

From: Kanealii, Kimberly - SRDH [mailto:Kimberly.Kanealii@DignityHealth.org] **On Behalf Of** Brannman, Brian - SRDH
Sent: Friday, December 05, 2014 1:03 PM
To: Melodie Swan-Fisher
Cc: Ryan, Kathleen - SRDH; Kanealii, Kimberly - SRDH
Subject: Application for Advisory Board - State Program for Wellness & the Prevention of Chronic Disease

Sent on behalf of Brian Brannman. Thank you!

Applicant:

Brian Brannman
VP of Operations, Dignity Health Nevada
President/CEO of Dignity Health-St. Rose Dominican, Siena Campus
brian.brannman@dignityhealth.org
(702) 616-5500

I hold a leadership position at an organization that is committed to the health and wellness of our community and really proves it. With the new rules and regulations coming from the Affordable Care Act, prevention and primary care will continue to be an essential piece of the larger population health. Dignity Health's mission specifically calls us to advocate for the poor and disenfranchised, and a large portion of this population very rarely gets the proper nutrition and preventative care they need to stay as healthy as possible. I am committed to helping improve the health of all Nevadans and would be very honored be a part of this group.

Resume is attached.

Brian Brannman
Vice President of Operations Nevada
President/CEO, Siena Campus

Dignity Health
St. Rose Dominican Hospitals
3001 St. Rose Parkway
Henderson, NV 89052
702.616.5510 (O)



Brian G. Brannman, FACHE

Certified health care executive with over 25 years of demonstrated success in leading academic medical centers, hospitals and health networks, in the U.S and overseas. Recognized by contemporaries and the community as a proven professional who combines top notch performance with compassionate patient centered care.

Particular experience translating strategic plans into concrete results. Building solid, collaborative relationships with staff, patients, community, and governing board. Optimizes performance from existing staff and infrastructure, builds a focused, motivated team that transforms clinical, academic, and business operations. Achieves measurable and sustainable results. A proponent of “servant leadership” and a strong team builder.

Vice President Nevada Operations President Sienna Campus Dignity Health St Rose Dominican January 2014 to Present

Leadership of Dignity Health’s Nevada market consisting of three hospitals totaling 550 inpatient beds, two ambulatory surgery center joint ventures, a 600 physician Clinical Integration network, and an embryonic employed medical group.

Major Initiatives:

- Leading shift toward value based care model from traditional fee for service.
- Direct to employer marketing of health services
- Beginning lean transformation of clinical and support services
- Oversight of \$156M tower project adding 110 inpatient beds, 6 OR’s, and doubling ED to 58 bays

Chief Executive Officer University Medical Center of Southern Nevada July 2011 to January 2014

Appointed by Clark County Commissioners to succeed retiring CEO.

Major Initiatives:

- Collaboration with Nevada Department of Health and Human Services on creation of inpatient, outpatient, and Graduate Medical Education Upper Payment Limit (UPL) initiatives which will result in \$38M gain for FY 2012 and an ongoing \$15M to \$18M net benefit in future fiscal years.
- Began implementation of integrated enterprise wide electronic health record system. Anticipate achieving meaningful use within fiscal year 2013.
- Lead creation of community board to replace County Commissioners day to day oversight functions.
-

**Chief Operating Officer
University Medical Center of Southern Nevada
April 2008 to June 2011**

Recruited by Clark County Commissioners to head a new leadership team to turn around the county's 544 bed safety net medical center following the indictment of the previous CEO and departure of the center's senior leadership team. Appointed by Nevada Governor to State Information Technology Task Force.

Major contributions:

- Implemented transparency and solid internal controls to rebuild trust with Commissioners and the community at large.
- Established solid relationship with medical staff and medical staff executive committee.
- Renegotiated key physician contracts to substantially reduce expenditures for call coverage
- Forged collaborative relationship with University of Nevada School of Medicine to assure strength of GME programs.
- Built trusting collaborative relationship with nursing staff, rank-in-file employees, and SEIU leadership. Reducing labor discord and attaining concessions on cost of living increases to lower labor costs.
- Realigned clinical services to assure financial viability in the face of an 8% statewide reduction in Medicaid reimbursement.
- Capitalized on use of group purchasing consortium and created value analysis position to reduce costs of supplies and implantables.
- Implemented dormant, previously purchased operating room management and denials management software to improve operational efficiency and increase collections.
- Revived moribund kidney transplant program (the only transplant program in Nevada). Achieved validation by CMS and clean bill of health from UNOS. Recruited new primary surgeon and building foundation for future liver program.
- Brought final phase of significantly behind schedule major facilities construction project to completion and achieved win-win settlement with general contractor and subcontractors within available county contingency funds and without litigation.
- Established countywide hospital coalition and began development of county emergency surge plan for disaster/WMD/pandemic response.
- Began revision of strategic plan to poise UMC for the future

**Commander (CEO), Navy Medicine West
August 2005 to June 2007**

Charged by Navy Surgeon General with creation of Navy Medicine West, a new command tasked directing the operation of network of 10 Hospitals and numerous outpatient clinics, and public health resources serving a region that spans the West Coast and the Far East. Forging a lean, efficient headquarters staff, forged a solid integrated delivery system to provide access to quality care to 3.7 million enrollees and an annual operating budget of over \$2 billion.

Major contributions:

- Molded the CEO's of ten independent hospitals into a cohesive and highly integrated team.
- Built and implemented streamlined budget formulation and execution process to assure maximum productivity from limited financial and manpower resources among the far flung network of hospitals and clinics served.
- Initiated regular meetings with communities and leadership across the region to assure we were meeting the needs of the communities we served.
- Maintained access to high quality care throughout the region despite deployment of over 20% of military staff in support of the war
- Implemented phase two of a comprehensive electronic health record system linking the entire integrated network and other medical facilities worldwide.
- Spearheaded construction of a \$500M replacement hospital complex and two new outpatient clinics in Okinawa, Japan
- Developed a strategic plan for construction of a new hospital and several comprehensive outpatient clinics to accommodate the relocation of over 20 thousand enrollees in Guam.

**Commander (CEO), Naval Medical Center, San Diego CA
June 2005 to June 2007 (concurrent with position above)**

Chief Executive Officer of the largest multi-specialty academic medical center in the Department of Defense health system serving three million enrollees. Leading a dynamic staff of nearly 7000 professionals in the delivery of comprehensive care and the operation of a multi-specialty graduate medical education program with 19 sub-specialties (consistently scoring in the upper 90th percentile nationally on board scores). Annual operating budget exceeding \$1 billion.

Major contributions:

- Initiated a much-needed overhaul of primary care delivery system feeding the core medical center. Major components included establishing common access hours, patient friendly appointment system and provider templates, and optimization of clinical support staff and elimination of redundant administrative overhead at all six freestanding outpatient clinics located throughout San Diego County.
- Realigned effective but disjointed system for managing combat casualties into an integrated Comprehensive Combat Casualty Care Center to provide a streamlined holistic approach to treatment and rehabilitation of wounded Sailors, Marines and soldiers. Included establishment of a state of the art amputee and injured limb rehab center and creation of the Warrior Athlete sports program in conjunction with the U.S Olympic Training Center.
- Realigned enrollment targets to assure recapture high acuity patients from our civilian health plan network into the less costly Naval Medical Center. Reducing overall cost of care for served patients and the government and optimizing the patient mix in support of GME programs.
- Coauthored a state of the art measurement tool for tracking productivity and financial performance against our business plan. Program has been adopted for use through out the Navy Medicine Enterprise.

**Director Medical Plans and Programs, Office of Chief of Naval Operations/Deputy Surgeon General for Fleet Support, Pentagon, Washington DC
August 2000 to June 2005**

Principal staff officer in Navy Headquarters for health care issues, Fleet and Marine Support, and long range planning and resources. Forecast financial, manpower, and equipment requirements for the Department of the Navy, collaborated with the Office of the Secretary of Defense, Joint Chiefs of Staff, and other Federal Agencies.

Major contributions:

- Formulated an integrated and executable financial strategy for Navy Medicine's Future Years Defense Plan totaling over \$50 billion.
- Initiated restructuring of Navy and Marine Corps combat medical system making it lighter, more effective, and more mobile.
- Coordinated health care response for support of bombing of USS Cole and post 9/11 support at the Pentagon and dispatch of USNS Comfort to New York.
- Principal Navy action officer coordinating response to Capitol Hill anthrax attack and overall Force Protection and Anti-terrorism efforts
- Key member of team planning combat theater and Stateside health care support for OEF and OIF
- Program Sponsor for all Navy and Marine Corps Public Health mission areas
- Program Sponsor for all Navy and Marine Corps health care related Research and Development.

**Commanding Officer (CEO), U. S. Naval Hospital Okinawa, Japan
July 1998 to July 2000**

Chief Executive Officer of Navy's largest overseas medical facility consisting of a core hospital and eleven outlying clinics serving about forty thousand Marine Corps, Navy, and Air Force personnel and their families. Operated the only level III NICU in Asia, serving all military and U. S. Government families in Japan, Korea, Guam, and the remaining nations in the Far East. Served as primary specialty referral hospital for all U.S. forces in Asia and primary casualty receiving site.

Major contributions:

- Constructed and opened two state of the art outpatient clinics to serve Marine Bases in Northern Okinawa. Developed initial facilities plan and initial design of a \$500M replacement project for the existing hospital complex
- Developed and opened dedicated ambulatory surgery center which improved the standard of care and maximized the use of our limited staff. In conjunction also created a dedicate endoscopy suite to capitalize on limited anesthesia and support staff and eliminate the need for duplicate and redundant equipment sets
- Established strong relations with local Japanese civilian and government health facilities, helping to raise the level of care in the local emergency medical system and creating the new opportunities for collaboration and mutual support
- Developed health services support plan for the G8 economic conference held in Okinawa which required extensive planning and collaboration with Japanese and Department of State to establish a plan to care for the President, and the chiefs of state of the seven other G8 nations

Executive Officer (COO), Naval Hospital Bremerton, Washington

Jun 1996 to June 1998

Chief Operating Officer of Navy's most dynamic family practice teaching hospital and associated network of ambulatory clinics serving a diverse population of over 60,000 dispersed throughout the greater Puget Sound area.

Major contributions:

- Initiated renovation a \$100M renovation of the core hospital facility creating a world-class family medicine clinic to support Family Medicine Graduate Medical Education and assure maximum efficiency in delivery of primary care. In addition the renovations incorporated a much needed update of the laboratory, pharmacy, and radiology departments
- Redesign of family medicine enrollment panels to optimize patient mix. The result was better access for patients, increased staff physician and resident satisfaction with the richness of their case mix, and the recapture of 100% of enrolled patients who had leaked outside the network to more expensive venues of care
- Lead the effort to establish a culture of clinical excellence and concern for patient safety, which paid off in subsequent achievement of maximum 5-year reaccreditation of the Family Medicine GME program and renewal of maximum JCAHO accreditation.

Previous Positions:

Commanding Officer (CEO), Fleet Hospital Five, Port au Prince, Haiti
Director Medical Programs, Office of the Secretary of Defense
Director for Administration (VP Operations) Naval Long Beach California
Senior Medical Program Analyst, Office of the Chief of Naval Operations
Deputy Budget Officer, Navy Bureau of Medicine and Surgery

Boards and Appointments:

Nevada Governor's Health Information Technology Task Force 2009 to 2011
Advisory Board – Nevada Donor Network 2009 to Present
Board of Directors- Nevada Hospital Association 2011 to Present
Board of Directors- Silver State Health Information Exchange

Military Service:

United States Navy 1974 – 2007
Highest grade: Rear Admiral

Education:

1985 – Naval Postgraduate School
Monterey, CA
Master of Science
Major: Financial Management

1979 – Webster College
St. Louis, MO
Master of Arts
Major: Management/Health Care Management

1979 – Southern Illinois University
Carbondale, IL
Bachelor of Science
Major: Health Care Administration

Specialized Training:

Flag Officer Executive Business Course II, Babson College/NPS Monterey – 2006
Flag Officer Executive Business Course I, UC Berkley/NPS Monterey – 2004
Flag Officer Leadership Development Course, Center for Creative Leadership, Greensboro, NC- 2002

Professional and Civic Affiliations:

Fellow, American College of Health Care Executives
Member, Association of Military Surgeons of the U.S.
Member, United States Naval Institute
Board of Directors, San Diego Armed Forces YMCA
Military Affairs Committee, San Diego Chamber of Commerce
Health Care Committee San Diego Chamber of Commerce
Past Member, American Hospital Association Regional Executive Board Region 3