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# Heidi L. Willsher, RNC-OB/RN-BC, C-EFM, PHN, BSN, MSN, MBA/HCM

## Strengths

* Public relations, service industry, healthcare x 32 years with primary focus in Women’s Health
* Specialty nursing focus Inpatient Obstetrics/Maternal-Child Health x 27 years
* Specialty nursing focus Ambulatory Care OBGYN, Prenatal Diagnosis, Infertility, Family Planning, and minimally invasive GYN x 6+ years
* Specialty RN Certification Inpatient Obstetrics, Ambulatory Care Nursing, Subspecialty Certification Electronic Fetal Monitoring, Ambulatory Care Nursing Certification, and Public Health Nurse
* Teaching, precepting, mentoring of nursing students, residents, fellows, and new graduate nurses ongoing
* Master of Science in Nursing, Master of Business Administration, Healthcare Management
* AWHONN Advanced & Intermediate Fetal Monitoring, NRP, BLS, STABLE, ACLS, OB ACLS, ALSO, PALS certifications

**Professional Organizations**

* Sigma Theta Tau International and Phi Theta Kappa National Honor Societies
* American Nurses Association, California Nurses Association, and Texas Nurses Association
* American Organization of Nurse Executives
* American Society of Reproductive Medicine
* Association of Women’s Health, Obstetrics, and Neonatal Nurses (AWHONN)
* American Association Ambulatory Care Nursing (AAACN)

### **Education**

* **Dual Master of Science in Nursing/Business Administration with Health Care Management** – University of Phoenix Online – Phoenix, Arizona ▪ 2013
* **Public Health Nurse** – State of California Board of Registered Nursing – Los Angeles, CA ▪ 2017
* **Bachelor of Science in Nursing** – University of Phoenix – Santa Teresa, New Mexico ▪ 2001
* **Associates Degree of Science in Nursing** – North Central Texas College – Gainesville, Texas ▪ 1994

## Professional Experience

### Ambulatory Patient Care RN Manager I Pediatric Surgical Specialties Mission Bay – University of California San Francisco, San Francisco, CA ▪ November 2019 – Present

Management (Exempt) – management role with fiscal responsibility reporting to Director Ambulatory Pediatric Specialty Clinics Mission Bay with supervision of approximately 30 FTEs direct reports (nursing and non-nursing) and responsibilities for education, mentoring, staff development, and ambulatory care nursing during periods of high census/volume to ensure high-quality care, best outcomes, and appropriate staffing levels and ratios within Federal and State Regulations for twelve different pediatric surgical specialties that role up under my purview.

* Improvement of department morale, culture and diversity, inclusion, and trust
* Revamped clinic workflows and design of our CranioFacial Anomalies Clinic to improve patient, family, staff, and provider satisfaction with significant improvements in clinic throughput, patient experience, and clinic capacity for greater than 200 visits in a single day for multi-disciplinary clinic
* Expanded and spread some of the revamped workflows to other pediatric surgical specialties
* Expanded bandwidth/increased scope of several associates in their current roles within contract guidelines after vacant positions were held indefinitely during the hiring freeze and COVID-19
* Applied for and Awarded the President’s Innovation Fund-San Francisco in the amount of $31,349 to improve upon photography and plan of care for our Cleft Lip/Cleft Palate babies after being with the organization for five weeks
* Increased clinic capacity for ambulatory procedures with subsequent increases in revenue and RVU’s for our providers
* Flu Ambassador – turned around our Pediatric Ophthalmology providers who had been resistant and opted out of participating every flu season who are one of the top three specialties in regards to volume; active participation thus far in current flu season with high engagement from providers and staff
* Repurposed clinic space to increase capacity and efficiencies where space is highly coveted.
* Numerous process improvement projects initiated and ongoing to improve associate and provider engagement, patient experience, outcomes, etc.

### Labor & Delivery Registered Nurse – Santa Clara County O’Connor Hospital,

### San Jose, CA ▪ August, 2020 - Present

* Care of antepartum, intrapartum, and postpartum, including mother-baby couplet care
* Approximately 1200+ deliveries and 3,000+ outpatient visits annually
* Active participation in Shared Governance, process improvement, and quality assurance initiatives
* Duties as assigned by upper leadership

### Director Maternal-Child Health Services – Adventist Health Ukiah Valley Medical Center,

### Ukiah, CA ▪ February, 2018 – August, 2019

* Management (Exempt) – management role with fiscal responsibility reporting to Chief Nursing Executive with supervision of approximately 58 FTEs direct reports (nursing and non-nursing) and responsibilities for education, mentoring, staff development, and bedside nursing during periods of high census to ensure appropriate ratios within Federal and State regulations. Management and delegation of patient assignments per ACOG/AWHONN, Title 22 and Title 16 Standards, The Joint Commission, CMS, DHHS, and OSHA; breaks/meal relief, payroll, education, annual evaluations, kudos, discipline, interviewing, hiring, firing, etc. Heavily involved in process improvement, quality measures, patient safety, and MD/RN collaboration, numerous process improvement and community connections
* Approximately 850+ deliveries and 3,000+ outpatient visits annually
* Extensive work and improvement in departmental culture, building teams, growing individuals in their current roles to advance ownership and accountability
* Established WIC Satellite Office inside department, connected patients with community resources
* Joined State of California, CMQCC, and other professional bodies in Pilot program for NAS to improve maternal-child outcomes
* New role and structure within current hospital systems that services a significantly low-income, high-volume Medi-Cal, uninsured/underinsured population with limited resources

**OB/GYN Assistant Department Administrator** –Kaiser Permanente Los Angeles Medical Center, Los Angeles, CA▪ February, 2016– March, 2018

* High-risk Prenatal Diagnosis, Antenatal Testing, Genetic Screening, Reproductive Endocrinology/Infertility, UroGynocology, GynOncology, Family Planning, Minimally Invasive Gynecological Surgeries, and Obstetrics & Gynecology
* Management (Exempt) - Coordination of care for Ambulatory Obstetrics & Gynecology, Maternal Fetal Medicine Specialists for outpatient high-risk patients, Infertility Specialists (includes coordinating clinic 7days/week), Family Planning/Minimally Invasive Gynecology Surgery, UroGynecology, and GynOncology with Infusion Services with coordination of staffing, evaluations, hiring/firing/counseling/onboarding; patient and clinic throughput, annual competencies, and supervising multiple cost centers within ambulatory OB/GYN department. Duties as assigned by executive leadership
* Supervision 125+ various staff (e.g., Registered Nurses, Licensed Vocational Nurses, Medical Assistants, Surgery Schedulers, Appointment Clerks, Service Representatives, and Administrative and support staff) and 80 providers including physicians, fellows, residents, and mid-level providers (e.g., Nurse Practitioners and Certified Nurse Midwives)
* Coordinate/Lead multiple on-going process improvement, quality assurance projects, including Flu Campaigns annually, managing Clinical Strategic Goals and Proactive Office Encounters (e.g., pap smears, mammograms and colorectal screening, Hgb A1c, Tobacco Counseling, and Flu Immunizations); part of a large initiative to merge Maternal Child Health Services and streamline passage of patients from ambulatory to inpatient and vice versa
* Investigate any incident reporting to evaluate for additional training, education, and competency needs
* Approximately 75,000+ outpatient visits annually

**OB/GYN Lead Clinical Operations Coordinator (Nurse Manager)-(Jan 2013-Mar 2016)(Exempt)/CN IV (Jul 2012-Jan2013)(Non-Exempt)**–Cedars-Sinai Medical Center, Los Angeles, CA▪ July, 2012– March, 2016

* High-risk Prenatal Diagnosis, Genetic Screening, Reproductive Endocrinology/Infertility, and Minimally Invasive Gynecological Surgeries
* Management (Exempt) - Coordination of care for Maternal Fetal Medicine Specialists for outpatient high-risk patients and Infertility Specialists (includes coordinating clinic 7days/week) and Family Planning/Minimally Invasive Gynecology Surgery with coordination of staffing, evaluations, hiring/firing/counseling; patient and clinic throughput, and supervising multiple cost centers within ambulatory OB/GYN department. Duties as assigned by upper leadership
* Supervision 30+ various staff (e.g., Registered Nurses, Licensed Vocational Nurses, Specialty Ultrasound Technicians, Licensed Genetic Counselors, and support staff)
* Member of numerous committees
* Coordinate/Lead multiple on-going process improvement, quality assurance projects, including conversion to electronic medical records with build and implementation
* Approximately 15,000+ outpatient visits annually

**Clinical Nurse Instructor** – Career Development Institute, Los Angeles, CA ▪ LVN Program

March, 2013 – October, 2013 & January, 2014 – December, 2014

### Clinical Nurse Instructor – delegation, instruction, and evaluation of LVN Students during clinical rotations at nursing homes, residential facilities, ambulatory offices, etc.

* 8-16hrs/week with weekly feedback, evaluations, and course instruction as well

### Labor & Delivery Charge RN/Night Supervisor–Dignity Health: St. Mary Medical Center, Long Beach, CA ▪ March, 2011 – September, 2015

* Management (Non-Exempt) SMMC– Shared management role with fiscal responsibility reporting to Department Director with supervision of 10-15 staff each shift/100 departmental employees with direct responsibility of 30 employees (nursing and non-nursing): delegation patient assignments, breaks/meal relief, payroll, education, annual evaluations, kudos, discipline, interviewing, hiring, firing, etc. Union environment (non-union member due to management role)
* Approximately 3600 deliveries and 15,000+ outpatient visits annually
* Care and treatment of antepartum, intrapartum, and postpartum patients, including mother-baby couplet care, breastfeeding support, staff education
* Duties as assigned by leadership

**Clinical Nurse Preceptor Labor & Delivery** – Antelope Valley Hospital, Lancaster, CA▪ May, 2009– December, 2011

### Leadership role (Non-Exempt) - delegation and care of Antepartum, Intrapartum, Triage, and immediate post-partum patients per ACOG/AWHONN Standards of Care, P&P, and Title 22, TJC, CMS, DHS, and OSHA guidelines with joint recoveries mother and neonate until transfer to couplet care after 1-2 hours

* Approximately 6,000+ deliveries and 12,000+ outpatient visits annually

**Clinical Nurse Instructor** – University of Phoenix▪ LVN-BSN Bridge Program

January, 2009 – October, 2009

### Clinical Nurse Instructor – delegation, instruction, and evaluation of Antepartum, Intrapartum, Triage, post-partum, nursery, and pediatric patients during clinical rotations

* 12-24hrs/week depending on semester and students

### **Assistant Nurse Manager Labor & Delivery**–Memorial Medical Center, Modesto, CA▪ January, 2009 – May, 2009

* Management (Non-Exempt) – management role with fiscal responsibility reporting to Family Birthing Center manager with supervision of 60 departmental employees with direct report (nursing and non-nursing), including education, mentoring, and staff ACOG/AWHONN, Title 22 and Title 16 Standards, The Joint Commission, CMS, DHHS, and OSHA; breaks/meal relief, payroll, education, annual evaluations, kudos, discipline, interviewing, hiring, firing, etc.
* Approximately 2500 deliveries and 3,000+ outpatient visits annually
* Contributed to Oxytocin Initiative to improve patient safety and quality, risk reduction, and improve maternal-child outcomes based on best practices
* Duties as assigned by executive leadership

### Patient Care Coordinator – JFK Memorial Hospital, Indio, CA ▪ May, 2008 – March, 2009

* Management (Non-Exempt) – shared management role with fiscal responsibility reporting to Maternal-Child Director with supervision of 100 departmental employees with direct report (nursing and non-nursing) of 30 employees, including education, mentoring, and staff development. Management and delegation of patient assignments per ACOG/AWHONN, Title 22 and Title 16 Standards, The Joint Commission, CMS, DHHS, and OSHA; breaks/meal relief, payroll, education, annual evaluations, kudos, discipline, interviewing, hiring, firing, etc.
* Approximately 3,600+ deliveries and 3,000+ outpatient visits annually
* Developed KIS² Program [Keep It Simple – Keep it Safe: JCAHO’s National Patient Safety Goals]
* Lead multiple process improvement/quality assurance programs

**Clinical Nurse IV Labor & Delivery/Relief Charge** – UTMB Austin Women’s Hospital, Austin, TX ▪ March, 2005 – June, 2008

* Leadership role – preceptor for new staff, students, OB/GYN Residents/Fellows, relief charge, responsibilities as assigned by upper leadership
* Care of antepartum, intrapartum, and postpartum, including mother-baby couplet care
* Approximately 2100+ deliveries and 3,000+ outpatient visits annually
* Active participation in Shared Governance, process improvement, and quality assurance initiatives
* Duties as assigned by upper leadership

**Labor & Delivery/Relief Charge** – Corpus Christi Medical Center, Corpus Christi, TX ▪ April, 2004 – March, 2005

* Management and care of antepartum, intrapartum, and postpartum patients with additional responsibilities as assigned by upper leadership
* Approximately 2000+ deliveries and 5,000+ outpatient visits annually
* Active participation in Shared Governance, process improvement, and quality assurance initiative

**Eagle Pass Medical Center – February, 2003 – May, 2004; Eagle Pass, Texas L&D; float to ER**

**Herman Memorial Southwest – March, 2001 – May, 2003; Houston, Texas; L&D & Antepartum**

**Mercy Regional Medical Center – January, 2000 – April, 2001; Laredo, Texas; Charge RN L&D**

**Physicians Partnership – July, 1997-December, 1999; El Paso, Texas; Clinical Manager**

**Providence Memorial Hospital – July, 1997-December, 1998; El Paso, Texas; Charge RN L&D**

**Trinity Medical Center – June, 1994 – July, 1997; Carrollton, Texas; transferred to sister facility**

**El Paso, TX 7/1997; L&D RN & Relief Charge RN; Sept 1990-June 1994 – OB Scrub Tech**