

Ron Yates

Web Genealogist at Yatesville History & Genealogy; yatesvilleron@gmail.com

Summary

Ron Yates resides in Charlotte, NC. He has a MPH degree and 10 years of clinical experience as a Navy Corpsman and LPN. He stopped clinical service and operated healthcare organizations for over 30 years.

Using his interest in technology and communication he developed and operated an internet patient assistance and education program. He has turned his attention now to history and family genealogy using technology to promote and share. He is re-inventing old time family re-unions with virtual activities.

Experience

Web Genealogist at Yatesville History & Genealogy

July 2005 - Present (6 years 5 months)

Website Host of several historical organizations and Cemeteries; unpaid leadership to promote, organize and develop the collection and sharing of genealogical information at all levels. Inspired to help others record and share.

Hospital CEO/ CEO Mentor/ Revenue Development at CHS Operated Hospitals

February 2000 - August 2004 (4 years 7 months)

Served five years as a "road warrior" to hospitals operated by Community Health Systems, a public company based in Nashville, TN (CYH). In 2000 I was an on-site mentor for the facility CEO and senior staff in Lubbock, TX; for 2001, I operated Northeast Medical Center in Bonham, TX. For 2002 through August 2004 I developed, launched and operated an internet based healthcare strategy that generated \$30 million net revenue. This program involved intensive development of product vision, appropriate legal operating establishment, and close relationships with physicians, management of diverse technology groups in multiple locations and call center management.

Hospital & Business Consultant at MedLINK LTAC and The Yates Co., LLC

November 1998 - February 2000 (1 year 4 months)

From November 1998 through May 1999, I provided CEO leadership for MedLINK providing turn around crisis management and team development services. MedLINK Hospital at Capitol Hill was a nonprofit Long Term Acute Care Hospital specializing in Intensive Care.

Via The Yates Co. we purchased and operated two Mail Boxes Etc. retail businesses in Alexandria and Falls Church, Virginia. The stores were sold in 2004.

Hospital Chief Executive Officer at Hospital Corporation of America

August 1993 - November 1998 (5 years 4 months)

Five years of "turn around" management assignments in three acute care hospitals. (1) February 1998 through November 1998, Douglas Community Medical Center, a 118 bed acute medical-surgical hospital in Roseburg, Oregon. (2) July 1995 through February 1998, National Hospital for Orthopedics & Rehabilitation, a non-profit 154 bed acute medical-surgical hospital in Arlington, Virginia and (3) August 1993 through July 1995, River Park Hospital System, a 165 bed hospital and statewide behavioral medicine system in Huntington, West Virginia.

Vice President, Operations at Charter Medical Corporation

June 1991 - June 1993 (2 years 1 month)

Recruited from the direct competitor of Charter Medical Corporation to redevelop hospitals slipping in market share and profitability. Specifically asked to implement new programs, ideas and processes to scale up wage & salary controls and rethink program offerings at hospitals for top line growth. This was being done while the Corporate structure was in disarray, fighting a hostile take over, managing a prepackaged bankruptcy and having difficulty digesting significant change.

From June 1991 through June 1993 I supervised the Chief Executive Officers of hospitals in California, Nevada and Illinois. Our team increased calls by 20%, admissions 13% and earnings by 35% on \$190 million gross revenues. Lower inpatient census was offset by adding significant alternative care services which resulted in a 1% increase in equivalent patient days.

Hospital CEO and Vice President, Operations at Community Psychiatric Centers

May 1986 - June 1991 (5 years 2 months)

From May 1986 through June 1991, I operated hospitals in Atlanta, GA (CEO of Parkwood Hospital) and after promotion, all Hospital operations located in Southern California. Five new hospitals were developed and opened (Laguna Hills, Fontana, Encinitas, Santa Ana and Brea Canyon). In the last year of supervision, the eight Southern California hospitals generated \$100 million gross revenue and earned a 38% profit margin on operations. The EBDITA exceeded prior year by 42%. I was subsequently recruited by the direct competitor in this market to redevelop hospitals slipping in market share and profitability.

Division Director GA Regional Hospital at GA Depart of Behavioral Health

May 1984 - May 1986 (2 years 1 month)

Director of Planning and Development Division at GA Regional Hospital in Atlanta; a 356-bed state hospital. Implemented new case management, day care, emergency and hospital care services through community mental health centers and 10 state hospitals.

Coordinated the Metro Mental Health Consortium which processed mental health resources for 20% of the population of GA.

Assistant Hospital Administrator (Acute Care) at Santa Monica Medical Center, General Hospital & St. Vincent Medical Center

June 1975 - May 1984 (9 years)

Assistant Administrator at St. Vincent Medical Center, Los Angeles. Associate Administrator at General Hospital, Eureka, California. Assistant Administrator at Santa Monica Medical Center, Santa Monica, California.

Hospital Administrative Resident at Daniel Freeman Memorial Hospital

June 1974 - May 1975 (1 year)

Under the direction of the Hospital Chief Executive Officer, the Administrative Resident participates in and contributes to operational, administrative and strategic issues of concern to Senior Leadership. As part of a post-graduate educational program lasting 12 months, the Administrative Resident applies the theories, principles and skills learned in the academic portion of their UCLA Healthcare Administration graduate training with the guidance of a preceptor and of other members of the Hospital Executive Leadership team.

Through work assignment rotations selected with the input of their preceptor, the Administrative Resident serves in various business units including (but not limited to) Administration, Finance, Information Systems, Compliance, Medical Staff Office, Marketing, Facilities & Planning, and Human Resources within the Hospital. This role is actively engaged in significant areas of healthcare management through project management, committee service and role assignments through which the Resident gains valuable professional experience while promoting the organization's mission and values and demonstrating leadership potential. The resident works independently and determines the best approach to accomplish tasks, but review and updates are provided to senior leadership on a regular basis.

HM-8404 FMF Hospital Corpsman; HM2 at US Navy

May 1966 - February 1970 (3 years 10 months)

VIETNAM ERA: With the escalation of the Vietnam conflict between 1963 and 1975, hospital corpsmen were called to serve in Southeast Asia. They served in Marine Corps and Navy air/ground forces, naval support activity hospitals, hospital ships, Riverine Warfare, and Navy ships off the coast of North Vietnam, in Cambodia and supported troops from places like the Marine Corps Air Station in Thailand. They also were assigned to serve directly in Combat Infantry Units as Platoon FMF Corpsman. Like their predecessors, they performed emergency treatment in all kinds of combat conditions. Six hundred twenty were killed or mortally wounded and another 3,353 were wounded in action in Vietnam service; awards for gallantry in action included 3 Medals of Honor, 29 Navy Crosses, 127 Silver Stars, 2 Legions of Merit, 290 Bronze Stars, and 4,563 Purple Hearts.

Training to become an HM-8404 FMF Corpsman started at Camp Pendleton, California; training is almost as vigorous and rough as basic training for the United States Marine Corps. Students must be physically fit, and are required to practice giving IV's and other forms of medication to each other in the field. They train daily in all weather conditions, and must learn how to disassemble, clean, and reassemble their rifles.

Certifications

Licensed Vocational Nurse; State of California License #44864 (expired) December 1970 to May 1975

Licensed Nursing Home Administrator; State of California License (Expired) June 1980

Education

University of California, Los Angeles

Master of Public Health, Hospital Administration, 1973 - 1975

The program encompassed learning objectives to include: Analytical Thinking; Accountability; Achievement Focus; Leadership; Epidemiology; Statistical Methods; Communication; Financial Skills; Human Resource; Organizational Awareness; Performance Measurement; Team Development; Innovation; Initiative; and, Information Management.

The class of 12 represented clinical, managerial and research backgrounds allowing students, faculty and mentors to engage in small group learning that builds leadership, negotiation and decision-making skills; this facilitated students, faculty, and practitioners to analyze issues from multiple perspectives; organizational, managerial, financial and public health, that are vital in healthcare management.

California State University-Sacramento

Bachelor of Science in Business Administration, Institutional Management, 1971 - 1973

Designed to give a broad knowledge of the functional areas of a company, and their interconnection, while also allowing for specialization in a particular area; I studied a variety of "core subjects" and specific academic areas for Institutional Management. I was able to incorporate training and practical experience by serving a six-month Administrative Internship at Sutter General Hospital, Sacramento, California.

San Jose Community College

Associate of Science Degree, Business Administration, 1970 - 1971

The Business Department offers degrees and certificate programs in three major areas: Entrepreneurship, Management, and Marketing. The degree programs require a total of

60 units; of which, 24 units are selected from General Education areas and the remaining 36 units are selected from a business major concentration.

Truman State University

General Education Courses, 1965 - 1966

Honors and Awards

Member, Mecklenburg County Nursing Home Community Advisory Committee 2005-2006, Recipient, President's Volunteer Service Award, Council on Service & Civic Participation April 2006, Volunteer, Mercy Hospital, Charlotte, NC., The President's Award, HCA; Annual Meeting Chairman, Community Psychiatric Centers; Professional Service Award, Atlanta Mental Health Association; Administrator of the Year and Program of the Year, Community Psychiatric Centers; Member, American College of Healthcare Executives.