

CÉU CIRNE-NEVES, FACHE

Ceu.cirne.neves@rutgers.edu

LEADERSHIP AND OPERATIONS MANAGEMENT

20+ years of proven leadership and healthcare operations management experience focusing on what matters most; collaborative leader able to clearly define success metrics and provide effective plans/resources to achieve results. Excellent bilingual mentor known for building impactful multi-functional teams committed to service excellence.

- Operations Management
- Strategic Planning
- Diversity & Inclusion
- Patient safety, Experience
- Community Health Needs Assessment
- Leadership & Performance Excellence

Professional Experience

SAINT BARNABAS MEDICAL CENTER (SBMC), Livingston, NJ May 2008 – October 2021

Contributed to successful, thriving evolution of 597-bed teaching hospital with 11 residencies, 3,500+ employees and 1,600+ physicians serving as flagship of RWJBarnabas Health, NJ's largest (\$5B) healthcare delivery system

Vice President of Ambulatory Services (2019 – 2021)

Reported to COO and drove strategic planning process and Leadership Development Institute while overseeing multi-modality Ambulatory Care Center and broadened service area to position Saint Barnabas for sustainable growth.

- Assigned to lead integration of Joint Venture practices, the development of the Physician Medical Neighborhood (Population Health and referral Keepage), and the implementation of the Healthgrades Physician Referral program.
- Led strategic planning process and chaired Growth Committee to further develop service lines and improve physician alignment, physician liaison outreach, and patient referral management, resulting in improved market share.
- Provided leadership to the ACC and led senior team of AVP of Operations, Administrative Director of Nursing, Director of HR, and Chief Technologists for six imaging modalities and high-capacity breast center.
- Served as the Executive Sponsor for the Leadership Model, Patient Experience, the Community Health Needs Assessment and the Diversity and Inclusion action plan.

Recent Contributions:

- Transitioned the ACC scheduling to Corp Access and reduced call abandonment rate from 30% to 5%; recovered ACC services to 90% of pre-pandemic capacity; the ACC ended 2020 with revenue 10% above budget.
- Deployed patient navigators to key primary care practices and improved keepage to 82.4% (YTD 6/21); (target, 75.2%).
- Instituted Shark-Tank-style growth initiative to stimulate intelligent risk, resulting in the approval of a \$4.4M dedicated breast MRI and redesigned patient access center to promote privacy and patient experience.

Vice President of Physician Contracting & Support Services 2008 – 2019

Recruited to revitalize physician engagement and alignment as core member of Executive Council; in 2010, also assumed accountability for Quality and Standards; in 2012, also assumed accountability for the Leadership Development Institute.

- Expanded service lines that leveraged SBMC's capabilities and expertise, and established and led Physician Account Management function that supported growth, market share, and volume targets.
- Led Quality, Standards, Infection Control, and Performance Improvement (2010-2015)
- Championed Leadership Model, implemented organization-wide Journey to Excellence movement, and guided SBMC to the next level with enterprise-wide integration of HRO behaviors, accountabilities, protocols, and scorecard
- Led advisory group consisting of Board of Trustees members, community representatives, employees and other key stakeholders on visioning process, resulting in new vision and outlook for SBMC.
- Completed creation and implementation of comprehensive Community Health Needs Assessment and workplan to address disparities and social determinants of health, and met all regulatory requirements and corporate goals.
- Granted visit by the national Malcolm Baldrige National Quality Board of Examiners and drove organization to receive Top Quality Award from regional Mid Atlantic Alliance for Performance Excellence.

CATHOLIC HEALTH AND HUMAN SERVICES, Newark, NJ 2005 – 2008

Senior Vice President, Operations & Quality

Recruited to oversee quality, accreditation, performance improvement, and physician contracting of four-hospital healthcare system during organization's merger with CHS.

- Provided executive-level leadership in assessment and implementation of action plan for quality/patient safety and continuous accreditation, resulting in 40% reduction in Joint Commission requirements for improvement.
- Served on Corporate Compliance team and authored, presented and secured board approval for Center's first Policies & Procedures Handbook for physician recruitment/contracting/loan administration.

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CATHEDRAL HEALTHCARE SYSTEM (CHS), Newark, NJ 1996 – 2005

CEO/Administrator, Saint James Hospital

Hired to turnaround 189-bed hospital (500+ staff / \$52M annual revenue) while managing all facets of service line development and physician recruitment/credentialing, capital acquisition and fundraising, and employee/public relations.

- Established certificate-of-need services (Level II Newborn Nursery/Psychiatric Program) and led facility renovation to include 20-bed voluntary/involuntary commitment units, which doubled capacity and yielded millions in new revenue.
- Spearheaded development of community's first parking garage at no cost to CHS; negotiated 30-year lease agreement with local supermarket and filled 400 spaces to capacity in six months.
- Improved medical staff integration, alignment and participation, increased patient safety outcomes, and met all patient satisfaction and employee engagement goals while improving image of emergency department.
- Organized all-out grassroots outreach campaign and Centennial Celebration event that engaged and rejuvenated connections with multi-ethnic community, corporations, and physicians, and generated more than \$1M in funding.
- Created East Side High School/Essex County Nursing Program, sponsored by RWJ Foundation, which greatly improved recruitment during major shortage period.

Foundational Experience

CATHEDRAL HEALTHCARE SYSTEM, Corporate VP of Planning, Marketing & Fund Development

THE GENERAL HOSPITAL CENTER AT PASSAIC, VP of Public Relations & Strategic Planning

SAINT JAMES HOSPITAL, VP of Community Relations, Marketing & Strategic Planning

Teaching & Speaking Engagements

RUTGERS UNIVERSITY, Part-Time Lecturer, Health Administration, Undergraduate & Graduate Levels (2018 – Present)

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES, Continuing Education Conference, Guest Speaker (2017)

EAST SIDE HIGH SCHOOL, Newark, NJ, Commencement Speaker (2003)

Community Leadership

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES-NEW JERSEY

Chair, Strategic Planning Committee (2018 – Present) / President/Immediate Past President (2016 – 2018)

THE EQUESTRIAN OF THE HOLY SEPULCHER OF JERUSALEM, Invested Member Elite Group (2000)

MALCOM BALDRIGE NATIONAL QUALITY AWARD BOARD OF EXAMINERS (2016 / 2018 / 2021)

CALDWELL UNIVERSITY, CALDWELL, NJ – HEALTH ADMINISTRATION PROGRAM ADVISORY COMMITTEE (2018 – PRESENT)

Education

FAIRLEIGH DICKINSON UNIVERSITY, Master of Public Administration

RUTGERS UNIVERSITY, Bachelor of Arts, English/Journalism

VILLANOVA UNIVERSITY, Six Sigma Green Belt Certification

BALDRIGE PERFORMANCE EXCELLENCE PROGRAM, Performance Excellence Framework Examiner Training

Credentials

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES, Fellow (FACHE) / Certified in Healthcare Management

NATIONAL ASSOCIATION FOR HEALTHCARE QUALITY, Formerly Certified Professional in Healthcare Quality

Awards & Recognition

RWJBH, Certificate of Achievement for Exemplary work in High Reliability training (2019)

Essex County, Star of Essex County (2012)

Portuguese-American Leadership Council, Business Leadership Award (2005)

Portuguese Consulate & Hometown of Murtosa, Gold Medal of Merit (2003)

East Side High School, Register of Superior Merit Award (2003)