

JASON ERIC BROAD, MBA, FACHE

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EXECUTIVE PROFILE

Proven strategic leader with 25+ years of health care experience. Operational responsibility for key hospital-based patient support service and post-acute departments. Experience as a leader in corporate Information Systems and Clinical Effectiveness divisions. Recognized for consistently producing and sustaining exemplary outcomes in patient, financial and employee-centric metrics.

SKILL HIGHLIGHTS

- Lean Six Sigma Master Black Belt
- National Malcolm Baldrige Award Examiner
- Expert Group Facilitator and Team Leader
- Authored and Received National Research Grants
- Implementation of Complex Information Systems
- Master Change Agent
- Graduate School Instructor
- Patient & Family Centered Care Champion
- Skilled in Data Analytics and Data Presentation
- Deployment of High Reliability Organization Principles

EXPERIENCE

Sharp HealthCare Regional Hospitals – San Diego, CA

Vice President – Regional, Performance

04/23 – Current

- **Operational responsibility for Operations Excellence program** focused on achieving top-decline performance in publicly-reported metrics and maintaining status with accredited programs
- **Executive lead for annual strategic planning process** that integrates plans related to clinical operations, financial performance, capital planning and employee, physician and patient experience.
- **Conceptualized, designed, built and opened the first hospital command center in San Diego County**, The Sharp Experience Center & The Sharp Insight Center, where real-time quality/safety, throughput and service processes/metrics are monitored and addressed to prevent defects from reaching the patient.

Vice President, Performance, Support Services, Behavioral Health

01/14 – 03/23

- **Operational responsibility for support service departments/functions.** Current: Patient Relations, Volunteer Services, Customer Contact Center, Guest Services, Spiritual Care, Community Relations, Senior Resource Center and Transportation Services.
- **Operational responsibility for patient care departments.** Current: Behavioral Health – 46 bed inpatient unit and comprehensive outpatient programs (Consistent top quartile inpatient patient experience, 10% growth in outpatient volume for three consecutive years).
- **Strategic responsibility for Patient, Employee and Physician Experience.** Employee and physician experience scores consistently in the top quartile. Developed and lead Grossmont Experience team which focuses on coordination of hospital-wide communication, experience efforts for all stakeholders and leadership development for supervisors and above.
- **Executive sponsor and owner for integrating Planetree's Person-Centered Care model into hospital operations.** Trained 3500 employees in an experiential person-centered care retreat, deployed Open Medical Record program, established Integrative Healing program and created the Patient & Family Advisory Council. Earned Gold-Level Certification in 2018.
- **Lead for Sharp HealthCare's COVID-19 Community Vaccine Strategy.** Opened and managed six vaccine super stations throughout San Diego which provided over 750,000 vaccines. Utilized Lean and Experience Design principles to create a safe, efficient and memorable guest experience.

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Sharp HealthCare – San Diego, CA

Director, Lean Six Sigma, Clinical Effectiveness

08/08 – 01/14

Lean Six Sigma Black Belt, Clinical Effectiveness

04/05 – 08/08

- **Led the on-going system-wide deployment of Lean Six Sigma** across the health system as the preferred performance improvement methodology. Developed the strategy for institutionalizing Lean Six Sigma as a business priority and measurement tool.
- **Results as Director exceeded \$8 million** and included reducing outsourcing in Home Health, improving patient experience with food service, reducing insurance denials, improving ED patient satisfaction (by reducing length of stay) and decreasing use of blood products, Outcomes as Black Belt/project lead, included improving percent of surgical case carts ready for procedures from 21% to 77%, reducing 'Door to PCI' time from 114 minutes to 84 minutes and reducing annual employee strains and sprains from patient handling by 36%.
- **Managed team of full time Black Belts** (internal consultants) and led project teams focusing on improving clinical and operation results.
- **Lead investigator on two grant-funded projects** studying the effects of Remote Patient Monitoring equipment on CHF patients and mobile health devices on COPD patients.

Sharp Chula Vista Medical Center – San Diego, CA

08/03 – 04/05

Manager, Patient Access Services

- Led 33 representatives and team leads in Business Office and Admitting departments.
- Reduced monthly average of Discharged Not Final Billed (DNFB) dollars by 20%. Increased monthly average of on-site cash collections by 14%.

Sharp HealthCare – San Diego, CA

Senior Quality Analyst, Decision Support - Information Systems

04/02 – 08/03

Senior Quality Analyst, Patient Care - Information Systems

10/00 – 04/02

Systems Analyst, Ancillary - Information Systems

01/99 – 10/00

HCA (Hospital Corporation of America), Inc.– Information Services – Nashville, TN

04/97 – 01/99

Project Coordinator, Systems Implementation Services

PRESENTATIONS & CLASSES

Adjunct faculty credential, university guest lecture and national speaking credits available upon request.

EDUCATION

MBA: Concentration in Management Science; University of Miami

BS: Majors in Public Relations and Psychology; University of Miami (Semester abroad; University of Essex)

CSSBB: Certified Six Sigma Black Belt; American Society for Quality

HACP: Healthcare Accreditation Certification Program, Center for Improvement in Healthcare Quality

FACHE: Fellow, American College of Healthcare Executives

ACTIVITIES

Board Member, American Heart Association – Southern California; 2023 – Current

Member, American College of Healthcare Executives; 2016 – Current

Board Member, Mission Valley Planning Group; 2005 – 2015

Vice-Chairman, 2010 – 2015; Chairman, Parks Sub-Committee; 2006 – 2015

Member, Malcolm Baldrige National Quality Program Board of Examiners; 2008

Council Member, California Awards for Performance Excellence; 2006 - 2008

Vice-Chairman, Process Management Sub-Committee; 2006 – 2008

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