

GAIL GIBBONS

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CAREER HIGHLIGHTS

Brings 20+ years of healthcare management experience as Associate Director of Clinical Quality, VP of Clinical Compliance and Integrity, Director of Clinical Product Development and Medical Operations at Optum (UnitedHealthcare), Alere Health, and Matria Healthcare

- End to end care management program innovation, clinical review, and development ownership
- SME for CM/DM clinical operation services and care management to change or improve quality of care.
- Leading and building strategy for integrating clinical components of care management programs after major acquisitions,
- Developed and implemented multiple care management programs and associated content including Hedis and evidenced based care gaps, website content, and collateral marketing materials for patient and medical practice providers, enabling evidence-based updates, policy review and approval for consistency for enterprise clinical program content.

KEY AREAS OF EXPERTISE

- Quality & Content Management
- Program Analysis
- Operations Management
- Program & Product Development
- Research & Regulatory Compliance
- Value-Based Health Risk Adjustment
- Prevention-Population Health
- Healthcare Writing & Editing
- Policy & Change Management

PROFESSIONAL EXPERIENCE

Nurse Consultant • Doylestown, PA
Clinical Consultant (free-lance)

October 2022 – Present

Provide healthcare consulting services to healthcare providers, groups, and individuals in the areas of evidence-based healthcare, problem-solving, clinical compliance, healthcare navigation, quality control, and risk assessment and management.

- Supported inaugural community-based healthcare program by providing risk-based assessments related to clinical compliance; identified areas for improvement and developed action plans to ensure alignment with accreditation requirements.
- Counseled individuals with a range of chronic illnesses in navigating healthcare system, enabling access to high-quality care.
- Research and review of cancer care options.
- Identified documentation needs for clients with Quality and Medicare/Medicaid to ensure readiness for data reviews.

Optum (UnitedHealthcare) • Eden Prairie, MN (Acquisitioned from Alere)
Associate Director of Clinical Quality (Enterprise Clinical Services)

August 2014 – October 2022

- Led clinical integration of external payor clinical services into existing Optum structure, including evaluating and comparing systems, policy, and content.
- Researched and reviewed clinical policies, guideline-directed clinical programs and collaborated on benchmarking, and monetization of clinical outcome excellence, as well as on HEDIS measures to define compatible clinical indicators and improve quality of care.
- Managed multiple key vendor relationships, including targeted programs, process development and improvement, and quality control.
- Clinical Governance Committee, Medical Quality Subcommittees member ensuring clinical consistency using standard hierarchy of clinical evidence.
- Wrote and edited consumer and provider content for patient education and provider alerts and oversaw distribution of all clinical content, including the quarterly production of 100+ publications.
- Served as SME and reviewed clinical content for programs and patient communications to ensure accuracy and appropriateness of language based on regulatory health literacy levels.
- Created and maintained evidence-based guideline website, enabling up-to-date clinical program content based on most recent research and establishing singular clinical quality care voice.
- Led total overhaul of branding for education content, ensuring alignment to Optum during complex acquisition.
- Collaborated with marketing to consolidate and update client contracts, enabling continuation and elevation of Optum brand.
- Served on COVID-19 Response Team, and Opioid Task force innovation teams creating at-risk coding approach based on industry guidelines, enabling customers to check in with higher-risk patients more frequently and provide access to supplemental resources pages.
- Managed relationship with major health content vendor, including overseeing implementation of digital modalities, contract negotiation and content features for full EMR integration.
- Policy writing and review for feasibility and compliance to sustain accreditation; achieved scores of 99-100% for all programs.
- Analyzed and collaborated with cross-functional team on predictive modeling with health economics and clinical coding.

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Alere Health • Eden Prairie, MN (Acquisition to United Healthcare/Optum)

Vice President of Clinical Compliance and Integrity (Clinical Product development and Clinical affairs)

August 2011 – August 201

- Led department for new product innovation and through complex integration of 4 dissimilar programs, including creation of all-new clinical governance processes and product development procedures. Collaborated with technology to create clinical product prototypes and implement regulatory compliance, overseeing processes from concept, risk management, and operational implementation.
- Served as SME on clinical program content, quality, and guidelines with direct collaboration with the Senior Medical Director.
- Oversaw marketing feasibility for clinical care management education material, including assessment requirements, goals, identifying gaps in care, clinical coding identification and regulatory compliance.
- Served as Medical Writer and clinical Editor for all provider and patient CMS compliant programs.
- Spearheaded strategy to integrate disparate programs post-acquisition, leading merging of 4 clinical structures, policy, as well as consumer and provider content and publications. Lead the Scientific Advisory Board, recruiting medical personnel across multiple specialties to serve as advisors on all facets of business from operations to product delivery to clinical performance.
- Led development of new health programs, working closely with Product, Operations, and Marketing to create concept, write content and regulatory components, and execute delivery.
- Transformed existing case management and oncology programs, resulting in a more collaborative care model and significant savings. Led Oncology Scientific Advisory Board reviewing scientific evidence changes with oncologic specialists.
- Led redesign of all care management educational content for provider and patient distribution resulting in higher quality and cost savings.
- Oversaw evaluation of compliance efforts, ensuring compliance with regulatory federal guidelines

Matria Healthcare, Inc. • Atlanta, GA (Acquisition from CorSolutions, Inc.)

Director of Clinical Product Development

August 2008 – August 2011

- Thought leadership and development of end-to-end behavior change care experiences and values-based outcomes for care management programs. Completed and coordinated all training on condition and motivational engagement practices.
- Created assessments, engagement success strategies, financial, and clinical performance of case and condition care management programs. Created decision-support care content and education, assisting nurses in delivery of evidence-based practices.
- Created product prototypes based on market demand (managed care/ employer groups) and client needs for IT and engineering teams to code.
- Managed Biomedical Program content and large pharmaceutical clinical Care Support Programs, designing and implementing customized programs for key clients. Collaborated with sales team to execute product roadmaps for telephonic, home-based, and device-driven integrated preventative and chronic care management programs. Monitored program results and opportunities for improvement focusing on lines of business.
- Leveraged root cause analysis to evaluate clinical outcomes, identify system issues; create new content and program, enabled improvements to contracts enhancing clinical outcomes and customer satisfaction.
- Identified engagement issues with models of care and leveraged findings to design clinical programs that enhanced engagement.
- Collaborated with IT and engineering teams to identify and implement best practices for user and patient engagement on virtual platforms. Performed program review and updates based on clinical guideline changes and distributed.
- Created integrated HEDIS provider and patient measures in care management programs, driving quality improvement.

CorSolutions • Chicago, IL

Disease Manager, Clinical Operations Manager, Operations Client Liaison, Disease/Case Management

August 1999 – August 2008

- Strategized, developed, and implemented processes to for disease/case management/utilization call center.
- Prepared and presented clinical case studies and action plans based on clinical outcomes to external clients and quality.
- Led operations during time of unprecedented growth from 5 programs to 55 programs within three years.
- Oversaw development of processes and procedures to implement new collaborative case management care model with new home health program components as well as major shift in disease management approach.
- Mentored and upskilled employees, enabling multiple promotions for junior team members and succession planning.
- Created quality assurance program and policies. Set productivity and key clinical indicator metric reviews.
- Analyzed large amounts of data for client reporting, problem solving ensuring clinical compliance, trending for outliers, productivity, and performance goal attainment.

Trinity Health Mid-Atlantic • RN, Medical-Surgical IP, ER, TCU, Neuro-Respiratory LTC 1995-1999

EDUCATION: Qualifications

Pennsylvania RN license #: RN508009L

Gwynedd Mercy University • Gwynedd Valley, PA

Temple University • Philadelphia, PA

Gwynedd Mercy University • Gwynedd Valley, PA

Master of Business Management

Bachelor of Arts & Science

Associate of Science in Nursing