

RHONDA ARNWINE, MBA

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VITAE

JUNE 2013

PROFILE

Consistently throughout my career I have assessed situations, analyzed opportunities for improvement, and developed action plans to prompt positive change to achieve maximum results. I am energetic and skillful at coordination and implementation of multi-faceted educational programs. My creativity, organizational expertise, and self motivation serve me well in influencing change in students' lives. I am dedicated to my students' success, educationally and in life.

EDUCATION

MBA with a minor in Human Resources, 2008, Texas A&M University, Commerce, Texas
B.S. in Business Administration, 2004, Texas A&M University, Commerce, Texas
Associate in Sciences in Business, 2002, Eastfield College, Dallas., Texas
Associates in Arts, 2000, Eastfield College, Dallas, Texas

EDUCATION GOALS

Doctoral degree

POSITIONS HELD

Adjunct Instructor, TAMU – Commerce, 2008 to Present

Department of Marketing and Management, and Department of Business Administration and MIS

- Primary teaching responsibilities for undergraduate instruction supporting Bachelor of Science in Business Administration program.
- Tailoring course materials enhances understanding by a diverse audience.
- Classes are taught in face-to-face, online and hybrids environments.

Teacher of English Language Arts, Mesquite ISD – Mesquite, TX 2012 – 2013

Certified Generalist 4 - 8

- Primary teaching responsibilities for disadvantaged eighth grade students at varying ages, communication levels and educational abilities.
- Tutor students in all core courses.
- Mentor students in extra-curricular activities, providing guidance, motivation and supervision.
- Mentor students who are not achieve annual yearly progress to strengthen their skills for success academically and towards standardized testing.

Substitute Teacher, Mesquite ISD – Mesquite, TX 2011 – 2012

- Primary teaching responsibilities for short-term assignments with students at all grade levels and most subjects. Students are able to continue their educational success and score well on the district curriculum based assessment in 7th grade math, pre-ap and GT Math.

- Primary teaching responsibilities for long-term assignments and acceleration programs, with seventh and eighth grade students, in Science and Math.

Health care Compliance Advisors, LLC – Augusta, GA 2010 – 2013

Consultant

- Review business office practices and clinical regulations to determine key gaps in billing and collection processes and policies.
- Develop plan of action and advise client regarding decision support analysis to maximize physicians' time and resources.

Texas Ambulatory Surgery Center Society – Austin, TX 2008 - 2010

Program Chair

By restructuring the format of the annual meeting, to include educational opportunities with continuing education units, enrollment increased 75% within one year. The addition of bi-annual summits have proven to increase the value of the Society, as well as member and vendor support.

National Surgical Care – Dallas, TX 2006 – 2010

Business Development Manager

- Conduct web-based training for new company programs.
- Create company marketing and communication materials including; company and individual surgery center brochures, acquisition brochures and communications to legislative parties to result in name recognition within the industry making way for additional acquisitions and communication of industry information to legislative officials.
- Conduct market analysis for acquisition due diligence and annual budgets to identify the competitive environment and growth potential.
- Orchestrate special events and supporting promotional materials; including symposiums, retreats, and marketing, community, and volunteer events. As a result, one surgery center gained two surgeons within three months, another gained six surgical referrals in the post-event month and a Texas Congressmen co-signing legislation to support the industry.
- Initiate company involvement in the industry activities to create name recognition, and an opportunity for our CFO to be a member of the national industry association board.
- Develop benchmarks and internal audit tools for business office practices, as well as complete internal audits, along with analysis of results. In one audit alone, I uncovered the culmination of \$1.4M in errors, a major financial gain for this facility.
- Develop tracking for financial and clinical benchmarks to guide us to areas for continual improvement and to establish best practices.
- Perform needs analysis to develop an acquisition database using Microsoft CRM cloud.
- Analyze and incorporate data from government and industry organizations to create a focused approach to lead generation. leading to equity ownership in six surgery centers in one year, creating a projected \$48.5M increase in net revenue.

- Employ OneNote as a portal to create organizational tools, such as a unified location for communications and pertinent information for surgery centers.
- Serve as founding member of the Ambulatory Surgery Center Quality Collaboration (industry quality development and reporting organization), which harmonizes patient safety standards for the industry. Six measures are now endorsed by the National Quality Forum.
- Coordinate annual volunteer event for the 2009 ASCA meeting, involving more than 100 volunteers.
- Develop personnel morale and bonding by coordinating NSC's volunteer events.
- Develop communication of state and federal legislative information to surgery centers to ensure compliance to new programs and provide opportunity to respond to legislature's proposed programs.

United Surgical Partners International – Addison, TX 1999 – 2006

Manager of Organizational Development

- Customize software, map training paths, and develop tracking mechanisms for USPI University's web-based training program.
- Perform needs analysis to determine training needs for the Microsoft suite and internal computer programs. Develop and present training.
- Shorten the learning curve by creating materials to accelerate the transition of acquired facilities to company programs; develop Quick Reference Guide, which serves as a tool kit to these programs.
- Develop training materials to create a succinct method to provide continuity in message delivery and lower costs. Develop the DFW orientation to increase compliance with regulatory and company programs, and create a networking opportunity between 26 surgery centers.
- Create training sessions for delivery at the annual company conference.
- Create branding to capitalize on the familiar names of the health system partners (such as Baylor Health Care System), to increase physician referrals and patient identification of the surgery centers. This includes the development of all marketing materials and signage.
- Create marketing collaterals including; corporate marketing brochure, acquisition analysis and market analysis reports, promotional materials for events and other materials.
- Conduct focus groups to acquire insight into acceptance of proposed program changes and as follow-up to employee surveys.
- Conduct the entire survey process for the annual employees and physicians surveys; including the statistical analysis, development of communications and action plans.
- Establish standardized policy and procedures for new processes and new facilities, to harmonize the facilities and ensure centers are ready for accreditation.

Manager of Development

- Create training session for delivery at the annual company conference.
- Conduct market analysis for acquisition due diligence and annual budget processes to identify the competitive environment and growth potential.
- Identify potential marketing targets.

- Built a succinct master plan and developed USPI's training materials for Microsoft Project, ensuring all elements are in place for the opening of a surgery center.
- Compare and analyze benefit costs and plans of potential acquisition facilities.
- Establish appropriate mechanisms to deter significant financial deficits or loss of benefit time accruals for acquired employees to ensure that morale remains high during transition to their new company.
- Coordinate community involvement for the corporate office to create name recognition in the local communities. .

Development Coordinator

- Develop reporting mechanisms of pertinent information for due diligence. Analyze due diligence information and report findings.
- Create a project tracking system to monitor costs and deadlines.

Baylor Health Care System – Dallas, TX 1996 – 2000

ASSISTANT AND DEVELOPMENT COORDINATOR 1998-2000

Through the joint venture between Baylor and USPI, the positions overlapped prior to the transition to USPI.

- Syndicate ownership to establish the necessary funds to develop the Jack & Jane Hamilton Heart and Vascular Center.
- Install and customize software to minimize efforts to track charitable contribution and eliminate the numerous duplicate donations by the six hospitals.
- Conduct due diligence and develop reports for decision support for a proposed merger.

BENEFITS COORDINATOR 1996- 1998

- Decrease processing time and cost in facilitating the annual benefits enrollment process for over 14,000 employees.
- Revise the summary plan description booklets to incorporate annual changes to benefit plans.
- Maintain benefit programs and process claims for disability, life insurance plans, and employees on leave of absence, to ensure compliance with state and federal regulations.
- Manage and administer the retiree and leave-of-absence benefits programs, to improve program compliance and communication.
- Co-design and present benefit communications and orientation materials.
- Participate in the initial needs analysis and development of the new Lawson software program, making recommendations on necessary customizations to meet regulatory requirements.
- Conduct focus group assessments to provide insight into acceptance of proposed program changes and as follow-up to employee surveys. Assessing the results of the surveys revealed gaps in customer service and identified training needs.

COURSES TAUGHT – UNDERGRADUATE LEVEL

Texas A&M University – Commerce

Business Communications, BA 303
Business and Economic Statistics, BA 302
Compensation Management, MGT 438
Management and Organizational Behavior, MGT 305
Management Dynamics, MGT 348
Marketing, MKT 306
Operations Management, MGT 307

ACADEMIC AFFILIATIONS

Beta Gamma Sigma – 2005 to present

SERVICE AFFILIATIONS

Vision for Haiti
Texas Ambulatory Surgery Center Association,
Program Chair – 2008 to 2010
Ambulatory Surgery Center Quality Collaboration
Founding member

REFERENCES

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