

**APPLICATION FOR SERVICE
ON RUTHERFORD COUNTY BOARD OR COMMITTEE**

NAME: Rhonda Allen

ADDRESS: 903 Hazelwood Drive

Smyrna, TN 37167

PHONE: 615.207.6826

E-MAIL: rhondapallen@gmail.com DISTRICT #11

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BOARD APPLYING FOR: Insurance Committee

NEW APPLICANT: New

REAPPOINTMENT: _____

IF REAPPOINTMENT, YEARS SERVED: _____

EXPLAIN WHY YOU WOULD LIKE TO SERVE: I want to make sound financial decisions regarding employee benefits and other insurance needs for Rutherford County while still being a responsible steward of tax dollars.

QUALIFICATIONS & EXPERIENCE: Worked twenty years as a corporate healthcare executive - see resume attached.

EDUCATION: Resume attached

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OCCUPATION: Co-owner HVAC company

EMPLOYER: Allen's Air Care, Inc.

PHONE: 615.459.2424

REFERENCES: 1. County Mayor Ernest Burgess
2. Town of Smyrna Mayor, Mary Esther Reed



SIGNATURE

6/01/15

DATE

(Please see instructions on back.)

RHONDA P. ALLEN

M: (615) 207.6826

E: rhondapallen@gmail.com

HEALTHCARE & BUSINESS EXECUTIVE

Managed Care • Sales and Marketing • Strategic Negotiations

Dynamic executive with eighteen years of experience in the healthcare industry, primary focus on marketing and managed care. Career opportunities have provided the unique experience of working on the payer and provider sides of the industry. This experience has allowed the mastery of multiple skills including: customer insight, strategic negotiation, and cultivating innovative business opportunities. An accomplished presenter, excellent communicator, and skilled negotiator whose ideal position offers creativity, flexibility and variety. Demonstrated track record of success in each position previously held.

CORE COMPETENCIES

- Customer Relationship Management
- Strategic Business Planning
- Product Development and Launch
- Productivity and Process Improvement
- Training and Staff Development
- Financial Oversight

EXECUTIVE HIGHLIGHTS

- Award for Outstanding Leadership in 2000 from Theraphysics President, Michael Burcham
- Named Field Trainer and nominated to President's Circle of Excellence three times for superior job performance during tenure at Rehability Corporation
- Recognized as Rehability's Regional and National Marketing Director of the year in 1994

CAREER PROGRESSION

ALLEN'S AIR CARE, INC. – Smyrna, TN

March 2009 – Present

Director of Operations

Responsibilities:

- Formed company with spouse in 1992; Service and installation of central heating and air conditioning units for commercial and residential customers; annual revenue exceeds \$1.5M
- Served on Corporate Board in advisory role from 1992-2009. Joined the organization full-time in 2009 – Responsible for Marketing and Sales Team (2) and office personnel (2). Manage all advertising, public relations & marketing/sales initiatives including the selection of outside vendors. Manage all business, banking and professional relationships. Monitor and direct organization in all efforts to increase profitability.

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REALTOR – Smyrna, TN
Prudential Rowland Real Estate (2003-2010)
Bob Parks Realty, LLC (2010)

March 2003 – Present

Responsibilities:

- Manage all aspects of home purchase and/or sale for current and prospective homeowners.
- Conduct market research for comparable home values
- Advise clients on marketing strategies and guide negotiations
- Achieved ABR (Accredited Buyer Representative) Designation
- Achieved multiple awards for performance during tenure at Prudential Rowland Real Estate including selection as Volunteer of the Year among 200 agents
- 2007-2009 Served as Project Manager, Leasing Agent and Owner for \$200k renovation to multi-tenant Commercial Real Estate Development

RUTHERFORD COUNTY REGIONAL PLANNING COMMISSION – Murfreesboro, TN
Commissioner

December 2005 – Present

Responsibilities:

- Advise the County on planning and zoning issues. Vote on submission requests. Served as Chairperson for two sub-committees; Budget Committee for three years; and Search Committee to hire replacement for Planning Director.

HEALTHSOUTH – Nashville, TN
Area Director of Marketing Operations

February 2002 – March 2003

Responsibilities:

- Manage and mentor 13 sales associates within an integrated service market, (22 outpatient physical therapy clinics, 2 ambulatory surgery centers, 1 diagnostic center and 1 acute care inpatient rehabilitation hospital)
- Build internal relationships across product lines and work collaboratively to maximize effectiveness of staff and financial resources
- Analyze referral data and implement strategic response to grow patient volume
- Build relationships with key physician and workers' compensation referral sources

Accomplishments/Contributions:

- Provided structure and leadership to marketing department
- Revised territory assignments in response to referral trends – created hybrid model by blending reps who cross-sell with dedicated marketing reps
- Participated on product development teams – OP Pain Clinic, Dedicated Pediatric Sleep Lab and Transitional Cardiac Rehab Unit

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BIOIMAGING – Nashville, TN
Marketing Director

October 2001 - February 2002

Responsibilities:

- Revamp all marketing initiatives for three outpatient diagnostic imaging centers. Physician, occupational sales and direct consumer advertising
- Assess market-share and evaluate opportunities for expansion via strategic alliances and unique product offerings
- Select vendors for all print advertising mediums

Accomplishments/Contributions:

- Completed competitor analysis
- Designed referral tracking log by center and in aggregate for market
- Recruited new sales associates

Independent Consultant – Smyrna, TN

August 2001 - October 2001

- Compose and format product specific marketing plan for Miller & Loughry Insurance and Services, Inc.; establish both short and long-term goals; provide for accountability and execution of plan
- Conduct market research to identify competition within PEO (Professional Employer Organization) sales sector
- Assist with profiling budgetary and staffing needs to support identified goals; professional development of existing staff

Sabbatical

April 2001 - August 2001

Theraphysics, a Beverly Company – Brentwood, TN
Vice President, Network Services

April 2000 – April 2001

Responsibilities:

- Manage staff of 13 and budget of \$1M annually (Network size: 331 Outpatient physical therapy clinics; 1690 affiliated practitioners; and 634 Skilled Nursing Facilities across 34 markets)

Accomplishments/Contributions:

- Led purchase and implementation of Vistar VIP System credentialing software (capital outlay \$75k) – improved departmental productivity and efficiency by 50%
 - Served on EB2B Committee and Information Technology Advisory Council to influence strategic direction and development of Theraphysics' web site initiative
 - Implemented mandatory professional development sessions with staff, studies included: Seven Habits of Highly Effective People, Steven Covey; 101 Ways to Conduct Business With Charm and Savvy, Ann Marie Sabath; The 21 Irrefutable Laws of Leadership, John C. Maxwell
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Director, Product Development

June 1998 – April 2000

- Expand product development to multiple markets (Nashville, Atlanta, and Philadelphia)
- Evaluate interested parties for joint venture potential; cultivate and manage j.v. relationships; form strategic alliances within the market to propel the success of the product
- Assist in high level sales presentations with Brokers, Health Plans, Employers and Business Coalitions
- Report to surgeons, j.v. partners and management on the success and profitability of the product
- Manage market research, creative, operational and planning functions of staff (5)

Senior Consultant, Product Development

March 1996 - June 1998

- Intimately involved with the design, development and implementation of a new disease management model for orthopedic procedures. Specialty carve-out product was developed in a joint venture relationship with Columbia / HCA North Texas Division on behalf of Texas Instruments – Dallas, Texas
- Managed relationships with Columbia / HCA, Texas Instruments, First Health (formerly Affordable HealthCare Compare), and Aetna United Healthcare; recruit, organize and lead Physician Advisory Panel; recruit all acute care and post acute providers associated with 90 day episode of care; manage and train support staff

Account Manager

February 1995 - March 1996

- Retained by private entrepreneurial specialty managed care organization to secure commercial contracts on behalf of outpatient physical therapy clinics (Southeastern USA)
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ADDITIONAL EXPERIENCE

Marketing Director and Managed Care Coordinator – Rehability: Nashville, TN

Senior Provider Relations Representative – Cigna Health Plan: Brentwood, TN

Health Services Assistant – Cigna Health Plan: Brentwood, TN

Member Services Assistant – Cigna Health Plan: Brentwood, TN

Assistant Business Office Manager – Nashville Health Care Center: Nashville, TN

Physician Billing Clerk – Nashville Health Care Center: Nashville, TN

EDUCATIONAL ACHIEVEMENT • PROFESSIONAL DEVELOPMENT

- Town of Smyrna, Citizen's Advisory Council for Comprehensive Plan (2007) – Smyrna, TN
 - Accredited Buyers Representative Designation (2006) – Murfreesboro, TN
 - Leadership Rutherford 1993 (Board Member '95-'97) – Murfreesboro, TN
 - Rutherford County Tourism Council, Chamber of Commerce – Murfreesboro, TN
 - Dale Carnegie Sales Course – Nashville, TN
 - Middle Tennessee State University – Murfreesboro, TN
 - Nashville State Technological Institute – Nashville, TN
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