

Kaitlyn Chana, MBAC, MHAC

@KaitlynChana ■ kc@kaitlynchana.com

321-277-2279 ■ kaitlynchana.com

"Stay curious and committed to answering questions to help others live."



SUMMARY OF QUALIFICATIONS

A proven leader in managing both people and resources with strengths in process improvement, community programs, and consistent healthcare branding. Excellent communicator with an exceptional ability for utilizing statistics to tell a story that empowers and enables team members to adapt to rapidly changing operational environments. This approach is crafted by communicating a vision and creating positive employee engagement. Excels in fostering collaboration and developing internal and external partnerships that lead to further invested network affiliations.

PROFESSIONAL EXPERIENCE

Baptist Health, Patient Access Representative, Jacksonville, FL

June 2020 - Present

- Educating patients about our two emergency centers under one building, supporting adults and pediatrics in our 16-bed free-standing ER that is focused entirely on emergency medicine
- Securing demographic and financial information to complete patient registration; collecting data and inputting the information into Availity, Cerna, Clearance, Order Facilitator, Pelitas, and Wilma while securing authorization
- Assisting patients with the coordination of activities related to insurance pre-certification or authorization, and benefits coverage with an accuracy above 99.68% in accounts for primary and secondary insurance carriers
- Provides counseling to the patient, participant, or their representative regarding pre-service requirements and instructions for outpatients needs surrounding x-ray, ultrasounds, and computerized tomography scans
- Scheduling patient appointments, ensuring all required patient information is obtained, and arrangements are made with the proper department; completed more than 13,480 accounts

Canopy Cove Eating Disorder Treatment Center, Outreach Coordinator, Jacksonville, FL **May 2019 - April 2020**

- Orchestrated conversations with patients and family members about our adolescent girls and adult females for residential treatment along with discussing treatment options for adult males included in our partial hospitalization and intensive outpatient programs
- Chaired in the creation of solutions, service proposals, and presentations directed towards physicians, clinicians, and mental health advocates
- Exceeded admissions metrics by establishing influence in market segments, including healthcare providers, hospital systems, mental health centers, educational institutions, and employee assistance programs
- Recorded and monitored activities in Healthicity Compliance system daily regarding needed actions and follow-ups
- Maintained or increased consistent activity levels for the following: weekly prospect meetings, facility tours, meetings scheduled, and admissions
- Assisted in placing those struggling with eating disorders in the appropriate treatment setting to begin or continue their recovery journey by providing resources to other institutes, nonprofits, educational classes, and seminars
- Acted as a liaison to referents to promote Canopy Cove's services, and continuously provide clinical updates and appropriate information to referral sources
- Executed patient flow charts to create a standard operational model for the company's enterprise, and design collateral material to better communicate treatment modalities

Action News Jax (CBS47/FOX30), Journalist, Jacksonville, FL

Dec. 2015 - April 2018

- Delivered comprehensive, well-vetted stories that made national headlines that reveal, expose, and dig deeper on issues that impact Northern Florida
- Responsible for delivering a story about Wolfson Children's Hospital nurse who adopted abused twin girls that went international within 24-hours
 - Recognition on *The Tonight Show starring Jimmy Fallon* landing this family \$100,000 in college education funds
- Cultivated sources derived by working closely with public figures in the fields of government, education, law enforcement, and community advocacy
- Produced and covered an ultimate wish of a fifth-grader battling cancer who wanted to meet NFL Jacksonville Jaguars players and professional college athletes; the story was nominated for an Emmy award
- Provided expedient coverage of breaking news; reported on fatal shootings, natural disasters, and criminal fraud

- Lobbied for coverage of doctors using a non-invasive method to close wounds by scrubbing in for surgery to witness the usage of zip lines, an adhesive device that holds the edges of the incision
- Researched and sourced deep enterprise stories about social, political, and cultural issues; hosted segments highlighting the realities of the opioid crisis, and the cost of supply versus demand in the NARCAN price hike
- Customized urgent, active, and process-driven live shots while maintaining a digital presence
- Team advisor for medical stories in the newsroom surrounding life-threatening illnesses, treatment advances, mental illnesses, and patient care
- Initiated mental health discussions by sharing my recovery journey of battling three eating disorders

WLBZ (NBC Affiliate), Multimedia Journalist, Bangor, ME

Feb. 2013 – Nov. 2015

- Worked independently to generate finished news packages, including shoot, write, track, and edit content
- Developed a network of formal and informal sources throughout the community to help develop material that leads to accurate, informative, and balanced material for long-form journalism
- Produced a monthly sponsored segment called *Buddy to Buddy* to enlighten viewers about all aspects of breast cancer
- Authored a story of a mother suffering from anorexia nervosa, which had Senator Susan Collins' team discover a loophole in government regulations surrounding her insurance authorization
- Crafted an in-depth series surrounding eating disorders known as *The Beauty Within* to educate viewers about this mental illness while in partnership with *Acadia Hospital*
- Educated the community about eating disorders through a documentary series entitled, *Celebrate Every Body*
- Launched a PSA surrounding my journey of suffering from three eating disorders to help viewers find treatment
- Spearheaded a DVD designed for schools, hospitals, and nonprofits to continue the conversation on mental illness
- Served as a station representative at fundraisers, auctions, and telethons to help break revenue records

EDUCATION

University of North Florida, Jacksonville, Florida

August 2018 – Expected: December 2021

Master of Business Administration

Master of Health Administration

University of Central Florida, Orlando, Florida

August 2009 – December 2013

Bachelor of Arts in Radio-Television

Minor in Writing and Rhetoric

Certificate in Leadership Studies

FELLOWSHIPS

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| • Mayo Clinic-Walter Cronkite Medical Journalism Fellowship, Phoenix, AZ | 2018 |
| • Mayo Clinic: Behind the Scenes in Surgery Fellowship, Rochester, MN | 2017 |

CERTIFICATIONS & CREDENTIALS

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| • Lean Competency Systems Continuous Improvement Green Belts 1B-1C | 2020 |
| • Data Science for Business, Credential ID: 16012547 | 2020 |
| • Coach Training Program, Center for Creative Leadership | 2019 |
| • Nonprofit Management Certificate | 2018 |
| • Nonprofit Certification, The Knowledge Shop | 2009 |

PHILANTHROPIC ENTREPRENEUR

Reel Stories. Real People., Inc., Founder and President, Jacksonville, FL

June 2017 – Present

- Founded to use video-based digital media to tell stories of nonprofits, educational institutes, and people associated with a positive cause
- Formalize a narrative educational film and guided curriculum on eating disorders entitled *Empty* to be embedded into high schools nationwide
 - Developing *Empty* Programming: Empty Filming, 10-day consecutive shoot; 3-day self-development camp within shoot; supplemental database creation; school workshops for faculty; implementation in public health courses
- Coordinate all aspects of the production process, which includes the final video story provided to clients
- Hire relevant contractors to design graphics, shoot, and edit videos

Love Letters: Random Cards of Kindness, Inc., Founder & President, Longwood, FL **May 2005 – Dec. 2013**

- Touched the lives of more than 120,000 children with life-threatening illnesses nationally by providing inspirational and positive homemade cards
- Organized more than 200 volunteer gathering opportunities to create cards using stamps, stickers, scrapbook paper, and art supplies across the state of Florida
- Facilitated supply and logistics coordination of donations from individuals and company suppliers to turn raw materials into acceptable and approved cards for distribution
- Managed drop-off and delivery of cards to children’s hospitals, nonprofits, and mail distribution

PROFESSIONAL AFFILIATIONS

- American College of Healthcare Executives – Member 2018 – Present
- Upsilon Phi Delta Health Administration Honor Society – Member 2018 – Present
- Ladies Executive Golf Society – Member 2019 – Present
- UNF Health Administration Student Association – Alumni Chair 2018 – 2019

COMMITTEES & LEADERSHIP

- The Neurosurgery Outreach Foundation, Fundraiser Committee – Committee Member 2021 – Present
- Coggin Graduate Program Mixer Supported by Crowley – Team Member 2021
- CAHME Blue Ribbon Panel, Selection Panel for Dawn Gideon Foundation – Team Member 2020
- Baptist Health Town Center Heart Walk, American Heart Walk – Team Leader 2020
- Women Leaders in Healthcare, Rising Generation Advisory Board – Committee Member 2020
- Mayo Clinic Spine Care Seminar, Event Committee – Moderator 2020
- Modern Healthcare’s Women Leaders in Healthcare, Event Committee – Moderator 2019
- Humana’s Bold Goal, Event Committee – Moderator 2018 – 2019
- UAB Health Administration Case Competition – UNF Team 2018 – 2019
- Coca-Cola Scholars Foundation, Coach Program – Leader 2018 – Present
- Coca-Cola Leadership Summit, Cultivating Community Committee – Moderator 2018
- Mental Health Conference Day, Clay County School District – Presenter 2018
- Leadership Week, LEAD Scholars Event Committee – Keynote Speaker 2018
- Jax Health and Fitness Expo, University of North Florida – Presenter 2017
- Journalism Advocate Director, Reporter Mentor – Leader 2016 – 2018

AWARDS & HONORS

- UNF Graduate Assistantship Grant – Promise Award 2018 – 2020
- Dawn Gideon Foundation Scholarship – Philanthropic Award 2018
- Nominated Emmy-Award Winner – Addison’s Halo 2017
- ANJax Community Engagement – Philanthropic Reporter 2017
- Suzanne Dolores Research Grant – Humanitarian Award 2018
- Maine Association of Broadcasters – *Celebrate Every Body Series* 2015
- UCF’s Order of Pegasus – Prestigious Student Award 2013
- UCF President’s Leadership Council 2012
- Winter Olympic Torchbearer, United States Representative 2010
- Congressional Gold Medal Award Highest – Expression of National Appreciation 2010
- Young Woman of Distinction – Philanthropic Achievement 2009
- Coca-Cola Scholars Award – Academic Scholarship 2009
- Anthony Robbins Global – Youth Leadership Summit Scholarship 2008
- Tiger Woods Start Something Scholarship 2007