

HOLLAND H. HAYNIE III, MD

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FAMILY MEDICINE PHYSICIAN • PRIMARY CARE PROVIDER

Proven medical science specialist, healthcare professional, and researcher with 20 years of experience as the driving force behind organizational development and effective policy management for multiple public and private health institutions. Strong leader with a talent for public speaking and defining the processes and procedures necessary for quality-focused operations. Highly skilled communicator adept at consulting with teams and clients to identify and address core needs. Able to present key medical information to community members and stakeholders in a clear, informative fashion. Solid ability to forge relationships with community leaders and business partners. Solid comprehension of the current healthcare and information technology landscape.

Healthcare Executive • Hospital Administration • Public Health Initiatives • Performance Management
Employee Development • Process Improvements • Relationship Building • Communication • Strategic Planning
Stakeholder Management • Research & Development • Clinical Education • Organizational Development

PROFESSIONAL EXPERIENCE

WALNUT CREEK FARMS, Garden City, Missouri • 2017-Present

American Kennel Club (AKC) registered breeder of Bernese Mountain Dogs and Bernedoodles.

Proprietor, Co-Founder

Founded Walnut Creek Farms in 2015 with the sole intention of responsibly raising and breeding Berners.

- Oversees daily operations of artificially and naturally breeding, delivering, and training of mature Berners.
- Performs 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.

COLLECTIVE MEDICAL TECHNOLOGIES, Salt Lake City, Utah • 2016-2017

Acquired by PointClickCare to create the largest combined acute and post-acute care network in North America.

Director, Network Development

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

MOTIVE MEDICAL INTELLIGENCE, San Francisco, California • 2014-2016

Leading provider of computable, evidence-based clinical intelligence solutions.

Vice President of Clinical 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.

CERNER CORPORATION, Kansas City, Missouri • 2012-2014

Global healthcare information technology and electronic medical record company.

Physician Executive, Demonstration Strategy

Development of long-term, key relationships with client physicians, executives, and key decision-makers. Conducting presentations at current and potential client sites as well as providing 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*

THE THOR GROUP, Cincinnati, Ohio • 2011-2012

Professional services organization specializing in healthcare IT consulting and resource management.

National Healthcare Practice Manager

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). Current initiatives include 5010/ICD-10 implementation, ARRA ("Meaningful Use") compliance, Electronic Medical Record (EMR) adoption models, telemedicine, wireless & cloud computing, and software adoption & upgrades.

HARNEY DISTRICT HOSPITAL, Burns, Oregon • 2006-2011

Critical access hospital supporting the ranching communities of eastern Oregon.

Chief of Medical Staff (Elected, 2010)

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.

Director of Trauma and Emergency Medical Services (Elected, 2009)

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. 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.

Emergency Room Physician (2006-2011)

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.

HIGH DESERT MEDICAL CENTER, Burns, Oregon • 2008-2011

Private group medical practice.

General Practitioner, Family Medicine

As one of three MD partners, handled 20-30 patients in clinic daily. Conducted house calls and scheduled nursing home rounds within a broad-ranging community. Coordinated multiple aspects of operations, including supervising the business manager. Provided key insight and recommendations on profits, losses, and business development decisions. Attended monthly board meetings to vote on core strategy.

- 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.

HARNEY COUNTY PUBLIC HEALTH DEPARTMENT, Burns, Oregon • 2008-2011

Public health and safety division for an eastern Oregon community of 8,000 citizens.

County Public Health Medical Director

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.

Additional roles include Emergency Room Physician for Lower Umpqua Hospital (2006-2008), Researcher for the University of Pittsburgh (2000-2002), and Laboratory Assistant for Georgia State University (1997-1999).

FORMAL EDUCATION

Doctor of Medicine

University of Pittsburgh School of Medicine, Pittsburgh, Pennsylvania

Bachelor of Science, Biology / Chemistry (*magna cum laude*)

Georgia State University, Atlanta, Georgia

CERTIFICATIONS & LICENSES

Missouri State Medical License (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)

POSTGRADUATE EDUCATION

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

RETURN TO PRACTICE

Advanced Trauma Life Support, South Bend, Indiana • April 2024

- American College of Surgeons Trauma Education Program 10th Edition
- University of Notre Dame, Beacon Health System, Memorial Hospital Trauma Services

Advanced Cardiac Life Support, Kansas City, Missouri • August 2023

- CPR Kansas City American Heart Association's Heartcode Advanced ACLS for physician re-certification.

KSTAR Physician Assessment, College Station, Texas • August 2023

- Texas A&M University Rural and Community Health Institute review of physician expertise to determine physician competence and ability to practice medicine.

Physiological Resources, Inc. Fitness to Practice Assessment, Lawrence, Kansas • July 2023

- Forensic and cognitive fitness to practice assessment by Dr. John V. Spiridigliozzi, PhD

American College of Physicians, Medical Knowledge Self-Assessment Program • April 2023-current

Draw It To Know It, Inc. (DITKI), Indianapolis, Indiana • 2022-2023

Medical editor and USMLE Step 3 question writer for popular online test preparation site (www.ditki.com)

- Authored more than 200 original multiple-choice questions covering over a dozen medical disciplines
- Focused on assessment of basic medical and scientific principles essential for effective health care delivery including biostatistics and epidemiology, medical ethics, and systems-based practice

PROFESSIONAL DEVELOPMENT

Welltok Health Optimization Summit, Colorado Springs, Colorado, May 2015 (Speaker)
HIMSS 2015, Chicago, Illinois, April 2015 (Speaker)
Institute for Health Technology Transformation Summit, San Francisco, California, March 2015
Oliver Wyman, Medifuture 2024, Tampa, Florida, September 2014
Medical Ethics, Case Western Reserve University, Cleveland, Ohio, September 2014
HIMSS 2014, Orlando, Florida, February 2014
HIMSS 2013, New Orleans, Louisiana, March 2013
TED MED 2012, Washington, D.C., April 2012 (Front-Line Scholar)

PRESENTATIONS & PUBLICATIONS

"Evidence-Based, Consumer-Driven Health", Welltok 2nd Annual Health Optimization Summit, Colorado Springs, Colorado, May 2015.

"Population Health: A Day In The Life", MD Anderson Cancer Center, Houston, Texas, August 2012.

"Sports Concussions & ImPACT Testing," Harney County School Board, Burns, Oregon, March 2011.

Haynie H. Ross R. Does Coffee Consumption Contribute to Hypertension in Adults? *Evidence Based Practice*. July 2007, Vol.10, No. 7, Page 5.

"Disaster Planning: Surgical Services Response," Grand Rounds, UPMC, Department of Surgery, February 2003.

Qu Z. Haynie H. Jiang C. et al. *Journal of Biological Chemistry*, Identification of A Critical Motif Responsible for Gating of Kir2.3 Channel by Intracellular Protons, 1999, Vol. 274, pp: 13782-13789.