

HOLLAND H. HAYNIE III, MD

CONTACT



Osage Beach, MISSOURI
65065



660.525.7232



hollandhaynie@gmail.com



www.hollandhaynie.com

SKILLS

- Healthcare Executive
- Hospital Administration
- Public Health Initiatives
- Performance Management
- Process Improvements
- Relationship Building
- Strategic Planning
- Stakeholder Management
- Clinical Education
- Organizational Development
- Occupational Health
- Health Promotion

POST-GRADUATE EDUCATION

- Family Medicine Residency, **Oregon Health & Science University**, Cascades East Rural / Frontier Family Practice, 2008
- Pediatric Internship, **Cincinnati Children's Hospital & Medical Center**, 2005

CERTIFICATIONS

- Missouri Medical License, 2024

Experienced medical professional and healthcare executive with 20 years of leadership, driving organizational growth and effective policy management in both public and private sectors. Skilled in public speaking and process development to ensure quality-driven operations. Strong communicator, proficient in collaborating with teams and clients to meet core healthcare needs. Expertise in presenting medical information clearly to diverse audiences, including community members and stakeholders. Proven ability to build strong relationships with community leaders and business partners. Deep understanding of healthcare and technology trends. Engaging Family Physician experienced in treating patients of all ages, with a focus on accurate diagnosis, comprehensive treatment plans, and ongoing research to stay updated on the latest therapies. Successfully managed a thriving family medicine practice with high patient satisfaction. Strong leader, overseeing staff and patient care for a large, diverse caseload, with a holistic approach to health, integrating both medical and non-medical treatments. Dedicated to utilizing advanced healthcare technologies for improved patient outcomes.

WORK HISTORY

July 2024 - Current

Family Medicine Physician

CENTRAL OZARKS MEDICAL CENTER, Osage Beach, Missouri

Company Overview: Central Ozarks Medical Center has been providing quality health care in Central Missouri since 1979. We are committed to leading the way to healthier communities by reducing barriers to care and ensuring access for all. COMC offers a wide range of services based on the needs of the communities we serve. We pride ourselves on offering high quality healthcare regardless of insurance status.

- Conducts regular preventive screenings to promote overall wellness among patients within the community
- Optimizing clinic performance by participating in quality improvement initiatives aimed at enhancing healthcare delivery systems
- Utilizing evidence-based practices in diagnosis and treatment, staying current on medical advancements and research
- Serves as an advocate for patient needs both within the practice setting and the broader community

- US Drug Enforcement Administration, 2024
- Missouri Bureau of Narcotics and Dangerous Drugs, 2024
- Oregon State Medical License, 2006, 2008, 2010
- Advanced Adult Cardiac Life Support, 2004, 2006, 2008, 2010, 2023
- Advanced Trauma Life Support, 2006, 2024
- Pediatric Advanced Life Support, 2004, 2006, 2008, 2010
- Rural Trauma Team Development, 2009
- Board Certification - American Board of Family Medicine, 2009
- Unrestricted United States Medical License, 2006
- Advanced Life Support Obstetrics, 2006

RESEARCH PRESENTATIONS

- *Evidence-Based, Consumer-Driven Health*, Welltok 2nd Annual Health Optimization Summit, Colorado Springs, Colorado, 05/01/15
- *Population Health: A Day In The Life*, MD Anderson Cancer Center, Houston, Texas, 08/01/12
- *Sports Concussions & ImPACT Testing*, Harney County School Board, Burns, Oregon, 03/01/11
- *Does Coffee Consumption Contribute to Hypertension in Adults?* Evidence Based Practice, 07/01/07
- *Disaster Planning: Surgical Services Response*, Grand Rounds, UPMC, Department of Surgery, 02/01/03
- *Identification of A Critical Motif Responsible for Gating of Kir2.3 Channel by Intracellular Protons*, Qu Z., Haynie H., Jiang C., Journal of Biological Chemistry, 1999, 274, 13782

June 2024 - Current

Urgent Care Physician

AMERICAN FAMILY CARE, Joplin, Missouri

Company Overview: American Family Care is committed to offering affordable, accessible healthcare solutions while prioritizing patient convenience and delivering superior medical services in a compassionate, patient-centered environment.

- Diagnosing and treating a variety of acute and chronic conditions, with a focus on non-life-threatening illnesses and injuries
- Performing occupational health services, including employer and D.O.T. physicals, drug screenings, and pre-employment health evaluations
- Managing patient flow to ensure shorter wait times and delivering timely, high-quality care
- Collaborating with a multidisciplinary team of healthcare professionals to provide comprehensive patient care
- Implementing evidence-based practices, ensuring the highest quality medical care for all patients

January 2017 – May 2024

Proprietor & Co-Founder

WALNUT CREEK FARMS, Garden City, Missouri

Company Overview: Walnut Creek Farms is an American Kennel Club (AKC) registered breeder of Bernese Mountain Dogs and Bernedoodles.

- Directed daily operations of artificially and naturally breeding, delivering, and training of mature Berners
- Performed minor veterinary procedures related to maintaining healthy breeding stock and supervised delivery of more than a dozen litters comprising over 100 puppies
- Established a significant internet and social media presence for networking, branding, sales, and new owner collaboration and education
- Authored and traditionally published a historical fiction novel exploring the Civil War era in Western Missouri

May 2016 - November 2017

Director, Network Development

COLLECTIVE MEDICAL TECHNOLOGIES, Salt Lake City, Utah

Company Overview: Collective Medical Technologies was acquired by PointClickCare to create the largest combined acute and post-acute care network in North America.

- Responsible for managed care contract management including payer negotiations, analysis interpretation, network implementation, maintenance of the contract performance, and payer relations
- Engaged ambulatory practices and long-term post-acute care (LTPAC) providers, as well as accountable care

PROFESSIONAL DEVELOPMENT

- Welltok Health Optimization Summit, Colorado Springs, Colorado, 05/01/15, Speaker
- HIMSS 2015, Chicago, Illinois, 04/01/15, Speaker
- Institute for Health Technology Transformation Summit, San Francisco, California, 03/01/15
- Oliver Wyman, Medifuture 2024, Tampa, Florida, 09/01/14
- Medical Ethics, Case Western Reserve University, Cleveland, Ohio, 09/01/14
- HIMSS 2014, Orlando, Florida, 02/01/14
- HIMSS 2013, New Orleans, Louisiana, 03/01/13
- TED MED 2012, Washington, D.C., 04/01/12, Front-Line Scholar

RETURN TO PRACTICE

- Advanced Trauma Life Support, South Bend, Indiana, 04/01/24
- Advanced Cardiac Life Support, Kansas City, Missouri, 08/01/23
- KSTAR Physician Assessment, College Station, Texas, 08/01/23
- Physiological Resources, Inc. Fitness to Practice Assessment, Lawrence, Kansas, 07/01/23
- American College of Physicians, Medical Knowledge Self-Assessment Program, 04/01/23-current
- American Board of Family Medicine, Certification Re-Entry, 01/01/23-current
- Draw It To Know It, Inc. (DITKI), Indianapolis, Indiana, 2022-2023

RECENT ARTICLES

- *Highly Pathogenic Avian Influenza (HPAI): An Update on Bird Flu* – October 5, 2024
- *Broken and Failing: A Rural Physician's Plea for Healthcare*

organizations (ACOs) and every national health plan in the country, across a 39-state network

April 2014 - May 2016

Vice President of Clinical Solutions

MOTIVE MEDICAL INTELLIGENCE, San Francisco, California

Company Overview: Motive Medical Intelligence is a leading provider of computable, evidence-based clinical intelligence solutions.

- Directed and managed all sales activity involving clinical workflow by working directly with customer's clinical decision makers and product design and development teams to align Motive's solutions with client goals
- Developed a visible and repeatable lead generation and sales process by introducing and implementing a technology-based CRM system now utilized across the entire organization
- Identified and engaged more than 100 new customers in 2014 generating over \$10 million in revenue

March 2012 - April 2014

Physician Executive, Demonstration Strategy

CERNER CORPORATION, Kansas City, Missouri

Company Overview: Oracle Health, formerly Cerner Corporation, is a US-based, multinational provider of health information technology platforms and services.

- Development of long-term, key relationships with client physicians, executives, and key decision-makers
- Conducted presentations at current and potential client sites as well as provided assistance during the workflow conversion process
- Responsible for on-going support of corporate marketing strategies, project initiatives, and solution enhancement, as well as identification of process improvement through workflow optimization
- Developed a cutting-edge format for solution and software demonstrations by incorporating a variety of audio and video modalities into corporate overview presentation and clinical workflow demonstrations
- Engaged client decision-makers to identify best-practice recommendations for improving patient safety, clinical outcomes, provider adoption, and overall optimization of care delivery models
- *2012 Cerner Physician Executive of the Year*

March 2011 - March 2012

National Healthcare Practice Manager

THE THOR GROUP, Cincinnati, Ohio

Company Overview: The Thor Group is a professional services organization specializing in healthcare IT consulting and resource management.

Reform in America –
September 21, 2024

- *To Oshkosh and Beyond: The Power of Mentorship – July 23, 2024*
- *AI in Medicine: A Powerful Ally, Not a Replacement – July 22, 2024*
- *Critical Thinking: AI and the Future of Education – July 21, 2024*
- *Digital Marketing and Healthcare Consumerism – July 8, 2024*
- *Trusting Your Gut: A Journey into Synchronicity and Intuition – July 7, 2024*
- *Tee Time and Tranquility: Mindfulness on the Green – July 6, 2024*
- *The Evolution and Future of Vaccination: A Primary Care Perspective – July 5, 2024*
- *Echoes of Independence: A Journey from Dreams to Freedom – July 4, 2024*
- *Direct Primary Care: A Transformative Approach to Primary Healthcare – July 3, 2024*
- *The Evolution and Impact of Price Transparency in Healthcare – July 2, 2024*
- *Coffee and Hypertension: Revisiting an Old Inquiry with New Insights – July 1, 2024*
- *Mastering Anxiety: Practical Techniques for Modern Living – June 30, 2024*
- *Addressing the Opioid Crisis: The Role of Primary Care – June 29, 2024*
- *Gun Violence as a Public Health Crisis: Separating Myths from Facts and Finding Solutions – June 28, 2024*
- *Ozempic: The Miracle Drug or a Mirage? – June 26, 2024*
- *Healthcare on Trial: The Legal Labyrinth of ACA's Preventive Services Mandate – June 25, 2024*

- Corporate business development and fostering of relationships with key healthcare decision-makers and leading industry experts with a focus on information systems & technology, cost reduction, business consulting, staff augmentation, and improving return on investments (ROI)
- Initiatives included 5010/ICD-10 implementation, ARRA ('Meaningful Use') compliance, Electronic Medical Record (EMR) adoption models, telemedicine, wireless & cloud computing, and software adoption & upgrades

March 2008 - February 2011

General Practitioner, Family Medicine

HIGH DESERT MEDICAL CENTER, Burns, Oregon

Company Overview: High Desert Medical Center is a rural healthcare facility providing comprehensive medical services to a diverse patient population.

- Served as one of three MD partners in a high-volume clinic, managing 20-30 patients daily with a focus on comprehensive patient care and efficient clinical operations
- Conducted house calls and scheduled nursing home rounds within a broad-ranging community
- Provided key insight and recommendations on profits, losses, and business development decisions
- Prevented instances of narcotic abuse and ensured proper regulation of controlled substances by defining contractual rules, guidelines, and procedures governing safe, fair long-term narcotic therapy
- Introduced regular drug screenings to aid in controlling narcotics use and abuse
- Boosted quality of patient care throughout the community as a result of the new regulations

March 2008 - February 2011

County Public Health Medical Director

HARNEY COUNTY HEALTH DEPARTMENT, Burns, Oregon

Company Overview: Harney County Health Department is the public health and safety division for an eastern Oregon community of 8,000 citizens and is dedicated to promoting public health through preventive care, education, and a range of community health services.

- Supervised alignment of county public health policies and protocols with federal standards and regulations
- Established schedules for immunizations and vaccinations
- Coordinated response to outbreaks of infectious diseases
- Oversaw stockpile organization
- Managed welfare program development and administration
- Directed 'mother and child' focused programs
- Led smoking and alcohol intervention programs

- *Rethinking Statin Prescriptions: Insights from New Research* – June 24, 2024
- *Unlocking the Mysteries of Mindfulness: A Journey Through Brain Health* – June 23, 2024
- *Cybersecurity in Healthcare: A Call to Action for All* – June 22, 2024
- *Addressing Healthcare Access for Undocumented Immigrants: The Role of FQHC's* – June 20, 2024
- *Projected Trends in U.S. Health Insurance Coverage: A Perspective on the Latest CBO Report* – June 19, 2024
- *From Atari to Neural Networks: The Multifaceted Impacts of Video and Brain Games Across Generations* – June 18, 2024
- *Understanding Artificial Intelligence: From Sci-Fi Dreams to Everyday Reality* – June 17, 2024
- *A Father's Touch: Transformative Moments and Timeless Bonds* – June 16, 2024
- *A Bird Flu in the Hand: H5N1 and the Delicate Dance of Public Health* – June 15, 2024
- *Bringing McKinsey Methodologies to Urgent Care* – June 14, 2024
- *Embracing the Art of Storytelling in Data: Lessons from Atul Butte and Edward Tufte* – June 12, 2024
- *From HAL to Apple Intelligence: Supertoys Last All Summer Long* – June 11, 2024
- *Reflections on a Life of Running: A Physician's Journey* – June 10, 2024
- *Returning to Practice: Reflecting on Medical Advances and Timeless Values* – June 9, 2024
- *Returning to Clinical Practice: A Journey of Healing and Balance* – June 8, 2024

January 2010 - January 2011

Chief of Medical Staff (Elected, 2010)

HARNEY DISTRICT HOSPITAL, Burns, Oregon

Company Overview: Harney District Hospital is a critical access hospital supporting the ranching communities of eastern Oregon.

- Directed hospital policy and administration governing patient care and medical personnel
- Communicated with the administrative team, from C-level executives to senior management, to define core processes and regulations
- Assured seamless facility operations by handling staff complaints and clinical concerns
- Monitored and reported on rural performance measurements (RPMs), leveraging anonymous surveys to track facility scorecards
- Utilized scorecard information to identify areas for improvement and develop regional marketing initiatives
- Presented reports in open public sessions to the Board of Directors, including discussing issues, progress, and failures

January 2006 - January 2011

Emergency Room Physician

HARNEY DISTRICT HOSPITAL, Burns, Oregon

- Managed on-call emergency room response
- Diagnosed and treated patients for a variety of injuries and illnesses, adapting treatment methods as needed to best serve members of the community
- Ensured patient comfort and quality of care
- Secured helicopter transport to higher-level care facilities as needed
- Provided education to the community, local law enforcement, and behavioral health workers on proper use of the emergency room and hospital, preventing misuse and abuse of facilities
- United major community contacts such as the District Attorney, Judge, Sheriff, hospital CEO, and other key contacts behind a new, more cost-efficient protocol governing emergency room and hospital use

January 2009 - January 2010

Director of Trauma and Emergency Medical Services

HARNEY DISTRICT HOSPITAL, Burns, Oregon

- Drove initiatives to improve efficiency and responsiveness for the emergency department
- Communicated with EMS / ambulance crews, emergency room nurses, and hospital administrators to identify areas for improvement and refine necessary procedures

- *Bridging the Gap: Perspective on Supreme Court's Landmark Decision for Native American Tribes* – June 7, 2024
- *The Disappearing Skillset: The Shrinking Role of Procedures in Family Medicine* – June 6, 2024
- *The Bright Side of Social Media: Connecting, Informing, and Inspiring* – June 5, 2024
- *Uncommon Valor: Honoring the Heroes of Memorial Day* – May 27, 2024

WEBSITES AND PORTFOLIOS

- Hollandhaynie.com
- [linkedin.com/in/hollandhaynie](https://www.linkedin.com/in/hollandhaynie)
- [X.com/hollandhaynie](https://www.x.com/hollandhaynie)
- [Youtube.com/@hollandhaynie](https://www.youtube.com/@hollandhaynie)
- [Instagram.com/hollandhaynie](https://www.instagram.com/hollandhaynie)
- [tiktok.com/@hollandhayniemd](https://www.tiktok.com/@hollandhayniemd)

- Addressed and resolved problems with diagnostic protocols, personnel, medical supply inventory, and hospital operations
- Increased staff competency by lobbying for a nationally recognized Rural Trauma Development Course for the facility
- Ensured hospital staff received training in handling of mass casualty incidents via a day-long learning session with multiple specialists from OHSU in Portland

June 2006 - May 2008

Emergency Room Physician

LOWER UMPQUA HOSPITAL, Reedsport, Oregon

July 2002 - May 2004

Trauma Surgery & Disaster Medicine Research

UNIVERSITY OF PITTSBURGH, Pittsburgh, Pennsylvania

September 1997 - April 1999

Genetics & Electrophysiology Laboratory Assistant

GEORGIA STATE UNIVERSITY, Atlanta, Georgia

EDUCATION

May 2004

Doctor of Medicine

University of Pittsburgh School of Medicine

Pittsburgh, Pennsylvania

May 2000

Bachelor of Science Biology & Chemistry

Georgia State University

Atlanta, Georgia

GPA: *magna cum laude*