

Application Form

Profile

Prefix Jenny First Name Hansbrough Middle Initial _____ Last Name _____ Suffix _____

jennyhansbrough@gmail.com
Email Address

115 Bedford Place Home Address Suite or Apt _____

Rockingham City VA State 22801 Postal Code

How many years have you been a resident of Harrisonburg?

22

Mobile: (540) 246-6003 Primary Phone Alternate Phone

Sentara Employer Physician Liaison Job Title

Demographics - *(Submission of this information if voluntary and will not subject you to any adverse treatment should you chose to not complete)*

Ethnicity

Caucasian/Non-Hispanic

Gender

Female

What is your age?

50+ years old

Are you reapplying for a current position you hold? *

No

Which Boards would you like to apply for?

Economic Development Advisory Committee (EDAC): On Agenda

Interests & Experiences

Jenny Hansbrough

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board or commission?

My interest in serving on this board is multifaceted. As a representative of Sentara RMH Medical Center I normally am one of the first people our new physicians, app's and leaders come in contact with when they are hired. I am their resource for all things Sentara and Harrisonburg / Rockingham county. One of the top questions during the recruitment process is "what types of businesses, restaurants, other industries are around our area." As a proud 22-year member of our community, I would like to play a part in the promotion and continued positive growth to attract and retain local workforce and encourage new and unique businesses to thrive in the Shenandoah Valley.

What other interests or concerns do you have regarding the community?

My main interest is the attraction and retention of business to Harrisonburg / Rockingham County.

What relevant experience or education do you have to this board or commission?

I am a leader with drive and entrepreneurial spirit who builds strong, dedicated client partnerships, builds credibility and establishes immediate rapport with all contacts. My history of promoting growth and market differentiation with a record of generating new business opportunities and developing lucrative partnerships would enable me to contribute to the success of the board. My experience as a relationship manager, ambassador and single point of contact with senior leaders, referring providers, practices and hospitals enables me to quickly collaborate, identify and address barriers and find solutions in any situation.

Please list any past or present community involvement e.g. City Council, Boards and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:

American Association of Physician Liaisons (AAPL) at Large Board Director; Active Member and Liaison Mentorship Program member Association for Advancing Physician and Provider Physician Recruitment (AAPPR) member RockTown Rotary member and membership committee Rockingham/ Harrisonburg Chamber of Commerce - Public Policy Committee, January 2022 and Leadership Program Graduate Greater Augusta Regional Chamber of Commerce Member United Way Loaned Executive

[Jenny_Hansbrough_Resume_2022_revised_for_board.pdf](#)

Upload a Resume

EPSAC Applicants only

Jenny Hansbrough, MS

115 Bedford Place, Harrisonburg, VA 22801 • 540-246-6003 • Jennyhansbrough@gmail.com

PROFILE

Dynamic, results-oriented professional with over 20 years of sales, marketing and recruiting/retention experience. Advanced expertise in prospecting, customer relationship management, sales cycle management, and sales-closing principles. Solid track record of increasing referrals, market share and profitability; and in establishing a lasting presence, identifying growth opportunities and initiating strong business alliances.

EXPERTISE

Industry Expert • Data Analytics • Business Development • Project Management • Contract Negotiating
C-Suite and Physician Coaching • Sales & Marketing • Client Focused • Solution & Results Oriented
C-Suite Presentations • Leadership Driven • Relationship Building
High Performing • Teamwork & Collaboration

EDUCATION

Virginia Tech, Blacksburg, Virginia • **Master's Degree in Exercise Physiology and Sports Management**, May 1995

University of Mississippi, Oxford, Mississippi • **B.A. Broadcast Journalism, Minor: English**, May 1993

WORK EXPERIENCE

Sentara RMH Medical Center - Harrisonburg, Virginia
Nonprofit, 238 bed community hospital partnered with Sentara Healthcare

Physician Liaison Specialist

October 2008 to present

- Develop long-term sustainable relationships that bring value to service lines and the health system by acting as a single resource to provide highly-responsive and consistent support services to meet the needs of targets and key entities.
- Create, maintain and manage relationships with over 350 physicians, providers and other key medical professionals in the service area to foster referral opportunities.
- Facilitate an average of 4000 physician to physician introductions, meetings and conversations per year. Drive continuous evolving relationship development between providers and hospital leadership.
- Conduct effective pre and post call planning with specific objectives, strategies and tactics identified.
- Perform detailed fact finding and analysis on identified targets with regards to program awareness, preferences, existing relationships, perceptions, patterns/habits, objections and the respective sources. Continuously follow and interpret physician referral data, patterns, and service line utilization to identify areas of potential opportunity for growth, lack of retention, impact of outreach, and actual strength of relationship versus perceived levels.
- Uncover objections and gather feedback to identify barriers for business growth including customer service deficiencies, access issues, reporting and communication breakdowns, patient experience complaints and general areas for improvement.
- Identify and relay emerging market trends and opportunities to C-Suite in a timely, structured manner. Regularly, track, report and share weekly physician activity and feedback with senior leaders allowing for implementation of more effective client service strategies.
- Acquire and utilize subject matter expertise on service line operations and familiarity with identified targets to develop and execute strategic, tailored outreach campaigns to maximize impact and relations development.
- Leverage knowledge and familiarity of referral sources and field intelligence to partner with corporate strategy.
- Lead efforts to recruit independent physician practices to join the ambulatory division of Sentara.
- Coordinate with marketing to develop and cultivate outreach initiatives and all collateral material.
- Facilitate onboarding for new providers and their families to the community. Foster collaboration with current providers/referral sources to grow business and personal relationships.
- Participate in event planning for peer networking, educational seminars and social activities.

Physician Recruiter

December 2004 to October 2008

- Solicits physician candidates for each recruitment opportunity by developing successful advertising copy, recruitment letters and strategy, targeted national mailings, telephone campaigns. Tracks regional natives as potential candidates during their medical education process.
- Performs rigorous initial screening of candidates to determine if such persons meet strict requirements for targeted positions. Presents qualified finalist candidates to medical directors.
- In coordination with the practice, arranges and orchestrates all interview itineraries of candidates and spouse/significant other including travel, lodging, meals, meetings with key administrative, medical and support staff as well as tours of the community. Responsible for “coaching” each participant in every interview regarding the parameters of the position to project a positive image and to insure success of the placement.
- Develop recruitment strategies and implement marketing and outreach plans across all primary and specialty care services.
- Assist practices in closing employment contracts. Assisted in all credentialing activities.

Corporate Accounts Manager

January 2000 to December 2004

- Responsible for sales and marketing of all clinical services targeted to the business community.

Presbyterian HealthCare / Novant Health, Charlotte, North Carolina

Clinical Exercise Physiologist for YMCA system

March 1999 to December 1999

- Responsible for all planning and implementation of Presbyterian clinical exercise programs (cardiovascular, oncology, and diabetes) and activities to service 50,000 YMCA members as well as the Charlotte community.
- Work directly with Administration, Physicians, Marketing, and patients to provide medical based programming.
- Coordinate and schedule a team of six nurses, physical therapist, dietician and an integrative medicine specialist for all Presbyterian Health Connections within the YMCA.
- Designed and implemented the “ProHealth 2000” education and exercise program to emphasize the development of community health intervention programs. Deliver educational seminars for the ProHealth Team (professional athletes) and Health and Fitness Services.
- Represent Presbyterian HealthCare in all fitness related television / print stories or information pieces.
- Provide referral, consulting and marketing services for Presbyterian Hospital and the YMCA.

NorthEast Medical Center / NorthEast Health and Fitness Institute, Huntersville, North Carolina.

Fitness Services Manager

March 1997 to March 1999

- Responsible for managing every aspect of a 40,000 Sq. ft., 60+ employee, hospital-based health and fitness facility to include fitness, personal training, aquatics, aerobics staff as well as all coordinators.
- Demonstrated experience in 1.5 million-dollar budget creation, implementation and evaluation of revenue producing programs and services. Effectively develop, implement, and promote educational programs and activities.
- Carried out the presentation and implementation of business health services to executive level Vice President’s and Chief Executive Officers of Fortune 100 companies including Philip Morris, First Union, and Electronic Data Systems.

Tower Club Athletic Center, Charlotte, North Carolina

Program / Fitness Director

May 1996 to March 1997

- Responsible for promotion and management of wellness and fitness programs. Directly responsible for all staff and their respective coordinators. Served as Interim Director

Roanoke Athletic Club / Roanoke Memorial Hospital, Roanoke, Virginia

Fitness Supervisor *July 1994 to May 1996* **Aerobics Instructor** *June 1993 to July 1994*

- Professionally managed the fitness staff, lifeguards and all aspects of fitness and aquatics.
- Responsible for the implementation of all health screenings and fitness/aerobic programs. Created and organized programs designed to increase facility use of physician-referred individuals and the non-exercising segment of hospital employees.

PROFESSIONAL AFFILIATIONS

- **American Association of Physician Liaisons (AAPL)**
At Large Board Director 2022 - present
Active Member 2008 – present
Member - Liaison Connect Mentorship Program
- **Association for Advancing Physician and Provider Physician Recruitment (AAPPR)**
Active Member 2006-present
- **Sentara Leadership Institute**
Advance Program Graduate, August 2018
- **RockTown Rotary**
Member 2021- present
Membership Committee 2021 - present
- **Rockingham/ Harrisonburg Chamber of Commerce**
Public Policy Committee, January 2022
Leadership Program Graduate, May 2002
- **Greater Augusta Regional Chamber of Commerce**
Member 2021 - present
- **United Way**
Loaned Executive Program 1995

References available upon request