

CURRICULUM VITAE



JAMES E. SINNER, MHA, FACHE

Senior Vice President

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PROFILE

Accomplished Health Care Executive & Consultant with an exemplary record of leading multi-faceted health care organizations to greater growth, stability, and status in the eyes of their patients and communities. Pragmatic, collaborative, and innovative in meeting the challenges and opportunities in health care today. A track record of delivering results focused on excellence and fiscal responsibility. Passionate about fostering a culture that is inclusive, empowering, and encouraging. Strengths & core competencies include:

- Operations Leadership
- Financial & Revenue Cycle Stewardship
- Labor & Contract Negotiations
- Physician / Staff Relations & Recruiting
- Staffing
- Capital Improvements
- Strategic Planning
- Quality Assurance
- Program Development
- Branding / Marketing
- Risk Management
- Fund-Raising
- Team Leadership
- Change Management
- Budgets
- IT Management
- Community Relations
- Cost Containment
- Patient Satisfaction

CAREER PROGRESSION

CYNERGY CONSULTING SERVICES, INC.—Amherst, NY

2014 - Present

SENIOR VICE PRESIDENT

A veteran hospital CEO, and NYS-licensed nursing home administrator, Mr. Sinner is a senior consultant who brings decades of experience in hospital management, nursing home management, physician relations, strategic planning, and healthcare finance.

ORLEANS COMMUNITY HEALTH (OCH) / MEDINA MEMORIAL HEALTH—Medina, NY

1998 - 2013

OCH operates: Medina Memorial Hospital (100 beds); a 160-bed nursing home; 2 dialysis centers; a satellite health center; a nationally-recognized Comprehensive Medical Rehabilitation Unit; 2 women's health centers; a home health care division; ambulatory care; community wellness center; and a 30-bed nursing home. ~ 900 employees.

PRESIDENT & CEO

Responsible for the overall performance of the organization both clinically and financially. Maintained a standard of the highest quality outcomes while maintaining fiscal competency. Included Board of Directors and Medical Staff relations, public relations, patient satisfaction and compliance with all state, federal and other accreditation rules, regulations and standards. Highlights and achievements:

- Managed the 160-bed Orchard Manor Nursing Home from 1998 until orchestrating its sale in 2012 for \$4.5M. Retained a smaller in-hospital nursing home valued by area residents.

- Envisioned, secured substantial state funding for, and brought online a brand-new, multimillion dollar satellite health center meeting the needs of an underserved part of the county. Built this architect-designed, state-of-the-art facility in 2012 – just 8 months from blueprint to grand opening! The center offers primary care, specialty consultations, lab draws, physical and occupational therapy, and “walk-in” care.
- Launched successful ongoing fund raising efforts, which in one 2-year period alone raised \$2.5M in private funds in one of the poorest rural counties in New York State.
- Initiated a grants-seeking program that secured \$800,000 – \$1.6M annually over the last 8 years.

- Renovated Medina Memorial Hospital’s medical / surgical floor and Cardiac and Comprehensive Medical Rehabilitation Units to meet increased community need. Constructed a state-of-the-art birthing center. In 2012, renovated the 30-bed in-hospital nursing home.
- Won and maintained accreditation from the Joint Commission on Accreditation of Healthcare Organizations (JACHO) across all services lines. Also achieved national accreditation for the Comprehensive Medical Rehabilitation Unit by the Commission on Accreditation for Rehabilitation Facilities (CARF) – becoming the only facility accredited by CARF in 8 Western New York counties.
- Sought and achieved accreditation as a New York State-designated Stroke Center.
- Researched the need for a Behavioral Health Unit and successfully designed and opened a 7-bed unit.
- Developed a new in-hospital detox program to stabilize drug- and alcohol-addicted patients prior to transfer to longer-term care programs.
- Recruited physicians in primary care, orthopedics, emergency medicine, gynecology, and other specialties.
- Re-branded the health care system with a new name – Orleans Community Health – and a new logo and identity system that more closely matched the expanded service area and mission of the health care system.
- Inaugurated 2 dialysis centers to serve residents in 3 counties. Negotiated specialty physician services for the dialysis centers with the University of Rochester Medical Center, Rochester, NY. The dialysis centers were nationally recognized for quality outcomes by the Centers for Medicare and Medicaid Services (CMS).

QUORUM HEALTH RESOURCES—BRENTWOOD, TN:

1998 – 1999

President & CEO (interim)

Assumed leadership responsibility for Medina Memorial Health Care System and Orchard Manor Nursing Home. Part of a team that developed a comprehensive organizational assessment and turn-around plan for the organization, which ultimately led to my permanent placement as President/CEO.

CATSKILL REGIONAL MEDICAL CENTER—HARRIS, NY:

1987 – 1998

Catskill Regional Medical Center encompassed 2 acute care hospitals, 5 outpatient clinics, 16 physician groups, a nursing home, a dialysis center, and rehabilitation and ambulatory care services.

Chief Operating Officer of the Medical Center & CEO, Grover M. Hermann Hospital:

1994 – 1998

Vice President / Associate Director:

1990 – 1994

Administration Director of Laboratory Services:

1987 – 1992

- Revitalized services and reversed losses at Grover M. Hermann Hospital by implementing the Critical Access Hospital program and instituting new programs and services, e.g., a swing bed program offering post acute care skilled nursing, an ambulatory surgery program, an emergency room / rural primary care clinic, and outpatient physical and rehabilitation therapies.
- While COO, Catskill RMC was recognized as the premier health care provider in Sullivan County.
- Led collaborative effort that cut costs and improved the quality of laboratory services for Benedictine Hospital and Kingston Hospital, both in Kingston, NY. Formed an operational team to construct a multi-million dollar, full-service, shared laboratory for the hospitals. Negotiated a mutually beneficial 2-year contract between Catskill Regional and the Kingston hospitals. Achieved accreditation from JCAHO for the new laboratory.
- Created and administered personnel policies and practices; oversaw wages, salaries, and benefits; managed union contracts; and cultivated a culture of excellent customer service and quality improvement.
- Negotiated a contract with the Veterans Administration for veteran utilization of clinics and ancillary services at Catskill Regional Medical Center, which brought services much closer to veterans in need.
- Planned, coordinated, and introduced a new Cardiac Rehabilitation program and a free-standing outpatient physical therapy facility.

PRIOR EXPERIENCE

Recruited to Catskill Regional Medical Center after serving in administrative roles at Health Services/Radisson Clinical Laboratory, Baldwinsville, NY, and Crouse Irving Memorial Hospital, Syracuse, NY.

PROFESSIONAL & COMMUNITY AFFILIATIONS

Board of Directors, Treasurer (Past), New York State Association for Rural Health
Board of Directors, Western New York Healthcare Association,
 an affiliate of the American Hospital Association and the Healthcare Association of New York State
Board of Directors, Vice President, Lake Plains Community Care Network
Founder, Healthy Orleans Network
Member, American College of Healthcare Executives
Member, American Health Care Association
Member, New York State Health Facilities Association
Member, Healthcare Financial Management Association
Board of Directors (Past), American Red Cross of Orleans County
Board of Directors, President (Past), Orleans County Chamber of Commerce

EDUCATION

University of Scranton—Scranton, PA: *Master of Health Administration*
Syracuse University—Syracuse, NY: *Bachelor of Science, Biology*

CERTIFICATION & LICENSURE

Fellow of the American College of Healthcare Executives (FACHE)
Management Development Program, Northern Metropolitan Hospital Association (NorMet)
 Additionally: 24 continuing education credits in health care earned annually
Licensed Nursing Home Administrator of New York State