

BERNHILD E. QUINTERO

EDUCATION

Master of Arts (1979) – Public Relations

Bachelor of Arts (1976) – Print Journalism

School of Journalism, University of Southern California, Los Angeles

PROFESSIONAL EXPERIENCE

BEQ Consulting Resources

1996 to present

Altadena, California

Independent consultant with proven analytical, project management and implementation skills. Consulting practice is focused on resolving operations, licensing and certification issues and developing processes to facilitate change required in organizations to ensure ongoing regulatory compliance, quality improvement, operational efficiency and profitability.

Interlink

1995 to 1996

Edina, Minnesota

Senior Vice President, Administrative Operations

In start up health care company responsible for analysis of state-by state regulatory environment, market research and marketing materials, development of contracts as well as operations policies and procedures in compliance with NCQA and state regulatory requirements.

MCC Behavioral Care of California, Inc.

990 to 1995

Glendale, California

Vice President, Government and Provider Relations

Executive Director, Northern California

National Responsibilities.

Developed quality improvement program supporting accreditation of health plan partners (CIGNA, Humana, Blue Cross, Blue Shield and others) by the National Committee on Quality Assurance. Full time member of a cross-functional team charged with re-engineering the delivery of services to more effectively meet customer needs across a delivery system of 51 sites. Served as member of national Quality Steering Committee.

On an interim basis headed Pre Sale Unit. Conducted process, staffing and work flow analyses, developed staffing and process recommendations, and directed the generation of responses to Requests for Proposals.

State Responsibilities:

Planned for, and participated in start up operations of a health maintenance organization providing services throughout California to 500,000 enrollees. Managed delivery network expansion from initial five counties into statewide network in eight months. Secured full certification from appropriate state agencies. Responsible for monitoring and ensuring ongoing compliance with all state and national regulatory requirements, certification agencies as well as payer contracts.

Directed business analyses and strategic planning for service delivery model of owned and contracted sites. Participated in the design and testing of new information systems programs. Developed and implemented QI processes. Designed and directed state-wide customer relations program including developing participation criteria, recruitment, training and periodic evaluations for the California contract network of over 1,000 independent service providers.

Managed Health Network

1987 to 1990

Los Angeles, California

Vice President, Provider Relations

Directed re-licensure of “California Wellness Plan” as “Managed Health Network” as required by the California Department of Corporations (changes in contracts, delivery of care model, benefit structure etc.). Prepared company for licensure in Texas. Directed employed and consulting legal counsel. Monitored compliance with regulatory agencies.

Supervised ongoing evaluation of the accessibility and availability of services with responsibility for contracting with over 3800 independent service providers, monitoring growth, developing policy and procedure manuals and conducting provider training.

HealthWest Foundation

1985 to 1987

Northridge, CA

Vice President, CarePLUS

Director of Contracting, HealthWest

Completed negotiations for the completion of a full service Preferred Provider Organization comprised of 40 hospitals and over 2000 physician members. Increased payer contracting by 40 per cent by securing 35 new contracts in twelve months. Directed all third party contracting for a hospital network consisting of

seven acute care and two psychiatric facilities. Supervised ongoing review and negotiation of all payer contracts.

Queen of Angels Medical Center
Los Angeles, CA

1980 to 1985

Vice President, Corporate Development

Responsible for the operations of the Departments of Planning, Marketing, Public Relations, Construction Management, Ambulatory Services Development, and Technology Assessment. Developed both strategic and short-term plans. Supervised negotiation of all third-party payer contracts.

University of Southern California
Los Angeles, CA

1978 to 1980

Director, Marketing and Public Relations, Institute of Safety and Systems Management

Managed publications and their distribution for a continuing education program for graduate students in the US and in 40 foreign countries.

Encino Hospital
Encino, CA

1978 to 1979

Marketing Director

Headed physician recruitment program, conducted patient and staff satisfaction surveys, analyzed results. Developed comprehensive evidence required to document compliance with accreditation and credentialing agencies.

Beverly Hospital
Montebello, CA

1976 to 1977

Publications Manager

Developed brochures, newsletters and pamphlets to support fund development activities.

Jet Propulsion Laboratory
Pasadena, CA

1974 to 1976

Assistant Editor, Employee Publications

Conceived, researched and wrote articles for JPL's award winning magazine and weekly newsletter.