

AMELIA M. GRIFFIN

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LEADERSHIP PROFILE

Highly accomplished Medical Industry Professional with diverse experience in Operations, Sales, Account Management, Marketing, and Reimbursement for Pharmaceutical, Medical Device, and Clinical Staffing companies. Knowledge of Medicare/Medicaid, Commercial, and Federal Payor Accounts that impact physician reimbursement policies. Understand unique market issues, specifically Part B reimbursement, health care delivery models, transitions of care, and patient pathways. Background encompasses Field Reimbursement Issues, Patient/Market Access, Customer Engagement, and Commercial Operations.

In-depth technical knowledge and clinical acumen in therapeutic areas including Gastroenterology, Pulmonology, Cardiology and Neurology. Respected, credible and well-known in the medical community with a strategic network of KOL and physician relationships. Exceptional analytical skills, business acumen and ingenuity creating a clinical and economic value proposition meaningful to the provider. An innovator, key influencer, consensus builder and strong leader with superior integrity. Consistently rated among top performers.

PROFESSIONAL EXPERIENCE

Tadlock Roofing

2021 - Present

■ Insurance Division Manager

Key member of the Corporate Leadership Team accountable for managing a team responsible for serving as a liaison between the company and residential insurance companies to provide exceptional customer service and to obtain timely and appropriate reimbursement for services. Involved in all aspects of project support including accepting the job, coordinating inspections with homeowners, gathering all required documentation, obtaining permits, ordering materials, working with suppliers, ensuring projects are completed per specifications, invoicing insurance companies and ensuring the company receives payments timely.

- Proactively resolve vendor scheduling, communication or payment-related issues.
- Serve as a key business partner to the project team and customer service and work directly with insurance companies.
- Meet and collaborate with the President and CFO on a regular basis.
- Analyze operational and financial performance indicators and monitor trends to ensure service delivery meets agreed levels.
- Collaborate with field sales in resolving customer issues.
- Consistently meet and/or exceed personal and company goals while achieving short- and long-term company objectives.

HealthTrust Workforce Solutions, An HCA Company

2019 - 2021

■ Division Vice President - North Florida Division

Responsible for executing on organizational operations, service and business development strategies, as well as providing operational leadership for a team of Account Managers, Directors, recruiters, and staffing personnel. Areas of responsibility encompassed account management services, client service delivery, CRM, account fulfillment, and contract compliance.

- Emphasis on building and maintaining operational relationships with C-Suite executive level clients at both the North Florida Division and Facilities (of HCA) while delivering outstanding customer service.
- Developed and maintained contracted vendor relationships to ensure participation in staffing programs and ultimately reach targeted fill rates for our customers.
- Analyzed operational and financial performance indicators and monitored trends to ensure service delivery met agreed levels.
- Worked internally on annual bill rates in collaboration with the Division.
- Conceived creative sourcing strategies which resolved short-/long-term staffing requirements as well as infrastructure needs.
- Directed and participated in account performance reviews to ensure service level agreements were met. Provided feedback on strengthening key competencies and improving service delivery.
- Worked with marketing, travel, per diem, and finance on ensuring organizational objectives were achieved.
- Established and maintained key relationships with clients and complimentary business partners to drive new business.
- Identified opportunities for new services and/or expansion of existing services to continually grow business within existing accounts.
- Presented monthly to C-level executives including CEO, CFO, CNO, and SVP of Field Operations and Delivery.

Synergy Pharmaceuticals - South GA and North FL

2017 - 2019

■ Account Specialist

Responsible for launching, marketing and promoting a new GI product across South Georgia and North Florida. Call points included Gastroenterologists, Nephrologists, Internal Medicine, and OB/GYNs. Assisted with prior authorizations and reimbursement to ensure patient access to medications.

- Increased growth despite market access challenges. Current week growth of 238% and quarter growth of 110%. (Cont. P2)

PROFESSIONAL EXPERIENCE**Synergy Pharmaceuticals - (continued)**

- Worked with office staff to ensure the medication was affordable for the patient.
- Partnered with GI offices to assist them in increasing their internal bottom line.
- Continually added new writer base and expand writers in different specialties.
- Covered a large geographical territory and effectively management time and routing to consistently obtain reach and frequency goals.

Medtronic GI Solutions - FL, GA and AL**2015 - 2017****■ Interventional Account Manager**

Responsible for educating gastroenterologists and general surgeons on Barrett's Esophagus, GERD, Radiation Proctitis and EUS clinicals, as well as technology utilization. Marketed and promoted capital equipment and disposables to accounts in Florida, Georgia and Alabama.

- Performed inservices and procedures in the Endoscopy Lab, ASC and OR setting.
- Achieved 104% to goal for acid reflux products, 2015.
- Acquired two new hospitals for HALO procedure. Acquired 5 new hospitals for EUS.
- Grew a major hospital account to the #1 ranked account for utilization, 2015.

Alcon Labs - FL and GA**2014 - 2015****■ Medical Sales Representative**

Called on Ophthalmologists, Hospitals, Surgery Centers and Retail Pharmacies while ensuring adequate product distribution in Florida and Georgia. Maintained strong relationships with physicians and staff, while serving as a valuable resource for managed care and formulary implementation. Medication indications included Dry Eye, Allergies, NSAIDS and Steroids.

- Delivered sales presentations to key prospects and customers that positively influenced the demand for Alcon Labs products.
- Shadowed physicians in clinical and OR settings.
- Coordinated the sales of Alcon products in accordance with budgeted objectives.

Forest Pharmaceuticals - Tallahassee, FL**2012 - 2014****■ Territory Representative**

Accountable for developing critical relationships with community-based physicians and their staff and market products including Bystolic, Namenda, Tudorza, Daliresp. Marketed products to Cardiologists, Pulmonologists, Neurologists, Nephrologists, Psychologists, Psychiatrists, Internists, and Primary Care Physicians in Florida and Georgia. Identified and developed thought-leaders and area speakers and delivered high quality, value-added programs. Disease state experience included COPD, Pulmonology, Cardiology and Neurology.

- Increased market share within territory by 48%.
- Built superior relationships with key physicians and influencers. Educated and trained physicians and staff on products and industry trends through one-on-one training sessions, in-service education programs, seminars and advisory boards.
- Tracked and analyzed sales data and adjusted pull-through messaging and strategy to meet and exceed annual goals.
- Kept clients informed of existing product developments, new products in the market.
- Launched Tudorza and ranked in the top 50% in the nation.

EDUCATION AND CERTIFICATIONS

Bachelor of Science Degree, Marketing, Florida State University, Tallahassee, FL

Study Abroad Program, Leysin, Switzerland

Competed at Florida State for the National Collegiate Sales Competition and placed in the top 10 of the sales program

Certified in Corporate Etiquette (Owner of The Southeastern School of Etiquette LLC)

COMPUTER SKILLS

Microsoft Office (Word, Advanced Proficiency Excel, PowerPoint and Outlook)

PROFESSIONAL AFFILIATIONS

American College of Healthcare Executives (ACHE)