

Resume for:

Barbara Ann Lake (formerly Chavez) B.S.B.A., L.S.S.G.B

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Diverse Career Summary

Expertise in healthcare excellence, data analysis, Lean Six Sigma-GB, alignment and regulatory compliance specialist, documentation for reporting, as well as action planning, process improvement, custom tool development, with team training to meet regulatory measures and achieve excellence. Extensive experience in driving award-winning patient satisfaction initiatives in hospital, clinic, Long Term Care, and clinic settings. Speaker at national patient satisfaction conferences. Development of strong intergenerational community partnerships. Extensive talents related to multi-generational teaching, and shared vision methodology to delivery community activities that strengthen personal and collective knowledge along with specific education to achieve goals and realize potential.

Most Current Endeavor: Purposeful Concepts LLC. - CEO/Owner, National Quality Forum (Business member) and member of the [National Action Team for Virtual Healthcare Quality \(Telehealth/Telemedicine\) 2021-2022](#) , [National Small Business Association, Appointment](#) to Health and Human Relations and Economic Development, AHA/SHSMD business member, LTC/FTAG/QAPI specialist, and [Government Certified](#).

Past Employment:

Pastoral Associate for Youth Ministry – St. John the Evangelist – Spencerport

11/2016 – March 20, 2020 (due to COVID-19) Diocese of Rochester (DOR)

- Youth Minister (gr 7-12+) developed Confirmation curriculum (education/oversight)
- Webmaster
- CaSE Coordinator . compliance for 300+ volunteers

Baird Nursing Home: Consulting Services to Admin and DON, F-TAG/QAPI tools (State POC, Regulatory compliance-training and education) Rochester, NY, from 9/2017 to 10/17/2019 transfer of ownership

Healthcare Professional Experience and Accomplishments

Meaningful Use Reg. Mgr./Analyst-VBP-Patient Experience - NAH Quality Management

10/2007–7/2016

Cottonwood and Flagstaff, AZ

Northern Arizona Healthcare

- Successful Attestation Meaningful Use (MU) for both eligible hospital (EH) facilities; including development of Electronic Book of Evidence (EBoE) and financial analysis for system.
- Responsible for maintaining patient satisfaction databases for hospitals, providers, clinics and utilizing that information to develop goals, action plans, coaching and training. Extensive work with senior leadership to ensure the highest levels of patient satisfaction are met by the organization. Board of Directors meetings - work with Board Chairs and Quality Committee, Nursing, Clinical and Essential Services teams.
- Collaborated with internal and external teams, organizations, and facilities to meet objectives related to community wellness, inter-operability barriers, tele-medicine and consumer case management implementation, technological tools, resources, and education.
- Elevated organizational understanding of the importance of achieving excellence in patient satisfaction and patient experience aligned with HEART, Emotional Intelligence and Motivational Interviewing training.
- Established improvement strategies with custom tools and meaningful reports using LSS methodology.
- Developed Patient Satisfaction, Value Based Purchasing (VBP) and Meaningful Use (MU) Department pages on internal employee portal to allow 24/7 access to education and training.
- Designed creative resources and compliance tools through collaboration with providers and front-line staff.
- Implemented modules and videos on corporate Learning Management System and portal that assist directors and managers to monitor understanding, accountability, and compliance 24/7
- Executed approach to monitor processes improvement opportunities for compliance related to MU and VBP, collaborated with multiple teams to accomplish migration to automated systems for DME standardization and pharmacy/pt. experience excellence to meet organizational objectives.

- Coached multiple clinical and non-clinical hospital, medical clinic and physician teams in specific dimensions of patient experience and value-based purchasing to capture withheld monies.
- Exceeded most system patient satisfaction objectives and assisted the organization in achieving national recognition for inpatient satisfaction initiatives, including increased inpatient loyalty/experiences scores from the 35th to the 91st percentile. Increased ED loyalty/experience scores from 72nd to 90th percentile along with outpatient loyalty/experience scores from 44th to the 97th percentile (5 yrs.@95th)

Prior Position at Yavapai Community College: Higher Education Experience

Campus Activities Coordinator – Student Affairs, Adjunct Faculty 2000-2007

- Responsible for all campus activities, Welcome Week, budgets, and fundraising for activities. Organized Campus Activities Board (CAB)
- Developed criteria for community education aligned with upcoming policy changes related to healthcare.
- Level One Advisor, Student Affairs and Adjunct Faculty in Student Leadership
- Awards and recognition received related to district and state programs including two Governors awards related to *Youth Leadership Development*

Catholicism Delivery Experience 25+ years coordinating, collaborating, tool development and teaching.

- Established teams for multiple program delivery for bilingual parish through Family Catechesis
- Developed initial dynamic webpage and content related to family catechetical program.
- CCD curriculum director and instructor; created custom tools for bi-lingual activities.

Community Service - Leadership Experience 25+ years: 4-H Leader; volunteer for Senior Center; Verde Valley Youth Count ; Teen MAZE Executive Committee; volunteer coordinator for Title V grant for after school programs; Verde River Days planning team; Coordinator for Verde Valley Fair (prior Board member); Yavapai County Fair and State Fair; prior Board member for Yavapai County Fair Association; ACHIEVE Academy (prior Board member); Verde Valley Manor (prior) Board member; recipient of two Governor’s awards for Youth Leadership Development, Teen Maze Executive

AZ: Administrator, J.I.T.A. (leadership teen mentor program) Development and Instruction (collaborated with YC Juvenile Probation Dept.), 2006 AAWCC Woman of Excellence, Yavapai College Academic Excellence award, Cottonwood Transportation Committee (NAPTA) Chairperson, Delta Mu Delta, Zeta Iota Chapter – WIU, Immaculate Conception Special Projects (per Fr. David) Saint Joseph’s School (prior Board member), **NY:** Charlotte Community Assoc: (**prior** Board Member (2021), **Past Committees:** Regulatory Compliance, Communications/Web, Business Membership, CCA Youth Engagement Chair, CDA Development Committee (current member), St Vincent de Paul (past regional VP), **Current:** Purposeful Concepts LLC (Owner), National Small Business Association - Leadership Council; Economic Development/Health and Human Relations, Charlotte Business Association (Board Secretary 2022-24), webmaster, mentor, and Chair: Youth Commission, Charlotte Community Directory (Chair), Holy Cross Parish (cantor and volunteer), LAYM Lion’s Pride 4-H Leader (Community Garden & Leadership) and transition to North East College Preparatory High School (social justice model) program pilot collaboration through PCLLC methodology

Education:

Bachelor of Science in Business Administration (Magna Cum Laude, Delta Mu Delta, Zeta Iota Chapter) Western International University (Minor: Information Technology)
 Yavapai College (Assoc. of Arts; Major: Computers in Business)
 Phoenix and Rochester Diocese (Certified Catechist) and Safe Environment (as required)

Barbara Lake, new to Charlotte as of Feb. 2017, spent 40 yrs. in Arizona before deciding to come back home. Having spent over 35 years working within award-winning programs, multi-generational collaborative teams, in a multitude of capacities, her passion is in connecting diverse populations and innovative concepts to improve the community as a collective. Her vision became a WBE, Purposeful Concepts LLC. (PCLLC) hosts an on-line community knowledge base. Though blogs, education, collaborative partnerships, and membership; concepts in overall wellness for people to experience improved outcomes, comes through both self-awareness, responsibility and accountability, along with understanding the technological advancements moving forward. Learn more or connect with her at

www.purposefulconceptsllc.com.