

Alicia A. Wittkopf

Highlights of Qualifications

- Executive leader of physician relations, strategic planning and operational success.
- Skilled in cultivating positive relationships with physicians and patients; particularly adept at communicating with clarity and tact to individuals from diverse cultural and organizational backgrounds.
- Known for diplomacy, enthusiasm, persistence, innovation, follow-through and fostering collaborative relationships to resolve concerns and ensure successful program/project completion.
- Motivated self-starter; takes initiative, sparks interest in others and empowers staff to do the same.
- Experienced in developing and proposing strategies for effective influencing.

Professional Experience

Carevide 2019-Present

Chief Operations Officer

- Provide executive leadership for federally qualified health center operations including specialty practices, a school-based health center and primary care sites.

Hunt Regional Healthcare 2013-2019

Executive Director for Strategic Marketing Communications and the Foundation

- Provide executive leadership for physician recruitment, physician relations, employer relations, public relations, advertising, volunteer services and fundraising as well as strategic planning.
- Increased physician satisfaction by 10 points in three years.
- Improved market share by 17% in imaging and 33% in OP surgery. Increased overall market share by 11%.

- Led the strategic development for identifying and implementing new service lines including an orthopedics and sports medicine program, inpatient dialysis services, vascular program and a cardiac catheterization lab.
- Public Information Officer; serve as the public face of the system as needed.
- Orchestrated and approved the creation of a patient centered advertising campaign that garnered multiple Aster Awards. Used earned, owned and paid media to extend the reach of the campaign and drive interest in the organization while building reputation.
- Devised strategy and managed volunteers for the passage of bond issue.
- Created strategy and support needed to develop RealCo and OpCo for Integrated Medical Plaza.
- Participate on hospital committees including quality, risk and safety, Open Imaging and others as assigned.

Texas A&M University-Commerce
 Director of Advancement Services

2010-2013

- Created and managed the foundation budget while reducing the operating budget by 15% without cutting services. Developed fundraising goals and metrics for development staff.
- Worked with academic leadership to secure grants and then effectively track and report their progress.
- Appointed to the university budget committee to prioritize the utilization of budget reallocations in order to fund and measure the impact of university innovation.
- Directly reconnected disenfranchised alumni with their alma mater.
- Directed the implementation of the first integrated donor relations program, improving donor retention by 67%.
- Oversaw the development and implementation of tools and techniques for gift performance reporting including projecting cash flow and analyzing fundraising trends.
- Served as the database administrator to enhance reporting services and donor information management. Improved data validation by 30%.

Texas A&M University-Commerce
Coordinator of Annual Programs

2007-2010

- Strategically created, implemented and executed programs to solicit university alumni, friends, faculty and staff through various channels of communication.
- Developed and implemented first full-time telephone outreach program contacting over 20,000 alumni annually.
- Exceeded general unrestricted revenue budget by 40%.
- Increased faculty/staff participation to 55%.
- Secured over 50 pledges for the music building campaign.

Zurn Pex, LLC.

2004-2007

Assistant Manager for Marketing

- Conscientiously wrote advertising copy for trade publications, working closely with graphic designers to develop visually effective marketing messages.
- Successfully produced marketing collateral from concept to completion for new and existing product lines, which in turn boosted net income for product line by 23%.
- Conducted extensive competitive research and evaluated data for useful market analysis.
- Assisted with crisis communications as necessary.

Academic, Civic & Professional Memberships

Association for Healthcare Philanthropy

Association for Fundraising Professionals

Commerce Leadership Institute

Commerce Rotary Club

Leadership Hunt County

National Association of Community Health Centers

Society for Healthcare Strategy and Market Development

Texas A&M University-Commerce School of Nursing Advisory Board

Texas Association of Community Health Centers

Texas Hospital Association

Thalian Culture Club

Awards

American Cancer Society Friend, *Journey Into Life Support Group* – 2014

MLK Employer of the Year – 2016

MLK Woman of the Year – 2018

Harold Curtis Friend of the Foundation Award - 2019

Education

Texas A&M University-Commerce

Commerce, TX

College of Science and Engineering

Bachelor of Science

Texas A&M University

College Station, TX

The Bush School of Government and Public Service

Executive Master of Public Service and Administration

Technical Skills

Microsoft Office applications, Mac applications, Adobe Photoshop, Adobe Acrobat, Blackboard, QuickBooks, Meditech, Athena, NextGen, Advisory Board and Crimson products, as well as Blackbaud Raiser's Edge and QuickBooks