

**RE: Janelle Ali-Dinar, PhD**  
**Executive Director, Nebraska Rural Health Association**  
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**Dear Passional Nebraska Rural HealthCare Leaders:**

I recognize after being a member of the Nebraska Rural Health Association for several years, past Nebraska Rural Health Association President and Rural Health Clinic President, John Roberts in every sense personally and professionally will be huge shoes to fill **BUT** I do believe in myself and each of you that together we can build something that continues to embody, celebrate, expand and share the strengths, outcomes, integrity, transparency and participation that the NeRHA has known for so many years locally, regionally and nationally. My own sense of passion, service, advocacy, leadership, transparency, communication, knowledge and collaboration in membership and other organizations within the State of Nebraska, the region, and the nation including agencies, legislators and the entire leadership and organization of the National Rural Health Association, would be a natural – second nature asset to each of you and the membership.

**How can I best benefit, advance, reinforce, expand and maximize the NeRHA and our membership?**

1. **Rural Roots:** First and foremost, I get it – I am from rural – born on a fifth-generation farm in Nebraska. I grew up with the same creed as the Huskers Theme – “There is no place like Nebraska.” I traveled, lived, educated, researched, learned, listened and honed my skills and then came back to give my best to advance the passionate pursuits of success in and for Rural and Nebraska.
2. **Rural HealthCare Leadership Service & National Connective Work:** I have 15+ healthcare executive leadership experience working with the NeRHA, CMS, HRSA, the CDC, on the Hill, and State of Nebraska DHHS serving on several state, regional and federal boards advancing and advocating rural health, public health, minority health, veterans’ health, health equity, and health wellness/disease prevention and mental well-being, protecting and safeguarding critical access hospitals, rural health clinics, primary care physicians, nurses and community health workers, coding and reimbursement models including ACO’s and various models of care within primary care, disease management, remote patient monitoring, pharmacy, genetics, cancer innovation and social determinants of health. I know the breadth and depth of what is critical to rural health and what is at stake and what needs to be done to sustain it for generations to come. To round out this passion, I have worked in several areas directly within rural healthcare as a regional strategy VP, CAH CEO, COO, VP Population Health for rural healthcare and CEO within specialty care.
3. **“Helping People Build Better Lives” - Nebraska & Federal Leadership Service & Collaborations & Communication Engagement/Story Telling:** I serve on the Office of Minority Health – Advisory Council and Past Chair; Serve on the Preventive Health Advisory Council and three areas of Nebraska SHIP committee focus, UNMC Strategy Committee, UNMC Public Health Leadership Committee and the Midwestern Public Health Training Center representing Nebraska, Iowa, Nebraska and Missouri. I am (a) Past NeRHA President, NRHA Rural Congress Member, Rural Health Leadership Institute

Graduate. memberships, CAH network management, rural health clinic work, SHIP funds and DHHS SHIP committee structures, Partners N Health, Office of Women's and Men's Health and past committees of the Nebraska Hospital Association.

4. I have had the wonderful opportunity of representing all facets of Nebraska Rural and Public Health including advancing and showcasing public and rural health strategies, grants and initiatives in Nebraska from critical access hospitals to rural health clinics, public health districts to workforce strategies, grants, licensure and emergency preparedness. I have shared the best stories celebrating best practices, initiatives, compliance, outcomes and data within the relationships and council and committee based work based on collaboration, strategic planning, serving and connecting from the– to shape, contribute and escalate Nebraska in helping people live better lives.
5. **Transparent, Engaging, Comfortable communicator in Zoom, social media, at the podium, in a meeting, or on the Hill.** A strong membership and experience has also allowed me to grow relationships and connections - names and decision makers at all levels from the Governor to the Hill – Nebraska political leadership, committee leadership and national committee structures -when calls, meetings and collaborations need to be made – it can be done readily and easily. Also, I regularly provide rural health articles and podcasts for RAC Monitor and present for the Nebraska Hospital Association, Nebraska Medical Association, UNL (including 150<sup>th</sup> Anniversary keynote) and State Capital legislators.
6. **Passionate, Inspiring, Prepared, Highly-Respected, Strategic, Critical Thinking Skills, Persuasive and a High Energy “Get It Done” Approach,** I still ask what we can do for Nebraska rural health and healthcare *“what would great look like,”* and *“let’s be (Nebraska) the national leader in transforming communities with the best population health models, the best plans of action and the strongest best prepared workforce to help position Nebraska as one of best places to live in living the good life.”* Bottomline, colleagues, leadership and references know me as someone who is an active listener who wants to build, share, educate and advance, but also someone committed to delivering needs in messaging, legislation, policy and outcomes. I am well-seasoned at uniting, delivering and advocating and since rural health and work with public and minority health etc. is critical to our community and state vibrancy.
7. **Advancing Issues – Focus – Changes -Growing & Uniting:** With a lot of cross over collaborations, I think my strengths and experience would grow the membership of the NeRHA and offer more opportunities for members to maximize other learning opportunities. We develop very unique ways that celebrate our uniqueness in mission and vision yet unify us in shared needs and voices, initiatives and strengths.

Thank you – I truly believe while the NeRHA has been well voiced and positioned, we can keep this going and growing to exemplify the best is yet to come. Let’s get started in BEST helping Rural Nebraska people better lives....Good Life – Great Mission!

Best,

Janelle

## Summary:

### Leadership Presentations & Facilitations – Statewide & National (15+ years):

- National HealthCare Fellow working with NRHA, CMS, CDC, HRSA, HHS Capitol Hill and White House Rural HealthCare Affairs Council.
- Selected to serve on Secretary of Health Regional Public Health &. HealthCare leadership board.
- Serve on four federal boards for healthcare and public health.
- Master presenter for hospital network meetings (64 CAHS 7 times a year; large group functions) to CEO's, COO's and Regional VPs.
- National presenter panelist for HRSA, CMS, Rural Health CoP in areas of program development, pilot innovation models, direct primary care.
- HRSA, CMS national program panel reviewer.

### Additional Leadership Skills:

- NRHA Rural Fellow & National HealthCare Fellow
- NRHA Rural Congress
- UNMC College of Public Health Leadership Scholar
- UNMC College of Public Health & Medical School Strategy Leader
- Harvard University Business Executive & HealthCare program
- Stanford Executive program
- ISO, TQM Model Standardization Training/Certification Program.
- Leadership 360 Circle Program – Scored in Top .1% for leadership engagement at C-Suite level and with medical groups.
- Undergraduate and graduate degrees in communications.

### Additional Skill-Sets:

- Strong Influencer and highly persuasive
- Exemplary engagement & communication skills
- Analytical and critical thinking skills
- Inspiring and highly motivated Leadership & team cohesiveness training
- Trusted Source and Resources - competent & knowledgeable
- Seasoned to work well on-site, multiple sites and virtually/remote
- Active and engaged listening skills

## JANELLE ALI-DINAR, PHD

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### PROFESSIONAL EXPERIENCE

#### Chief Administrative Officer, OBGYN NE – Hastings, GI, NE & Rural Health Counties 2017- Now

- Provide new models of care to patients in OBGYN, wellness, remote patient monitoring and telehealth.
- Oversee 50+ team members and multimillion organization in strategy, employee development, leadership, HR and policy development.
- Collaborate with 30+ organizations and rural health clinics to help deliver best patient care including grant, ACO and integrative care models.
- Work with payers, physician fee schedule and narrow networks.
- Grown practice by 75% including two medical spas.

#### VP Strategy/Nurse & Physicians, NE & CO SelfCare for HealthCare

2015-2018

• Develop nationwide business development and strategic partnership building within healthcare systems, physician/clinical, public health and ACOs settings developing corporate strategic plans, developing relationship and business development for SelfCare for HealthCare, a national company founded and led by New York Times 14-time best-selling author, Hall of Fame Speaker, nurse and healthcare expert, LeAnn Thieman.

• Develop innovation models within healthcare systems across the nation training physicians and nurses addressing in how to reduce burnout, turnover and patient error, boost morale and improve performance, build

workforce retention, fortify workforce sustainability and thrive-ability, increase safety, and patient satisfaction/patient experience.

### **VP Population Health/Rural Health, MyGenetx –Nashville, TN, & Omaha, NE 2016-2018**

- Develop and provide individual population health and chronic disease management models including poly-pharmacy and other specialized genetic driven services to physicians, ACO's, CINS, FQHC's rural market and healthcare systems nationwide to bent the cost curve and produce best patient outcomes/Triple Aim.
- Work with and present to CMS – Seema Verma, Dr. Patrick Conway, Amy Bassamo and CMMI Innovation Center for innovation model inclusion of polypharmacy services for Triple Aim and cost savings sustainability including population health models/risk stratification processes for utilizing and advancing poly-pharmacy within ACO, rural and underserved markets to address several areas including chronic diseases and high medication utilizers/opioids.
- Provide analysis for global market for pharmacogenomics to address diabetes, heart disease, obesity and psychiatric needs and training to CMO's, Physicians, ACO Executive Directors, Clinical Consultants, Nurses and Practice Managers.

### **Sr. COO & VP Population Health HSC &MedFirst Partners DC & Omaha, NE 2014-2017**

- Providing nationally leading edge population health integrated service solutions for ACO's, urban and rural communities across the nation.
- Create strategy, performance management, model design, predictive analytics, leadership effectiveness, identification of best practices, population health program implementation, risk mitigation, cost containment, benchmarking, outcome assessments and team guidance utilizing Lean Six Sigma, TQM, ISO, GE "Work-Out" & GE "Change Accelerator" "Malcolm Baldrige programs in NE, IA, CO , CA, MI, VA, DC, NY, MA, TX, FL, GA. Current clients include academic institutions, payer groups, national health systems, ACOs, State offices of Medicaid, physician groups and community based organizations.
- Present FDA, Regulatory and 340B drug compliance for national healthcare organizations and providers.
- Manage leadership for Fortune 100 & 500 companies and health-system organizations and ACO's to develop managers and directors for leadership career growth and increased competencies and communications, team accountability and responsibility, performance metrics and leadership engagement and performance metrics.
- Provide operations support to primary care physicians in urban and rural settings in 25+ states to help meet needs within health system and practices for increased positive patient outcomes, for increased physician patient engagement, to meet access barriers and challenges within the rural settings and underserved communities, to meet Triple Aim and ACO/population health model needs, to help physicians meet a better work life balance.
- Develop DPC models for independent practices, health systems and where it makes operations sense. NE, IA, KS, GA, MA, OK, CO.
- Provide consulting and training of DPC and concierge models within multi-system sites for operations and strategic needs: CHI, Baylor, Kindred, Athena, Ascension and CHS.

### **CHI – CATHOLIC HEALTH INITIATIVES, Denver, CO, Lincoln & Omaha, NE 2009 – 2014**

#### **Multiple Promotions within CHI –**

#### **Executive Regional Director, Rural Health Strategy, Population Health / Operations, Quality and Telehealth (NE, KS, IA, CO)**

Created and implemented all strategic business and leadership development for CHI NE Health's \$3B+ ministry market for CHI Health St. Elizabeth, CHI Health St. Francis Medical Center, CHI Health Good Samaritan, The Physician Network, Nebraska Heart Institute and Nebraska Heart Hospital and 16 other CHI hospitals in Nebraska and Iowa in all areas of rural services, human resources, strategic planning, physician relationships, clinical and financial operations, outreach and telehealth. Provided services for nearly 2M patients in Nebraska and thousands in Iowa and Kansas.

- Manage FDA, 340B drug – compliance and regulatory policies for 64 rural hospitals and tertiary centers.
- Developed and implemented all CHI rural health multi-million dollar strategies, operations, patient safety, governance/survey and quality initiatives for CHI NE MBOs working directly with 16 CHI Presidents, cross-functional teams of 25+, and governance board structures increasing revenue margin 55% and expanding services to 60 of the 65 critical access hospitals, 100 of 158 rural health clinics in Nebraska, 20 CAH sites in

Kansas and 25 in Iowa.

- Provided leadership oversight of CHI contract managed hospitals, positioning hospitals to be the highest nation ranked in health care HIT/MU, HCAP scores and state surveyor/accreditation results.
- Represented CHI NE MBO Presidents in Washington, DC for hospital policy development and health systems needs working, meeting needs of patients and providers in NE, CO, KS and IA via development of rural and urban policy development, employee, employer and health insurance system needs and payer groups.

## **CHI HEALTH AND CHI HEALTH ST. ELIZABETH, Denver, CO, Lincoln and Hebron, NE 2011 – 2013**

### **Interim Chief Executive Officer, COO & Population Health Officer**

Managed 200+ employees to develop, facilitate and implement culture changes within organization including strategic and succession planning, leadership development, recruitment, accountability and behavioral standards program implementation, transparency and trust within staff, providers and board.

- Created \$350K+ bottom-line profit and facilitated approval for a \$60M hospital and clinic, 650% positive variance annually and 400% over previous quarter, eliminating \$780K in Medicare penalties and increasing cash on hand from 56-days up to 127-days.
- Implemented several new services to positively impact bottom-line with additional \$3M over a 2-year period via multiple levels of 340B drug program, new revenue streams in specialty outreach services, innovative healthcare initiatives and increased service additions.
- Implemented several key phases strategically for Meaningful Use Level 2 for attestation for April 2014 both within hospital and clinic side successfully and received the Nation's Most Wired Award in HIT and EHR in 2010, 2012, 2013 and 2014; reached HIMMS Level 6 in 2010 – Creating Nation's Best Employee Engagement Award.

## **CHI THE PHYSICIAN NETWORK / TPN, Denver, CO & Lincoln, NE**

**2009 – 2011**

### **Director, Physician Recruiting/Physician Relations & Population Health Implementation**

CHI Health – Good Samaritan / St. Francis Hospital and St. Elizabeth

Implemented recruiting and retention in 52 different medical specialties, including pulmonology, neurology, pain management, and psychiatry for \$45M enterprise.

- Grew recruitment and employee retention by 96% over a 2-year period via innovative recruitment and retention techniques, developing competitive compensation and employee benefit plans, developing an in-depth orientation/on-boarding program and via strategic analysis and MBO growth planning. Worked with 1,000+ physicians and in developing CIN and research of ACO models.
- Served as CHI Corporate Responsibility Ethics Chair for 16 hospitals and 30 clinic sites in Nebraska, implementing 10 key policies and initiatives resulting in expanded physician employment recruitment opportunities, increasing specialty services and telehealth usage, and increasing physician and patient engagement and satisfaction scores. Created CHI's best employee retention scores & highest HR employee engagement results.
- Served as Rural Health Communications Expert for MINK recruiting organization which includes membership of 150+ healthcare organizations in Missouri, Iowa, Nebraska and Kansas to increase regional recruiting successes, for culture building, brand building, employee placement and on-boarding resulting in 98% recruitment placement and 95% regional retention.

## **EDUCATION**

- UNMC – University Nebraska Medical Center and College of Public Health Leadership Institute and Scholars Program
- Stanford – Harvard Executive program
- MA & PhD Chelsea College (Corporate Communications/Marketing) UNL/USC Scholars Program
- BA, Communication Arts (Communications, Policy and Public Relations) and Education, Hastings College

## **BOARD MEMBERSHIPS AND APPOINTMENTS**

- Liaison via NRHA, CDC, HRSA, NRHA, White House Rural and HealthCare Council, National Rural Congress, Washington, DC
- OMH – Office of Minority Health – Federal Co-Chair
- Regional board member of Midwestern Public Health Training Center
- NRHA – International Chair of Global Initiatives with Middle East, Asia, Mexico, Europe for Rural & Underserved Populations
- RHEC: Regional Health Equity Council, Region V National Partnership and Awareness Kansas City, KS / MO
- NRHA: National Rural Health Association Hospital and Health Systems and Community Health Status Committees: Washington, DC; Kansas City, KS / MO

- Nebraska Rural & Public Health Workforce Commission 2008-2015
- Nebraska Hospital Association / NHA – Policy and Advisory Board, Lincoln, NE
- Nebraska Public Health for Diversity Association/Hispanic Association
- DHHS Office of Public Health – Statewide Minority Health Equity Council, Lincoln, NE; Vice Chair
- DHHS Office of Public Health – Partners in Health Nebraska Council, Lincoln, NE; Vice Chair
- ISO 9000 / 9002 American Society for Quality ASQ / TQM Certifications
- NeRHA: Rural Health Clinic Constituency Chair, Lincoln, NE
- Nebraska Health and Human Services / Office of Public Health / Health Equity and Disparity 3D Congressional Council Member, Lincoln, NE; Vice Chair
- Past Chairman Board of Trustees & HR Training, Kyung San University, Los Angeles, CA
- National HRSA Grant & Program Reviewer
- University of Nebraska and UNMC healthcare panel speaker expert to college students
- HRSA and RHCOP national speaker and panelists
- National cohort research project appointment for national and international healthcare projects with Dartmouth and Chapel Hill Academic Centers, six prominent rural research centers in the nation, seven telehealth associations and 32 hospital associations in the nation.
- Named to National Clinical ICD 10 Advisory and Editorial Board
- Named to National RAC Monitor Editorial Advisory & Editorial Board

## References:

Alan Morgan – CEO National Rural Health Association

Denny Berens –Former Director, Rural Health State of Nebraska

John Roberts – Current Executive Director, NeRHA

Jose Rodriguez – Administrator, Office of Minority Health Equity – DHHS Nebraska

Leslie Marsh – CEO, Lexington Regional Medical Center

Burke Kline – CEO, Jefferson County Hospital