participate in a 12-week training program; .5-mile swim, 12-mile bike ride and 2-mile run.
- Showcased the company and demonstrated its commitment to health and wellness by organizing and managing community outreach programs and events — “Kids Day” (1500+ attendees), health/fitness screenings, and holiday fund raisers.

Palmer West Chiropractic College, San Jose, CA

1995 to 1998

World-renowned graduate school for Doctor of Chiropractic students — focus on clinical excellence, delivery of quality patient experience and community needs as integral elements of a participatory healthcare model.

CLINICAL INSTRUCTOR (1995 to 1998)

CLINICIAN - Student Clinic and Outreach Community Clinic (1997 to 1998)

Taught full-range of coursework — first-year through senior clinical experiential — and observed / supervised the delivery of patient care provided by student interns (100+). Provided hands-on instruction in palpation skills. Developed curricula / lesson plans, led classroom lectures, provided hands-on instruction, and evaluated / motivated student performance.

Key Projects & Achievements:

- Designed and wrote the syllabus and content for several courses: Clinical Palpation I & II, CSP Evaluation & Technique, Clinical Correlative Anatomy (new course), Chiropractic Principles IV & V, Thoracic & Lumbopelvic Techniques.
- Selected to develop and instruct a graduate course — Peripheral Nervous System, translated into Portuguese — to medical professionals in Brazil through an adjunct teaching program in cooperation with Porte Allegra Chiropractic program.
- Developed practice protocols and operational processes for the student clinic.

HealthQuest, Los Gatos, CA

1997

Private chiropractic practice specializing in sports medicine, nutrition and family care.

CHIROPRACTOR

As an independent contractor, developed business, provided services, and controlled costs. Interviewed and assessed new patients, developed and implemented individualized care plans, delivered hands-on therapies, and provided patient education and advocacy services in a total quality patient care environment. Provided services and maintained documentation within strict compliance to California regulations.

Distinctions:

- Championed CAM — health, fitness, wellness — and educated the public on the theories, practices and benefits of chiropractic care through public speaking engagements, participation in community outreach programs, and marketing/promotional events.
- Earned reputation for excellence as a practitioner and educator who adhered to the highest ethical and moral standards as a Doctor of Chiropractic.

EDUCATION

Doctor of Chiropractic — Clinical Excellence Award, 1994

PALMER WEST CHIROPRACTIC COLLEGE, San Jose, CA

Bachelor of Science — Sports Medicine, 1989

PEPPERDINE UNIVERSITY, Malibu, CA

RECENT CONTINUING EDUCATION

The Torque Release Technique (12 hours), Holder Research Institute

Project Management (20 hours), Project Management Institute

IRHSA Conference, 2000 and 2001 (20 hours each) — Club Operational Practices, Wellness Industry, Programmatic Development, Membership Retention, Group Fitness Programming, Personal Training Business Development, Community Outreach, Spinning, New Revenue-Producing Programs, Medical Integration, Health Risk Assessments, Corporate Wellness.

Developing a Hospital Affiliated Medically Based Wellness Center (10 hours), Medical Fitness Association

Corporate Management Training for Values and Beliefs (8 hours), Target Training International, Ltd

CREDENTIALS

CCSP — Certified Chiropractic Sports Physician, American Chiropractic Association**Licensed D.C. — Doctor of Chiropractic**, States of Washington, California, Utah and Providence of Alberta, Canada**CPT — Certified Personal Trainer**, American Council on Exercise**CPR & First Aid Certified**, American Red Cross

Passed Parts I, II, III and PT, National Board of Chiropractic Examiners

Member, Canadian Board of Chiropractic Examiners

RECENT PUBLICATIONS & PRESENTATIONS

*“Women in the workplace ... catering to their needs”, Kitsap Business Journal - March 2003**“Now is the time to take charge of your health ...”, Kitsap Business Journal - January 2003**“Integrated Health and the New Longevity”, Kitsap Business Journal - October 2000**“Health and Fitness”, Kitsap County Wellness Guide - January 2000*Guest Speaker, *“Wellness and Future of Fitness and Medical Integration”,* Pepperdine University - February 2001