

## PHILIPPA KENNEALY MD MPH CPCC PCC.

*Physician Business Coach*

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### **Achievements:**

◆ President of The Entrepreneurial MD, ICF-Certified Executive and Business Coach, with executive, professional and entrepreneur clients from multiple industries, currently almost exclusively healthcare, previously also insurance, law, finance, advertising, non-profit organizations and entertainment. Have coached both organizational and private clients to achieve meaningful and significant business, career and personal goals.

◆ Emphasis on physician entrepreneurship, medical practice development/growth, physicians' professional and leadership development.

◆ Speaker/presenter to national and local healthcare organizations

◆ Chief Administrator of a 363-bed Medical Center, \$109M operating budget; Hospital Medical Director prior to that. Provided strong leadership, resulting in improved financial results and higher employee satisfaction as measured in biannual UCLA HR surveys

◆ Managed people effectively for a high level of performance, with excellent communication skills and creative approach to problem solving

◆ Elicited regular contributions from and participation of physicians in hospital leadership and clinical quality. Encouraged and provided training for physician leadership skills development.

◆ Spearheaded a hospital-wide information technology (IT) service needs assessment, and assisted with implementation of new IT systems with minimal interruption in service

◆ Played a key clinical and translational role in the development of web-based software for an interactive healthcare website and for a health-related e-commerce venture

◆ Managed budgets in each role effectively, with cost reductions and improved efficiency.

◆ Board member of St John's Hospital & Health Center (Santa Monica) for 2 years and Executive Medical Board of UCLA- Santa Monica Medical Center for 4 years

◆ 8 years in private practice, Family Practice

### **Professional experience:**

**The Entrepreneurial MD  
Oya Consulting**

**August 2006 - present  
October 2002 – August 2006**

PRESIDENT

- ◆ Certified Executive and Professional Coach (ICF certification)
- ◆ Keynote Speaker, workshop creator and presenter, panelist
- ◆ Successful physician entrepreneur

**Integrated Support Solutions Incorporated (ISSI)/Healthy Solutions  
September 2001 – September 2002.**

**EXECUTIVE VICE PRESIDENT, HEALTHY SOLUTIONS**

Responsibilities:

- ◆ Senior executive reporting to CEO. Led and managed a start-up division, Healthy Solutions.
- ◆ Redeveloped a failed e-commerce website, including writing functional specifications, to enable high ranking in search engines and sales. Created all marketing/sales processes and wrote and published all web-based health content to consumers.
- ◆ Coached CEO in development of company strategic vision and revision of business plan..
- ◆ Responsible for growth of census and operational oversight of MediCal-licensed Healthy Solutions Adult Day Healthcare Center (census increased from 0 to ADC of 15 per day in 6 months, at time of sale of center).
- ◆ Managed national expansion of RD Solutions staffing registry for Registered Dietitians, adding two new regional offices (Illinois and Kansas). Also managed establishment and growth of Therapy Solutions staffing registry for Physical Therapists, Occupational Therapists and Speech Pathologists, from 0 therapists in registry to 16 regulars in 4 months.

**Independent consultant**

**Mar 2001-August 2001.**

- ◆ Consultant to Syntrio, an e-learning company, to develop content and a marketing strategy for organizational web-based training for HIPAA transactional and privacy standards.

**Lecturer**

**Mar 2001-June 2001.**

- ◆ Guest lecturer at UCLA School of Public Health for courses in “Managed Care” and “e-Health”, Masters in Public Health program.

**Salus Media**

**2000 – 2001 (Company closed) .**

**VICE PRESIDENT, HEALTH SERVICES**

Responsibilities and accomplishments:

- ◆ Senior executive reporting to CEO.
- ◆ Researched content, evaluated study results and clinical findings to develop a web-based behavioral modification program for stress management, depression, anxiety, exercise, nutrition, smoking cessation and other health-related behaviors. Teamed with Content writers to create content; responsible for reviewing production process to ensure clinical accuracy and relevance of material in translation to on-line content for lay public. Created and consulted an advisory board of nationally recognized experts in behavioral modification.
- ◆ Successfully collaborated with non-clinical technical development and production teams including content writers, multimedia production staff and software engineers.
- ◆ Assisted Sales and Marketing by (i) ensuring clinical accuracy and relevance of marketing materials, (ii) responding to clinical questions about the application arising in the market, and (iii) positioning product into field of coaching for corporate and personal wellness.
- ◆ Developed a budget and project plan for Health Services department. Performed on budget and on time within the project.
- ◆ Responsible for On-line Community development, with appropriate policies and procedures, to provide coaching to clients. Developed coaching model for use on-line.
- ◆ Developed functional specifications for On-line Community platform and for back-end administration of application.

- ◆ Created and led an advisory expert panel for On-line Community design, implementation and operations.
- ◆ Assisted Chief Operating Officer in day-to-day management of company operations.

**UCLA -Santa Monica Medical Center.**

**1996 - 2000.**

CHIEF ADMINISTRATIVE OFFICER

1998 – 2000.

Responsibilities and accomplishments:

- ◆ Led and managed 363-bed community non-profit hospital with an 80% managed care payor mix, reporting to Vice Provost UCLA Hospitals (948 FTEs, Gross Revenues \$228 million, Operating Budget \$109 million).
- ◆ Continued responsibility for Medical Affairs from prior job (Quality Management; Medical Staff Office; Family Practice Residency, grants and Ambulatory Care Clinic operations; Medical Education and Library; Physician Liaison Services).
- ◆ Improved hospital bottom line from deficit (\$6 million) to profitable.
- ◆ Implemented new programs focusing on women’s care and post-partum home services, in response to customer input.
- ◆ Accelerated consolidation and cultural integration between community hospital and academic medical center.
- ◆ Strengthened physician leadership roles of Executive Medical Board, resulting in effective discussion and decision-making.
- ◆ Provided physician and administrative leadership to assist UCLA Chief Information Officer in hospital-wide total information system conversion and in Y2K planning.
- ◆ With Associate Director Clinical Operations and Vice Provost, coordinated \$208 million design project for replacement hospital and outpatient facilities, with a design emphasis on healing and wellness.
- ◆ Facilitated formation of centralized Credentialing Verification Organization for Medical Staff Office, using detailed knowledge of physician credentialing and privileging.
- ◆ Developed medical staff-approved individual Physician Performance Profiles to monitor clinical quality.

ASSOCIATE DIRECTOR, MEDICAL AFFAIRS

1996-1998.

Responsibilities and accomplishments:

- ◆ Executive Management Team member, reporting to hospital CEO.
- ◆ Responsible for Quality Management; Medical Staff Office; Family Practice Residency, grants and Ambulatory Care Clinic operations; Medical Education; Physician Liaison Services (29 FTEs, \$4 million budget).
- ◆ Reduced total departmental operating budgets by 23%.
- ◆ After performing a needs assessment, created a physician leadership skills development program. Met goal of improved leadership skills and enhanced integration, with participation of physicians, IPA leadership and administrators from UCLA Westwood and UCLA-Santa Monica Medical Center.
- ◆ Established an Information Systems committee to identify and address physician end-user needs at hospital.
- ◆ Re-engineered credentialing process from five physician committees to single multi-disciplinary committee over six months; achieved by means of physician education.
- ◆ Led group of administrators and physicians in analysis of Physician Quality Improvement and Utilization efforts; achieved by means of physician profiling by DRG, and SF-36 patient function outcome surveys.

- ◆ Served on the IPA's "Best Practices" committee as liaison between Hospital and IPA, to develop, evaluate and distribute practice guidelines for primary care physicians, and to monitor quality using HEDIS 3.0 criteria.
- ◆ Organized physician participation in design of replacement hospital project.

**Tenth Street Family Physicians, Santa Monica.**

**1988-1996.**

FAMILY PHYSICIAN

Responsibilities and accomplishments:

- ◆ Provided primary care, with a focus on healthy behaviors, psychological wellbeing and integrated approach to management of illness in a four-person private practice.
- ◆ First primary care physician and female physician on Board of Directors of St John's Hospital & Health Center.
- ◆ Member of UCLA-Santa Monica Medical Center Executive Medical Board.

Education:

- ◆ CPCC Certification (ICF-recognized) with Coaches Training Institute - 2005.
- ◆ Masters in Public Health, Healthcare Policy and Management; UCLA - 1997.
- ◆ PGY2 and PGY3, Family Practice Residency; Santa Monica Hospital, Santa Monica, CA.- June 1988.
- ◆ PGY1, Family Practice Residency; UCLA - June 1986.
- ◆ Research Fellow, Immunology, Dr. P. Terasaki; UCLA - 1984.
- ◆ Senior resident, Histo- and Neuropathology; South African Institute for Medical Research, Johannesburg, South Africa - 1980.
- ◆ Internships (Medicine, Surgery); Johannesburg General Hospital, South Africa - 1979.
- ◆ MBBCh (MD equivalent); University of Witwatersrand Medical School, South Africa - 1978.
- ◆ American Field Service Scholar; Costa Rica (one year program) - 1972.

Licenses:

CA State license A043381

Professional Memberships:

International Coaching Federation.  
 American College of Physician Executives.  
 American Academy of Family Physicians.  
 California Academy of Family Physicians.  
 ProVisors – Group Leader for Healthcare Roundtable.

Additional skills:

- ◆ Fluent in Spanish, conversant in French.
- ◆ Highly computer literate (Microsoft Office, Word, Excel, PowerPoint, Internet, blogging platform, Camtasia, video creation and distribution, audio creation and distribution, CRM applications).