



Michelle McFarlane, RN, MSN, MBA

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SUMMARY

Michelle McFarlane founded AddVal in 1995 to provide medical credentialing services for the healthcare industry. Michelle built AddVal from the ground-up and today the company represents over 5,000 medical professionals. In addition, she knows the specifics for each of the 50 state's licensure process. Michelle's 25-year career includes a master degree in Nursing from the University of Pennsylvania and a master in Business Administration/Healthcare and Finance degree from the Wharton School of Business. Prior to AddVal, Michelle worked in clinical care at leading health care facilities. Her well-rounded background and distinguished credentials also include teaching graduate-level courses publishing articles for several professional journals and assuming leadership positions in over ten non-profit organizations.

EDUCATION

THE WHARTON SCHOOL AND THE SCHOOL OF NURSING

University of Pennsylvania, Philadelphia, PA
MBA (1990) Healthcare and Finance majors.
Executive Officer, Health Care Club
MSN (1989) Nursing Administration
President Graduate Student Association, 1989
Vice President, 1988
Trenton State College, Trenton, NJ BSN (1980)
Bucks County Community College, Newtown, PA ADN (1975)

PROFESSIONAL EXPERIENCE

AddVal, Inc., Southampton, PA

President (1995-Present)
Provides credentialing expertise to physicians and groups to ensure payment for services rendered.
Works with hospitals, managed care companies and networks to prepare for and respond to accreditation surveys for the Joint Commission on Accreditation of Healthcare Organizations, the National Committee for Quality Assurance, State Standards and other organizations. Provides consultative assistance to hospitals, physicians and managed care organizations in the areas of quality improvement and credentialing. Performs primary verification as Central Verification Organization. Investigates claims processes and adherence to guidelines and standards. Develops HIPAA and compliance programs including ongoing provision of audits and compliance measures.

Keystone Health Plan East, Philadelphia, PA

Director (1993-1995)
Directed the quality management function for the HMO with over 600,000 members. Redesigned and implemented processes to credential and recredential over 6,000 physicians in less than six months. Revised the quality improvement program and work plan to conform with NCQA standards resulting in Full Accreditation. Compiled the data and reporting functions for the HEDIS report card. Ensured the continuity of quality care within cost containment framework. Applied Quality Management concept and program to the Medicare and Medicaid products.

Burdette Tomlin Memorial Hospital, Cape May Court House, NJ

Vice President (1990-1993)
Provided direction in the operation of nursing services for over 400 employees at 242 bed community hospital. Revised department

management roles and responsibilities for cost savings in excess of \$1,000,000 in first year. Formulated Team Care Pathway program to enhance patient care and develop physician-nursing working relationships. Utilized Team Care Pathway Program as foundation for the transition to Total Quality Management. As member of new senior management team, created positive corporate culture to repair the hospital's community image. Decentralized hospital education department resulting in 97% compliance with JCAHO and State Standards for competency and continuing education.

Coopers & Lybrand, Philadelphia, PA

Health Care Consultant, Summer Intern (1989)

Conducted financial feasibility studies: hospital debt financing, analysis of a hospital for acquisition and addition of ambulatory care center to existing hospital. Developed profile of the health care market for regional partner. Performed bond sizing analysis for construction project in Minnesota. Analyzed healthcare system in Switzerland for client considering acquisition of Swiss facility. Created database of Pennsylvania hospitals for analysis and comparison.

University of Pennsylvania

Course Assistant (Academic year 1988-1989)

Created and developed a videotape program to market the nursing administration programs to prospective students. Organized course and student information for new program director. Compiled evaluation information for course selection at the Wharton School; advised fellow students in course selection.

Germantown Hospital and Medical Center, Philadelphia, PA

Nursing Administrative Resident (Summer 1988)

Revised and developed job descriptions and a new performance appraisal system for the department of nursing. Presented programs for the nurse managers to develop their skills in conducting interviews and evaluating personnel. Researched and developed a strategy for the implementation of nursing case management.

University of Pennsylvania

Research Assistant (Academic year 1987-1988)

Collected and analyzed data for the School of Nursing and Children's Hospital of Philadelphia. Developed a demonstration unit to explore alternative staffing patterns and clinical practice delivery models.

Healtheast, Inc., Lehigh Valley Hospital Center, Allentown, PA

Coordinator (1985-1987)

Supervised patient care delivery in a 400+ bed facility. Responsible for staff allocation and development, triage and crisis management, and evaluation goal setting with professional staff at variety of levels. Collaborated with head nurses and directors in a decentralized nursing system. Collaborated with medical staff regarding problem resolution and preparation of Pediatric Trauma Accreditation. Supervised five assistant coordinators, float pool professionals and unit clerks.

Chair, Pediatric Nursing Committee

Developed and implemented "Nurses Helping Nurses" program including presentations to staff and management nurses.

Healtheast, Inc., Lehigh Valley Hospital Center, Allentown, PA

Assistant Coordinator (1983-1985)

Managed patient care delivery in medical, surgical and intensive care units within both team and primary nursing systems during evening shift including staffing, crisis management, evaluation and goal setting with professional and paraprofessional staff.

Chair, Unit Clerk Committee

Secretary, Executive Procedure Committee

Easton Hospital, Easton, PA

Nurse Manager (1980-1983)

Accountable for adult surgical unit within a primary nursing system. Managed professional and paraprofessional staff including evaluation and counseling. Collaborated with nurse educators regarding the orientation and continuing education of employees.

Chair, Nursing Standards Committee: Initiation of care plans.

Chair, Nursing Charting Committee

Prepared and presented charting workshop to professional staff.

Nursing Executive Committee

Served as mentor to peer nurse managers at agency request.

Princeton Medical Center, Princeton, NJ

Head Nurse- Pediatrics (1978-1980)

Clinical leader and manager of unit for acutely ill patients: birth to age 19. Planned reconstruction of existing unit. Prepared and initiated pre-op teaching and juvenile diabetes programs. Initiated nursing care audits to facilitate professional growth. Formulated admission form for same day surgical patients.

Princeton Medical Center, Princeton, NJ

Mercer Medical Center, Trenton, NJ

Staff Nurse (1975-1978)

Utilized the nursing process in the delivery of direct patient care to pediatric and adult patients. Practiced in various settings that included: Nursery, Intensive Care, Recovery Room, Pediatrics and Medical-surgical patient units.

**PROFESSIONAL ORGANIZATIONS
LEADERSHIP POSITIONS**

Red Cross: Lower Bucks County Board of Directors

Chair: Health & Safety Committee: Red Cross Lower Bucks County

District Nurses Association: Nominating Committee

District Nurses Association: Secretary

Advisory Board: Atlantic County College

Advisory Board: Cumberland County College

Nominating Committee Holly Shores Girl Scout Council

Board of Directors for Freedom Valley Girl Scout Council

Chair, Strategic Planning Committee for Freedom Valley Girl Scout Council

Bucks County Delegate to Philadelphia's Promise - Volunteer Summit

Southampton Girls Club Softball: President; Coach

MEMBERSHIPS:

Lower Bucks County Chamber of Commerce

Girl Scouts of Freedom Valley

Nursing Committee for the Philadelphia Convention Center & Visitors Bureau

New Jersey Organization of Nurse Executives

American Nurses Association

National League for Nurses

Rotary Club (first female member in chapter)

Budget Committee- Sea Isle City, NJ

PUBLICATIONS

McFarlane, M. (1998). Managed care: Nursing's friend or foe. *The Nursing Spectrum*, 7 (1). Nursing Spectrum: King of Prussia, PA.

Featured in: *Hospitals, schools help nurses find opportunities in managed care.* (1996, January).

AACN News, p. 1.

McFarlane, M. (1998). The role of cholesterol in the development of coronary heart disease. *Adult Health: Multidisciplinary Approaches to Wellness*; Meniscus Educational Institute: Philadelphia, PA.

McFarlane, M. & Melora, P. (1993). Application of standards in patient falls. *Journal of Nursing Care Quality*, 8(1): 43-50.

McFarlane, M. (1991). It's time to manage your time. *Dermatology Nursing*, 3(3): 172, 182.

Featured in: Fondiller, S. (1991). Magnetism of the mid-Atlantic. *American Journal of Nursing*, 91(4): 72-76.

PRESENTATIONS

Wharton School, University of Pennsylvania, March 2000

Guest Lecturer Undergraduate: Health Care Administration

University of Pennsylvania, Spring 1994, 1995, 1996, 1997, 1998 and 1999

Teaching Health Care Economics for Graduate level nursing students

LaSalle University, 1999; 2000; 2001; 2002; 2003

Instructor. Nursing Administration, Graduate Level; Adjunct faculty

Bucks County Community College, September 1998

Stress Management

v Taylor Hospital Office Managers, September 1997

Negotiations, Presentation and Communication

Cedar Crest College, Fall 1996 and Spring 1997

Nursing Opportunities and Challenges

Thomas Jefferson University, Fall 1996 and Spring 1997

The Impact and Opportunity of Managed Care

Professional Association of Health Care Office Managers, May 1996

Credentialing and Quality Improvement

American Association of Nurse Anesthetists, November 1995

Negotiation and Conflict Resolution

Johnson & Higgins, April 1995

Credentialing and Recredentialing to manage risk in managed care.

Blue Cross Blue Shield Association, March 1995

Use of HEDIS measures to improve performance.

National Nursing Management Congress, September, 1993.

Poster presentation at annual convention on management orientation program developed at Burdette Tomlin Memorial Hospital.

National Association of Orthopaedic Nurses, May 1993.

Speaker at annual convention on "Current Trends in Budgeting".

New Jersey Organization of Nurse Executives, January 1993.

Poster presentation at annual convention on management orientation program developed at Burdette Tomlin Memorial Hospital.

Atlantic County College, Spring 1993

Taught a class of 60 students on the role of the nurse as manager. Students included practicing RNs, LPNs and nursing sophomores. May 1992: Directed two class sessions on the staff nurse as manager. Included time allocation, decision-making skills and priority setting exercises.