

David Meyer, MBA, MHA, CHE
 6957 La Mesa Drive West, Jacksonville, Florida 32217
 Office: (904) 308-4019 Home: (904) 739-7303
jdavidsmeyer@gmail.com

PROFILE: Top performing professional with over twenty years of health care administration experience and twenty seven years of business management experience. Successful marketing, strategic planning and business development executive solving dynamic issues in today's health care industry through excellent analytical, leadership and interpersonal skills.

HEALTH CARE EXPERIENCE:

ASCENSION FLORIDA, Jacksonville & Pensacola, Florida

Chief Strategy Officer

(6/1/18 to present)

Ascension Florida operates over 1,900 inpatient beds across six acute care facilities throughout West and Northeast Florida. Ascension Florida is comprised of Sacred Heart Health System in Pensacola and St. Vincent's HealthCare in Jacksonville.

ST. VINCENT'S HEALTHCARE, Jacksonville, Florida

Chief Strategy & Marketing/Communications Officer

(6/1/12 to 5/31/18)

System Vice President Strategic Planning & Marketing/Communications

(1/1/08 to 5/31/12)

Director of Strategic Planning and Business Development

(10/1/00 to 12/31/07)

Operational Assignments:

Director of St. Luke's Hospital Patient Transition (from Mayo Clinic)

(6/1/06 to 4/30/08)

Director of Contract Services

(11/1/06 to 12/31/07)

St. Vincent's HealthCare ("St. Vincent's") operates nearly 1,200 beds; a 528-bed acute care hospital, 313-bed acute care hospital, 100-bed acute care hospital, 240-bed nursing home, primary care network and several for profit companies. St. Vincent's cares for over 41,000 inpatients and 150,000 emergency department visits each year and has annual net operating revenue of approximately \$900 million. Competitors include Mayo Clinic, HCA, University of Florida and a five hospital Baptist system.

Marketing, Strategic Planning and Business Development Leadership:

- Recent measures of success (see page 5 for a list of awards):
 - Marketing:
 - Launched an award winning branding campaign and achieved #1 in the market for advertising recall; campaign includes comprehensive mass media & interactive strategies
 - Successfully integrated St. Vincent's icon in creative design (object replacement) on 37 billboards throughout Northeast Florida
 - Successfully developed and launched a multi-year television campaign, including the roll out of a new tag line (referred to as "Above. Beyond. Because.")
 - Successfully renamed St. Luke's Hospital, which is Florida's oldest private hospital
 - Reorganized the Marketing Department to expand utilization of social media, improve search engine optimization and enhance relationships with local media outlets

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- Re-launched website (www.jaxhealth.com); weekly site visits increased over 150% percent and received several national awards (e.g., Best Mobile Communications)
 - Developed numerous mobile phone applications and web sites
 - Hosted weekly “Ask the Doctor” radio shows
 - Became the first hospital in Northeast Florida to tweet a live surgery; subsequently tweeted five additional surgeries, including a brain surgery and a live C-section delivery
- Strategic Planning, Business Development, Service Lines and Government Advocacy:
- Successfully received \$55 million approval to build new Heart Bed Tower (2017)
 - Successfully received \$75 million approval to build ten free standing Ambulatory Care Sites (2017) over next three years
 - Led efforts to launch Virtual Care on Demand (2017)
 - Completed Master Facility Plan for largest acute care facility, recommending approximately \$300 million in updates and expansion (2016)
 - Successfully launched a medical oncology practice with Mayo Clinic Jacksonville (2016)
 - Successfully led and implemented strategic planning process that fundamentally refocused St. Vincent’s long term strategy to more heavily invest in ambulatory facilities and clinically integrated systems of care (2015)
 - Launched InQuicker for convenient online scheduling (2015)
 - Restructured and rebranded Physician Liaison program (2015)
 - Successfully Co-Chaired a 120-day process reengineering project (2014)
 - Developed business plan to expand new hospital; \$35 million project (2014)
 - Launched St. Vincent’s Healthworks, which is an on-site employer clinic program (2013)
 - Developed joint venture stereotactic radio surgery program with physicians (2012)
 - Expanded and relocated Sleep Center at St. Vincent’s Medical Center (2011)
 - Launched Wound Care Program (2011)
 - Developed a new sleep lab program at St. Luke’s Hospital (2010)
 - Prepared business plan to acquire da Vinci robot (2010)
 - Participated in business plan development and acquisition of a large cardiology practice and large gastroenterology practice for over \$20 million collectively (2010)
 - Successfully prepared business plan and received approval for a \$10 million NICU project to create private NICU rooms and renovate post partum suites to enhance environmental conditions optimizing clinical outcomes (2010)
 - Implemented a joint venture hospital-based joint replacement skilled nursing unit with a local rehabilitation hospital (2009)
 - Launched a Physician Liaison Program to build relationships between specialists and primary care physicians (2008)
 - Implemented a joint venture cardiac clinic (nuclear camera, ECHO, Holter tests, et cetera) in Southeast Georgia (2005)
 - Received CON approval to build a new 98-bed hospital (2005; hospital opened 2013)
 - Launched Northeast Florida’s first joint venture, free standing catheterization lab (2004)
 - Received state CON approval to acquire St. Luke’s Hospital, which was the admitting hospital for the Mayo Clinic (2001)

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- Key responsibilities:
 - Lead the development, coordination and preparation of the Health System's Strategic Plan
 - Prepare comprehensive service line strategic plans, including detailed financial analyses for the Spine & Brain Institute, Heart & Vascular Center, Cancer Center, Orthopedics and Primary Care
 - Member of the Health System's Executive Team and report to CEO
 - Provide leadership oversight for Marketing & Communications
 - Provide leadership oversight for the health system's capital planning process
 - Actively participate and advise senior leadership on CON strategies
 - Actively participate and advise Senior Leadership with long term facility planning strategies
 - Actively engage members of Senior Leadership to prepare Board Retreat health planning information and other presentation content
 - Developing and managing on-going relationships with key business leaders and elected officials
 - Prepare business plans on an on-going basis. Coordinate socioeconomic, patient origin, market share and hospital comparative studies utilizing various database tools

St. Luke's Hospital Transition Leadership:

- Chaired the Patient Transition Work Group, which was focused on the successful transition of "day 0" activities and developed detailed transition plans for approximately 35 key departments
- Actively participated in the selection process for the hospital-based services for St. Luke's
- Held preliminary conversations with executives of Sodexo and TriMedx regarding the operational structure for Environmental Services, Food & Nutrition Services and Clinical Engineering, respectively
- Worked with an architect in the preparation of the preliminary St. Luke's master facility plan

Contract Services Leadership - Environmental Services, Food & Nutrition, Laundry & Clinical:

- Improved cleanliness patient satisfaction scores by 35 percent (comparing 4th quarter CY 06 versus CY07)
- Implemented a Facilities Users Group, with the objective of improving cleanliness of the medical center
- Implemented a Linens Oversight Committee to improve services provided and reduce pounds of laundry per patient day
- Restructured Clinical Engineering pay grades to better reflect industry benchmarks
- Implemented bi-weekly staffing variance reports and monthly profit and loss variance reports
- Provided leadership in position control management and successfully reduced overtime expense

BAPTIST ST. VINCENT'S HEALTH SYSTEM, Jacksonville, Florida

Information Systems Analyst

(6/1/98 to 9/31/00)

- Implemented and supported a radiology film-based tracking system
- Assisted with the design and implementation of a windows-based medical records system

OTHER EXPERIENCE:

UNIVERSITY OF NORTH FLORIDA COLLEGE OF HEALTH AND COLLEGE OF BUSINESS

Jacksonville, Florida

Adjunct Professor

(8/1/99 to present)

MARSH LANDING COUNTRY CLUB, Ponte Vedra Beach, Florida

Various positions including Assistant General Club Manager

(3/1/93 to 5/31/98)

EDUCATION:

JACKSONVILLE UNIVERSITY, Jacksonville, Florida

Doctorate in Business Administration, Expected Degree 2020

ASCENSION'S LEADERSHIP ACADEMY, St. Louis, Missouri

Ascension's Transformational Leadership Academy, October 2016

Facilitated by Ascension's Chief Executive Officer

AQUINAS INSTITUTE OF THEOLOGY / WASHINGTON UNIVERSITY, St. Louis, Missouri

Certificate in Theology, November 2007

Ascension Health Executive Leadership Program

UNIVERSITY OF FLORIDA, Gainesville, Florida

Master of Health Administration, August 2004

UNIVERSITY OF NORTH FLORIDA, Jacksonville, Florida

Master of Business Administration, April 1999

Bachelor of Business Administration, August 1996

Double Major: Marketing and Business Administration

AFFILIATIONS:

- American College of Healthcare Executives, Certified Health Care Executive (Diplomate)
- Board Member, Community Hospice of Northeast Florida
- Board Member, Clay County Economic Development Corporation
- Board Member, Health Planning Council of Northeast Florida
- Past Board Member, Sulzbacher Center for the Homeless (member of Health Services Committee)
- Past Board Member, Vision is Priceless
 - Chair, Strategy and Marketing Committee
- Leadership Jacksonville graduate (class of 2009)
- Leadership Clay (graduate in 2011)
- Past Health Committee Member, New Town Success Zone

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AFFILIATIONS CONTINUED:

- Past Board Member, Jacksonville Community Council, Inc.
 - Executive Committee Member & Co-Chair Philanthropic Development Committee
- Past Corporate Sponsorship Chair, American Cancer Society's *Making Strides Against Cancer* campaign
- Past Team Recruitment Chair, American Cancer Society's *Making Strides Against Breast Cancer* campaign
- Past Executive Team Member, American Cancer Society's *Making Strides Against Breast Cancer* campaign
- Jacksonville Business Journal "Up and Comer," an award given to Jacksonville's top young professionals

MARKETING & INTERACTIVE AWARDS

- 2014 Addy Awards – Best Television Campaign – Silver
- 2013 Aster Awards – Total Advertising Campaign – Judges Choice
- 2013 American Marketing Association – Comprehensive Communications – Best of Show
- 2013 30th Annual Healthcare Advertising Awards – Above. Beyond. Because. Campaign
- 2012 29th Annual Healthcare Advertising Awards – Total Advertising Campaign with TV – Gold
- 2011 Aster Awards – Bariatric Services Website - Gold
- 2011 eHealthcare Leadership Awards – Best Mobile Communications
- 2011 Web Awards – Healthcare Providers Outstanding Website
- 2011 Interactive Media Awards – Outstanding Achievement (overall website)
- 2010 Web Marketing Association – Spine & Brain Institute Website
- 2010 W3 Web Awards – Spine & Brain Institute, Bariatric Services & AFIB Institute – Silver
- 2010 E-healthcare Leadership Awards – Spine & Brain Institute & Bariatric Services

INVITATION SPEAKING ENGAGEMENTS (does not include Rotary-type events):

- 2014 Clay County Chamber Foundation Scholarship Luncheon – *Keynote Speaker*
- 2013 Jacksonville Business Journal Panelist – *Play or Pay with the Affordable Care Act*
- 2013 Clay County Chamber Luncheon – *Marketing Your Business*
- 2013 North Florida Medical Group Association – *Jacksonville's Healthcare Consumer*
- 2010 Webster University Guest Lecturer – *Healthcare Reform and Strategic Implications*
- 2008 Chamber of Commerce Leadership Clay Program
- 2007 Association of University Programs in Health Administration - *Innovative Teaching Methods in Economics and Finance*
- 2006 TriMedx Annual Operations Meeting - *Voice of the Customer*