



SALLY BROOKS, M.D.

Chief Medical Officer | Healthcare Consultant

**COLLABORATING.
CONNECTING.
DEVELOPING.**

MISSION

Developing physician leaders to advance organizational initiatives. Connecting healthcare systems to achieve synergistic goals.

EXPERIENCE

MIND 24-7 | SVP, CMO

June 2022 to June 2023

- Led the Clinical Excellence Team to develop quality policies and procedures, workflows, and tools
- Achieved 3-year CARF accreditation in year 2 of startup
- Strengthened and supported clinical provider performance by implementing metrics for success

KINDRED REHABILITATION SERVICES | SVP, CMO

November 2009 to April 2022

- Led physician engagement and performance utilizing metric-driven strategies to deliver high-quality care
- Developed 360-degree performance review process and improved the Medical Director "overall effectiveness" score by 12% year over year
- Improved MCO/ACO relationships by removing barriers to access for all beneficiaries: Medicare, Medicaid, and commercially insured
- Supported market, regional, and national operation leaders in attaining and maintaining physician and health system relationships
- Executive leader and champion for Kindred Healthcare's *Diversity and Inclusion* initiatives
- Promoted innovation through physician performance by enabling applications, proprietary electronic health records, patient engagement tools, and telehealth solutions

CONTACT



513.484.1325



sbrooks.md@outlook.com

EDUCATION

- University of Cincinnati College of Medicine, Geriatric Medicine Fellowship
- The Christ Hospital Internal Medicine Residency Program, Cincinnati, Ohio
- Marshall University School of Medicine, M.D. Degree
- Wright State University, School of Medicine
- Ohio Northern University, B.S. Pharmacy and Biology

PROFESSIONAL LICENSES & CERTIFICATIONS

- American Board of Internal Medicine and Geriatric Medicine
- Diplomate of the National Board of Medical Examiners
- Licensed Physician, State Medical Board of Ohio
- Pharmacist - State of Ohio (former)

AWARDS

- 2016 Recipient of Kindred Healthcare Award (top 2% of company officers)
- 2011 Diversity Journal "Women Worth Watching"
- "Top Doctor" in Geriatric Medicine selected by Peers, Cincinnati Magazine

PHILANTHROPY

- **National Alzheimer's Association** Fundraising Champion with recognition as a top individual fundraiser
- Founding Board of Directors for the innovative "**Speaking of Women's Health**" lecture series which funded PBS educational programs. Symposium grew from a one-day, one-city conference to five-day sold-out sessions at multiple national locations.

PROFESSIONAL PRESENTATIONS AND PUBLICATIONS

National reputation as an industry thought leader with television appearances, publications of book chapters, peer-reviewed research papers, and presentations at over twenty national professional society meetings.

EXPERIENCE (CONT.)

OVATION DIVISION OF UNITED HEALTH GROUP | VP PHYSICIAN SERVICES AND ENGAGEMENT

September 2004 to October 2009

- Responsible for recruitment, orientation, coaching, mentorship, and performance improvement of market and regional Medical Directors supporting product growth from ten to thirty-nine states in three years
- Active role in health plan benefit design, part D medication benefit implementation and quality outcome monitoring for a growing Medicare and Medicaid Managed Care plan
- Accountable for best practice integration and oversight of clinical initiatives for UHG's Government and Public Sector business
- Strategic partner in Senior Clinical Leadership Team innovation, business development, implementation and execution of emerging clinical services

ANTHEM BLUE CROSS & BLUE SHIELD | NATL MEDICAL DIR, FEDERAL EMPLOYEE AND MEDICARE ADVANTAGE PROGRAMS

June 1999 to September 2004

- Leadership role in attaining and maintaining CMS, NCQA, and URAC accreditation
- Responsible for the integration, consolidation, and oversight of medical management initiatives for Anthem's 750,000+ enrolled Federal Employee Program across 9 states
- Reversal of previous poor performance in appeals & grievance procedures with "best-in-industry" results
- Supervised regional plan performance with critical analysis of medical management models and physician risk contracting strategies

UNIVERSITY OF CINCINNATI COLLEGE OF MEDICINE | ASSISTANT PROFESSOR, DEPARTMENT OF FAMILY MEDICINE

June 1993 to 2012

- Clinician Educator for Family and Internal Medicine residents and Faculty Advisor for the Mentors Program
- Delivery of geriatric assessment and outpatient care services

THE CHRIST HOSPITAL | DIRECTOR OF GERIATRIC MEDICINE, DEPARTMENT OF INTERNAL MEDICINE

June 1993 to 1999

- Medical Director - Alliance Primary Care, Senior Care Physicians, Transitional Care Unit, Home Health Care
- Director of Geriatric Medicine - The Christ Hospital Department of Internal Medicine
- Implementation of senior programs: large-volume home health agency, hospital-based skilled nursing unit, and senior membership marketing program
- Chair and participation in various clinical practice, corporate quality, and medical ethics committees