

Christopher Caserta, M.S. IMC

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Executive Summary

I have over 20 years of executive-level experience within acute- and long-term healthcare, senior living, and consulting. My diverse expertise includes strategic and growth roles within ambulatory, ACOs, CINs, care coordination systems, senior housing, memory support, home and community-based services (home health, private duty, hospice), skilled nursing rehabilitation and long-term care.

I collaborate on numerous, national Trinity Health committees to enhance revenue and create better patient outcomes. Prior to joining Trinity Health, I served as the Strategy Officer with Lee Healthcare, where I researched and created growth initiatives for both acute- and long-term care. Earlier in my career, I served as Executive Vice President of Marketing for the Holland Home organization, and drove the senior living utilization strategies during the Great Recession. I have also held strategic planning and marketing leadership positions with Volunteers of America, The American Red Cross, ambulatory companies, and consulting agencies.

I hold a Master's of Science with honors in Integrated Marketing Communications from the West Virginia University and a B.S.S. in Biomedical Science from Ohio University.

Work Experience

Trinity Health - Livonia, MI

The second largest, national Catholic health system with a mission to be a transforming and healing presence with 95 hospitals, 122 continuing care facilities, home care agencies, outpatient centers in 22 states, and 133,000 colleagues.

Vice President, Marketing and Strategy (Feb 2017-present)

- Leads organizational strategy, marketing, utilization strategies, communications, branding, customer research and consumer insight.
- Leads the efforts of Trinity Health to transform and reform the Health System strategies to reduce cost, improve outcomes, and optimize the patient experience with the use of health care services.
- Leads efforts to identify merger or acquisition targets, partnerships, joint ventures and other strategic partnership opportunities.
- Collaborates with leadership teams to develop, refine, and operationalize key strategies and business development initiatives across the health system enterprise.
- Identifies and initiates utilization strategies (organic growth) for revenue growth and new portfolio strategies.
- Has met 100% of all annual goal targets, and both short- and long-term Strategic Aims.

Trinity Health Strategic Leadership Committees:

- Growth Transformational Organization (GTO)
- Care Coordination Rate (CCR) - Co-Chairperson
- Integrated Care Coordination System (ICCS)
- Clinically Integrated Group Leadership Team (CIN)

- Integrity & Compliance Committee
- Mary Free Bed Rehabilitation Hospital - Board member

Lee Health - Fort Myers, FL

Lee Healthcare Resources – an affiliate of Lee Health, the 4th largest, public, healthcare system in the nation, responsible for developing market strategies and ensuring implementation of initiatives to accomplish the strategic direction of Lee Health.

Strategy and Business Development Officer (July 2015-Feb 2017)

- Identified and pursued new business opportunities, investigated diversification into new businesses and service lines, and executed strategic alliances and partnerships.
- Spearheaded the organization’s strategic plan and set both short- and long-term priorities.
- Collaborated with real estate attorneys, city zoning and planning officials, and DRI (Development Regional Impact) initiatives.

Volunteers of America - Cape Coral, FL

Hundreds of human services programs, including healthcare and housing, Volunteers of America touches over 1.3 million people in 400 communities in 46 states, as well as the District of Columbia and Puerto Rico every year.

Director, Sales & Marketing (March 2014-March 2015)

- Utilized organic growth strategies that increased occupancy from 86% to 93% in only eight months - the best percentage in the previous 8 years.
- Recruited home health representatives and created standard of work to increase average daily census from low 50’s to mid 70’s.
- Was selected for and completed Leadership University at Volunteers of America.

Holland Home - Grand Rapids, MI

The 40th largest, non-profit, senior living organization in the United States. A diverse product mix, with multiple locations throughout West Michigan.

Executive Vice President of Marketing (December, 2006 - March, 2014)

- Member of 4-person executive suite that guided the strategic, operational, and financial decisions of a \$120 MM organization.
- Identified and initiated utilization strategies (organic growth) for revenue growth and new portfolio strategies.
- Served as media and community spokesperson; provided both live and delayed TV and radio interviews.

Premier Therapy & Health Centers - Ashland, KY

Seven ambulatory/outpatient rehabilitation facilities and clinics within two states.

Regional Director of Operations (May, 2002 – December, 2006)

- Oversaw policies, objectives, and initiatives for the region.
- Visited orthopedists, cardiologists, and oncologists to increase referrals by 40%.
- Increased new business revenue by 20%.

James Communications, Inc. - Pittsburgh, PA

\$30 MM annual billing, full-service marketing agency, specialized in the healthcare, financial, and educational industries.

Director, Client Services (February, 1999 – May, 2002)

- Provided leadership for new office location; met with clients to create marketing and media plans.
- Top accounts included Valley Health, a primary and preventative community- based, health care provider in 28 Ohio and West Virginia locations and St. Mary’s Medical Center, a 393-bed acute care hospital.
- Other clients included banking, information technology, area development, colleges and universities, a library system, and an amusement park.

Education

Master of Science, Integrated Marketing Communications

West Virginia University – Morgantown, WV

Bachelor of Specialized Studies; Biomedical Science (major), Psychology (minor)

Ohio University – Athens, OH

Awards, Committees, and References

Available upon request.