

Mark A. Norrell, FACHE HFA

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Board-certified healthcare executive and academic faculty in healthcare management and policy. A civic-oriented individual with community and not-for-profit board experience.

EXPERIENCE

01/2012
to present

INDIANA UNIVERSITY

School of Public and Environmental Affairs
Bloomington, Indiana

Lecturer in Healthcare Management and Policy (2013-present)

Responsibilities: Full-time faculty appointment, teaching undergraduate students in the Bachelor of Science in Healthcare Management and Policy major. Courses include Hospital Administration, Healthcare Reimbursement, Healthcare Management and Policy, and Healthcare Management Ethics.

Visiting Lecturer in Healthcare Management and Policy (2012 -2013)

08/2009
to 10/2011

SOUTHERN INDIANA PHYSICIANS FOR WOMEN

Bloomington, Indiana (Private physician group practice)

Practice Administrator

Responsibilities: Lead growth of practice, with 50% revenue growth in two years and addition of two physicians. Oversee staffing, revenue & expense management, physician recruitment, financial planning, payor contracting, facilities management and strategic course charting.

10/2002
to 10/2008

HUTCHINSON REGIONAL MEDICAL CENTER

Hutchinson, Kansas (a 200-bed community hospital with revenues of \$160 million)

Executive Vice President & Chief Operating Officer

Responsibilities: Serves as chief operating officer, overseeing clinical and support functions. Operating budget of \$65 million, with 420 employees.

- Led hospital financial turnaround in 2002, from operating loss to 6 percent margin, working in partnership with medical staff and peer benchmarking.
- Implemented freestanding Sleep Diagnostic Center and Wound Treatment Center with hyperbaric oxygen therapy.
- Oversaw facility construction and renovations averaging \$3 million per year.
- Implemented electronic imaging, medication management system and hospitalwide Siemens Soarian™ electronic medical record.
- Supervised fifteen (15) directors in clinical & support departments..
- Serve on internal board of directors for affiliated nursing home, hospice & home care and home medical equipment corporations.

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EXPERIENCE (continued)

06/1993
to 09/2002

BANNOCK REGIONAL MEDICAL CENTER

Pocatello, Idaho (a 274-bed county-owned hospital)

Vice President (10/2001 to 9/2002)

Assistant Administrator (6/1993 to 10/2001)

Responsibilities: Manage strategic planning & marketing, physician recruitment and contractual relationships, human resources, clinical and support departments, community relations, fundraising, volunteers, education and rural outreach. Oversee 120-bed skilled nursing facility.

- Constructed and leased a \$16 million, 104,000 square-foot medical office building and an \$8.4 million, seven-level parking garage. Overcame zoning barriers and community resistance to construction plans.
- Recruited 1-2 physicians per year in needed specialties.
- Prepared interesting & productive annual governance retreats.
- Responsible for legislative relationships and advocacy.
- Oversaw operations of 120-bed skilled nursing facility.
- Responsible for assessing market and adding clinical services. Implemented inpatient psychiatric service (2001); inpatient rehabilitation (2000), home health (1997), ambulatory surgery joint venture (1996), transitional care (1995), urgent care (1994)
- Responsible for space allocation, long range facility planning and offsite property management. Grew rental income from zero to \$290,000 in four years.
- Responsible for rural hospital networking and VHA, Inc. membership programs
- Administered newly established 501c(3) fundraising foundation having an eleven-member governing board and \$200,000 in assets
- Act as compliance officer, directing organizational integrity committee
- Serve as adjunct faculty to Idaho State University Program in Health Administration
- Two-hospital town. Our management team captured 100 percent market share from aggressive Intermountain Health Care facility, leading to acquisition and consolidation

08/1987
to 04/1993

SOUTH MIAMI HOSPITAL

Miami, Florida (a 500-bed not-for profit community hospital)

Director of Strategic Planning (12/1991 to 4/1993)

Responsibilities: Health services planning, certificate-of-need administration, and new business development for a hospital system located in a highly competitive and managed healthcare marketplace.

Assistant Director of Planning (8/1987 to 12/1991)

Responsibilities: Responsible for health services planning and certificate of need support within a not-for-profit hospital located in a highly competitive marketplace.

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EDUCATION

- 1987 **Master of Health Science in Health Services Administration**
Master of Business Administration
University of Florida
- 1983 **Bachelor of Health Science in Medical Technology** (with Honors)
University of Florida

PROFESSIONAL AFFILIATIONS

- American College of Healthcare Executives (1994 to present)
 Fellow (2002), Diplomate (1996)
 Regents Advisory Council for Idaho District (1998-2002)
 Regent's Award for State of Idaho (2001)
 Career Development Committee - Chairman (2008); Member (2006-2008)
 AUPHA/HAP Editorial Board for Graduate Studies - Member (2015-2018 term)
- Nursing Home Administrator
 State of Indiana License #14004974A (2009 to present)
 State of Idaho License #466 (1996-2002)
- American Society of Clinical Pathologists, Certified Medical Technologist (1983 to present)

COMMUNITY SERVICE

- Bloomington, Indiana
 Monroe County Board of Health – Member, 2014 to present
 American Red Cross, Monroe County Chapter – Board Member, 2010 to 2011
- Hutchinson, Kansas
 Boy Scouts of America, Quivira Council – Board Member (2007-08); Assistant Scoutmaster (2003-08); Merit Badge Instructor, Small Boat Sailing (2006)
 Leadership Reno County: Chairman (2007-08); Vice Chairman (2006); Board Member (2005-08); Class of 2004
 South Central Kansas Trauma Region, Board Member (2003-08); Treasurer (2006); Vice Chairman (2007 to 2008)
 Kansas Hospital Association, Workforce Development Committee (2002-2005);
 Emergency Preparedness Technical Advisory Group (2005-08)
 2006 U.S. Seniors Open Golf Tournament, Captain, VIP Transportation
- Pocatello, Idaho
 ▪ United Way of Southeastern Idaho: President (1999); Campaign Chairman (1998); Board member (1994-2000)
 ▪ *Leadership Pocatello*, Class of 1996