

SALLY BROOKS, M.D.

Chief Medical Officer | Healthcare Executive | Clinical Strategy Advisor

Cincinnati, Ohio | 513.484.1325 | sbrooks.md@outlook.com



EXECUTIVE PROFILE

Physician executive and board certified geriatrician with more than 30 years of leadership experience across post acute care, senior care, managed care, Medicare Advantage, clinical operations, quality, physician engagement, and healthcare innovation. Proven ability to align clinical strategy with organizational priorities, strengthen physician performance, improve care delivery, and guide healthcare organizations through growth and transformation.

AREAS OF EXPERTISE

- Clinical Strategy
- Post Acute Care
- Product Development
- Physician Leadership
- Medicare & Medicaid
- Organizational Transformation
- Quality & Performance
- Healthcare Operations
- Accreditation

PROFESSIONAL EXPERIENCE

CARESPRING HEALTH CARE MANAGEMENT

Chief Medical Officer | 2025 - Present

- Provide CMO leadership focused on clinical quality, organizational performance, physician engagement, and health system relationships.
- Partner with the leadership team to design and implement clinical delivery processes that improve outcomes and operational results.
- Support 18 assisted living, short term rehabilitation, and long term care communities across Cincinnati, Dayton, and Northern Kentucky.

SUNFLOWER HEALTH ADVISORS

Advisor, Clinical Strategy, Product & CMO Services
| 2023 - Present

- Advise startup and early stage healthcare organizations on clinical strategy, product development, operations, and market readiness.
- Help healthcare entrepreneurs translate innovative ideas into scalable, clinically sound solutions.

STEADII EMPACTFUL STUDIO

Clinical & Product Consultant | 2023 - 2025

- Advised development of a virtual platform designed to address caregivers' holistic needs and reduce depression and burnout.

COMMONWEALTH HEALTH ADVISORS

Consultant | 2023 - Present

- Provide clinical expertise and executive guidance to healthcare organizations navigating growth, transition, and transformation.
- Build strategic partnerships and integrate multidisciplinary teams to advance organizational priorities and drive results.

ABODE CARE PARTNERS

Chief Medical Officer | 2023 - 2025

- Provided executive clinical leadership for short term rehabilitation and long term care communities throughout Ohio, Kentucky, and Tennessee.
- Advanced comprehensive medical services spanning post hospitalization, facility based care, and home based care within BrightSpring Health Services.

MIND 24-7

Senior Vice President, Chief Medical Officer | 2022 - 2023

- Led the Clinical Excellence Team in developing quality policies, workflows, procedures, and clinical tools.
- Achieved three year CARF accreditation during the organization's second year of operation.
- Introduced performance metrics that strengthened clinical provider quality and accountability.



PROFESSIONAL EXPERIENCE, CONTINUED

KINDRED REHABILITATION SERVICES

Senior Vice President, Chief Medical Officer | 2009 - 2022

- Led physician engagement and performance initiatives across a national post acute care organization.
- Developed a 360 degree Medical Director performance process, contributing to a 12 percent year over year improvement in overall effectiveness scores.
- Strengthened relationships with managed care organizations, accountable care organizations, physicians, and health systems.
- Supported market, regional, and national operations while advancing high quality care for Medicare, Medicaid, and commercially insured populations.
- Championed innovation through electronic health records, patient engagement technology, telehealth, and diversity and inclusion initiatives.

OVATION, A DIVISION OF UNITEDHEALTH GROUP

Vice President, Physician Services & Engagement | 2004 - 2009

- Recruited, oriented, coached, and mentored market and regional Medical Directors as the product expanded from 10 to 39 states in three years.
- Helped shape health plan benefits, Part D medication implementation, and quality outcomes for Medicare and Medicaid managed care.
- Integrated and oversaw clinical initiatives for UHG Government and Public Sector business.

UNIVERSITY OF CINCINNATI
COLLEGE OF MEDICINE

Assistant Professor, Department of Family Medicine | 1993 - 2012

- Served as clinician educator for Family and Internal Medicine residents and faculty advisor for the Mentors Program.
- Delivered geriatric assessment and outpatient care services.

ANTHEM BLUE CROSS & BLUE SHIELD

National Medical Director, Federal Employee & Medicare Advantage Programs | 1999 - 2004

- Led accreditation efforts involving CMS, NCQA, and URAC.
- Oversaw medical management initiatives for Anthem's 750,000 plus member Federal Employee Program across nine states.
- Reversed poor appeals and grievance performance, achieving best in industry results.

THE CHRIST HOSPITAL

Director of Geriatric Medicine, Department of Internal Medicine | 1993 - 1999

- Led geriatric medicine and served as Medical Director for senior care, transitional care, and home health programs.
- Implemented senior programs including a high volume home health agency, hospital based skilled nursing unit, and senior membership initiative.



EDUCATION

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



LICENSURE & CERTIFICATION

- American Board of Internal Medicine
- Board Certification in Geriatric Medicine
- Diplomate, National Board of Medical Examiners
- Licensed Physician, State of Ohio
- Former Licensed Pharmacist, State of Ohio



SELECTED RECOGNITION & SERVICE

- Kindred Healthcare Award, 2016, top 2 percent of company officers
- Diversity Journal, Women Worth Watching, 2011
- Cincinnati Magazine Top Doctor in Geriatric Medicine
- National Alzheimer's Association fundraising champion
- Founding Board Member, Speaking of Women's Health



THOUGHT LEADERSHIP

National healthcare thought leader with television appearances, peer reviewed publications, book chapters, and presentations at more than 20 national professional meetings.