

NHA | MBA | Director of Healthcare Excellence | California

PROFESSIONAL SUMMARY

Over thirty-five years' experience promoting excellent, evidence-based patient care outcomes and creating positive experiences for patients, residents, families, and staff. Work experience spans the continuum of care from critical care to long-term care including inpatient acute rehab, post-acute rehab, dementia care, assisted living, and entry fee model continuing care retirement communities. Over twenty years of CMS surveys within substantial compliance.

EDUCATION

Master of Business Administration, 1984
Wright State University
Dayton, OH

Bachelor of Science, Business Administration, 1977
The Ohio State University
Columbus, OH

LICENSURE

- Nursing Home Administrator, L.N.H.A. #6110, California

PROFESSIONAL EXPERIENCE

ADMINISTRATOR, 2022 – Present

Community Memorial Hospital-Ojai's Continuing Care Center, D/P SNF, (Ojai, CA)

Responsible for all aspects of operating this 75-bed skilled nursing facility.

INTERIM ADMINISTRATOR, 2022

Community Hospital of the Monterey Peninsula, (Monterey, CA)

Responsible for all aspects of operating the 28 bed D/P SNF B.E Smith at Westland House.

ADMINISTRATOR, 2019 – 2022

Escondido Post Acute Rehab, (Escondido, CA)

Responsible for all aspects of operating this 180-bed skilled nursing facility including census development and quality improvement.

Robert D. Zitsman



Expert Consulting Services, LLC

EXECUTIVE DIRECTOR, 2017 – 2019

Life Care Services at University Village Thousand Oaks CCRC, (Thousand Oaks, CA)

Promoted to Executive Director in December 2017. Responsible for all aspects of operating this 367-unit, life plan continuing care retirement community including oversight of OakView Health Center, a 48-bed skilled nursing facility and 49 unit assisted living facility.

ADMINISTRATOR, 2013 – 2017

Life Care Services at GlenBrook Health Center, (Carlsbad, CA)

Responsible for all aspects of operating this 94-bed skilled nursing facility and 74 unit assisted living facility (RCFE); the contracted health center for La Costa Glen, a continuing care retirement community (CCRC). Continuously maintained Medicare "5 Star" skilled nursing facility rating, without exception.

ADMINISTRATOR, 2009 – 2013

Palomar Heights Post-Acute Rehab, (Escondido, CA)

Responsible for all aspects of operating this 98-bed skilled nursing facility including census development and quality improvement. Created and implemented "Service that Sells" customer service training program. Achieved outstanding licensing and certification surveys; four annual surveys with six or less deficiencies. Improved facility's CMS Five-Star Quality Rating from an Overall Rating of 1 star to 4 stars.

INTERIM DIRECTOR, CASE MANAGEMENT & SOCIAL WORK, 2008 – 2009

Sharp Memorial Hospital, (San Diego, CA)

Responsible for discharge planning, utilization review, and social work services for Sharp Memorial Hospital; 464 bed acute care hospital and trauma center. Worked with Hospitalists and Nurse Managers to teach and implement patient flow improvement based upon Institute of Healthcare Improvement's "Key Strategies for Improving Hospital Flow".

DIRECTOR, 2007 – 2009

Cabrillo Skilled Nursing Center of Sharp Memorial Hospital, (San Diego, CA)

Facility Administrator responsible for all aspects of operating Sharp Memorial Hospital's 76 bed, distinct part skilled nursing facility at the former Sharp Cabrillo Hospital. Increased occupancy, revenue, and patient satisfaction for fiscal year ending September 30, 2008 compared to prior year as follows: occupancy from 84.7% to 91.4%; revenue per patient day from \$345 to \$391; Press Ganey patient satisfaction from 72nd to 92nd percentile.



Robert D. Zitsman



ADMINISTRATOR, 2001 – 2007

Lemon Grove Care & Rehabilitation Center, (Lemon Grove, CA)

Responsible for all aspects of operating Lemon Grove's 158 bed skilled nursing facility with an operating budget exceeding \$8 million and over 130 FTE's. Improved facility performance from an annual pre-tax loss of \$200,000 to a profit more than \$500,000.

PRE-OPENING COMMUNITY MANAGER, 2000 – 2001

Belmont Village Sabre Springs, (San Diego, CA)

Assisted with pre-opening leasing and special events, staff recruitment, and licensing for a Belmont Village Sabre Springs' 165-unit residential care community.

EXECUTIVE ADMINISTRATOR, 1999 – 2000

Alvarado Convalescent & Rehabilitation Hospital and San Diego Rehabilitation Institute, (San Diego, CA)

ADMINISTRATOR, 1995 – 1999

Brighton Place Spring Valley SNF, (Spring Valley, CA)

HEALTH SERVICE DIRECTOR, CARDIOVASCULAR SERVICES, 1993 – 1994

DIRECTOR OF REHABILITATION SERVICES, 1989 – 1993

Sharp Grossmont Hospital, (La Mesa, CA)

ACHEIVEMENTS

- Maintained regulatory compliance for over two decades.
- Implemented multiple successful customer service programs.
- Led initiatives for patient flow improvement.
- Improved multiple facility ratings significantly.
- Increased occupancy and revenue in multiple roles.

References & Case Work Available Upon Request



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