

# JENNIFER L. ELLIS, PT, DPT, PHD, GCS

Indianapolis, IN  
jenniferlellis7@gmail.com

317.408.2752

[linkedin.com/in/jenniferlellis7](https://www.linkedin.com/in/jenniferlellis7)

## SENIOR HEALTHCARE INNOVATION LEADER

Corporate healthcare innovator who initiates and guides transformation that catalyzes revenue and value. Led interdisciplinary teams that resulted in 121% increase and expansion in service line that accounted for 156% increase in revenue and 54% of a large, publicly traded healthcare company's gross profit.

Strategic thinker who leverages meta-leadership among colleagues/communities to collaboratively anticipate and address complex challenges. Translated evidence and mega analysis to design and implement care delivery frameworks/models that improved resource stewardship by over 38%.

Systematized an evidence-based documentation formula decreasing workflow redundancies by over 58%.

Growth Catalyst  
Strategic Planning  
Results Oriented  
Data Analysis

Innovator  
Systems Transformation  
Partnerships  
Thought Leadership

Collaborative Leader  
Clinical Operational Analysis  
Problem-Solving  
Project Management

## PROFESSIONAL EXPERIENCE

### Vice President, Research and Business Development

2017-Present

**Kindred at Home**, Atlanta, GA

Report to Chief Innovation Officer. Lead 5-member team responsible for clinical design of cohort care-delivery models, translation of cutting-edge evidence to disease-specific best-practices and program implementation.

- Translate data analysis to innovative solutions that improve care delivery efficiency and effectiveness, optimize outcomes and fuel organizational growth.
- Design and field-test industry-leading care delivery framework, clinical decision-making model that improved resource stewardship by 38%.
- Formulate and codify intervention formulas that improved defensible documentation and streamlined workflow inputs by 28%.
- Coordination and re-vamp of disease-specific specialty program that increased expansion from 46% to 80% at 354 locations within 7 months at 44% cost savings.
- Collaborating with independent university partners to publish and present findings and share industry thought leadership in 3 scientific journals and 1 international / 3 national professional associations and submitted R01, R61/R33 grant applications for pragmatic Randomized Controlled Trials.

### Associate Vice President, Research and Business Development, 2015 – 2016

2006-2016

**Gentiva Health Services**, Atlanta, GA

Responsible for growth-catalyst product innovation, program design, development implementation.

- Guided condition-specific, specialized intervention programs in 280 offices across 38 states.
- Designed and implemented structured progressive therapy interventions resulting in 72% improved patient adherence, statistically significant outcomes and 38% savings in clinician administration time.
- Partnered with national accounts team to effectively communicate industry-leading outcomes that contributed to a 22% increase in signed contracts.
- Collaborated with independent university partners to publish and present findings in 2 scientific journals and 1 international / 2 national associations.

**Gentiva Cont.****AVP, Division Clinical Practice, Research and Education, 2011-2014**

- Interfaced across divisional departments to strategize implementation of best-practice solutions using insights gained from analysis of key performance metrics, including administrative, clinical, operational, business, learning management, marketing and sales.
- Translated evidence-based documentation methodologies to re-engineer a multi-discipline, electronic documentation system that streamlined workflow redundancies by 58%.
- Standardized division-wide therapy best practices that resulted in industry-leading patient outcomes and publications and presentations in 4 scientific journals and 2 international / 6 national associations.

**Senior National Director, Neurologic Specialties, 2008-2011**

- Led interdisciplinary team, collaborated with clinical operations, compliance and legal, national contracts, marketing and sales to optimize clinical product implementation and branding.
- Led product innovations that contributed to 121% service line increase and expansion that accounted for 156% revenue increase.
- Collaborated with marketing, sales and national accounts to catalyze growth, constituting 54% of a large, publicly traded healthcare company's gross profit.

**Clinical/Operations Consultant****2006-2008****Independent Consultant, Indianapolis, IN**

Consulted across care delivery spectrum including inpatient acute, subacute rehab, skilled nursing and outpatient therapy.

- Consultation to optimize accurate identification of patient health/function needs that impacted performance metrics such as RUG levels, functional outcomes and consumer satisfaction.
- Systems design, data extraction and analysis to inform proactive budgeting and positively reinforce incremental progress toward key metric targets.
- Developed and implemented niche market, vestibular rehabilitation service-line that increased the skilled nursing, outpatient, rehabilitation community referral-base over 85% in under 6 months.

**President, Co-owner****1998-2006****Balance Institute of Indiana, Indianapolis, IN**

Co-founded a first-of-its-kind, private-owned, multi-disciplinary vestibular rehabilitation and balance retraining outpatient clinic in Midwest. Accountable for financial, clinical, operational, regulatory results.

- Grew a specialized neurologic and vestibular rehabilitation service line, achieving \$1.6 M gross revenue within 10 months from inception.
- Developed and spear-headed service line expansions that increased gross revenue over \$5.2 M in 2 years.
- Repeatedly negotiated favorable contract terms with third-party payers, contributing to 22% year-over-year increase in the referral base of local, state and nationally recognized referral sources.

**PRESENTATIONS & PUBLICATIONS**

Presented to multiple professional associations, industry groups and universities, including the World Physical Therapy Association; American Physical Therapy Association; Alabama and Florida Assisted Living Associations; American Speech and Hearing Association; Alzheimer's Association; Multi-conference on Systemics, Cybernetics and Informatics (DeMset); International Conference on Gait/Mental Function; Indiana University, School of Health and Human Services, School of Nursing and Physician Assistant Program; University of Illinois and the University of Indianapolis.

Published multiple peer-reviewed articles in industry-leading periodicals and scientific journals, including *Home Healthcare Management & Practice*; *Home Healthcare Now*; *Journal of Rehabilitation Research & Development*; *Journal of Stroke and Cerebrovascular Disease*; *Journal of Nursing Scholarship*; *Journal of Geriatric Physical Therapy*.

**EDUCATION**

Doctor of Philosophy, School of Health and Human Services, School of Nursing, School of Public Health, Golden Key International Honor Society, **Indiana University, 2016**

Post-Professional DPT, Alpha Eta Honor Society, **Des Moines University, 2011**

Master of Science, Physical Therapy, and Bachelor of Science, Psychology and Biology, **University of Indianapolis**

**LICENSURE & MEMBERSHIPS**

Indiana, 05004851A, July 2020

California, 29678, Sept. 2020

Geriatric Clinical Specialist, Current

Certified by the American Board of Physical Therapy Specialties

American Physical Therapy Association

Section Member: Geriatrics, Neurology, Current

American Physical Therapy Association

Vestibular Rehabilitation

Validated by University of Miami, Emory University

Endorsed by the American Physical Therapy Association