

# Janet L. Klooster, MA, MBA

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## **Personal**

- ◆ Physical Health: Very Good
- ◆ Marital Status: Single
- ◆ Interests: Water-skiing, Cross-country Skiing, Reading, Culinary Arts, Music, etc.

## **Education**

- ◆ California State University San Bernardino, California 1984 -1987, MBA with Concentration in Marketing
- ◆ Andrews University Berrien Springs, Michigan 1983-1984, Postgraduate Study
- ◆ Andrews University Berrien Springs, Michigan 1980-1981, MA in Educational Administration
- ◆ Loma Linda University Loma Linda, California 1977-1979, BS in Dental Hygiene
- ◆ Andrews University Berrien Springs, Michigan 1975-1977, Pre-Dental Hygiene

## **Professional Objective**

Seeking a contracted service arrangement with management having an emphasis in strategic marketing and business planning, referral and business development strategies, customer service and retention programs, wellness and disease management in health care, imaging/branding, and/or staff training in any of these areas.

## **Professional Experience**

*Marketing Strategies Unlimited, Inc. (See website at [www.strategiesunlimited.com](http://www.strategiesunlimited.com))*  
*Orlando / Sanford, Florida*

November 1998 to Present: President  
Marketing Strategies Unlimited, Inc., Orlando / Sanford, Florida

- ◆ Direct responsibility for business/referral development, administration, and revenue enhancement for company.
- ◆ Started, developed, and grew all aspects of business for company since 1998 to obtain client base to fourteen states.
- ◆ Expanded services within company to include the advanced technology of WebCasting to meet client needs.
- ◆ Assisted clients on various contracts throughout the United States with individualized approaches in:
  - Strategic Marketing and Business Planning
  - Referral and Business Development Strategies
  - Customer Service and Retention Programs
  - Staff Training in Customer Service, Marketing, Referral Development, and Image and Branding
  - WebCasting, a server-housed streamed video production complemented with PowerPoint via the Internet
  - Direct mail opportunities through a full-service, in-house production direct mail advertising company called Marketing By Innovation (MBI), a nationally recognized direct mail advertising company

Adventist Health System Sunbelt/Florida Hospital  
Orlando, Florida

October 1995 to October 1998: Director of Marketing & Patient Relations  
Florida Physicians Medical Group, Winter Park, Florida

- ◆ Direct responsibility for business/referral development and revenue enhancement for the multiple physician practices within the six county service area of the MSO (110 providers).
- ◆ Increased new patient business throughout FPMG by 80% within three years by shifting the strategy from a public relations/advertising strategy to a managed care/marketing/customer relations strategy to drive revenue and patient volume.
- ◆ Increased the Gallup patient satisfaction physician mean rating score of 3.59 to 3.64 and established an overall patient satisfaction rating of 97% from 95% through customer service education/emphasis.
- ◆ Coordination and monitoring of the FPMG marketing planning, budgeting, media/advertising, referral development, customer relations, patient relations, forms management, and naming strategy for system.
- ◆ Established marketing systems within FPMG to expedite effective marketing services.
- ◆ Implementation of referral tracking, referral communications, patient satisfaction surveys, patient relations, customer retention, public relations, special events, health fairs, and strategic marketing planning for the multiple physician practices.
- ◆ Coordination and completion of all market research, focus groups, demographic studies, and business plans.
- ◆ Received the Florida Hospital Sales Team Recognition for Outstanding Leadership in Team Building.
- ◆ Received the Florida Hospital Sales Team Recognition for Outstanding Sales Achievement.
- ◆ Designated administrative duties as specified through Senior Management expectations.

Universal Health Services, Inc.  
King of Prussia, Pennsylvania

October 1994 to September 1995: Director of Marketing  
La Amistad Residential Treatment Center, Maitland, Florida

- ◆ Direct responsibility in monitoring the planning, budgeting, referral development, media/advertising, market research, managed care, intake and admission process, customer relations, special events, and public relations for the RTC.
- ◆ Coordination and completion of all managed care contracting for the RTC.
- ◆ Participation and coordination in physician/physician group recruitment through referral development strategic plan.
- ◆ Development of referral forecasts, specific target market expansions, and designated product lines for the RTC.
- ◆ Established systems within the RTC to guarantee referral satisfaction, which increased regional referrals/admissions significantly.
- ◆ Designated corporate and administrative duties as specified through Senior Management expectations.

The Mediplex Group, Inc., Behavioral Health Services  
Wellesley, Massachusetts

November 1992 to October 1994: Director of Marketing  
Savannas Hospital, Port St. Lucie, Florida

- ◆ Direct responsibility in monitoring the planning, budgeting, referral development, media/advertising, market research, managed care, intake and admission process, switchboard, customer relations, special events, and public relations for the Hospital, three Partial Hospitalization Programs, and five Outpatient Centers.
- ◆ Coordination and completion of all managed care contracting for Savannas Hospital's full matrix of care.
- ◆ Participation and coordination in physician/physician group recruitment through referral development and managed care strategic plan.
- ◆ Development of referral forecasts, specific target market expansions, and designated product lines for the system.

- ◆ Creation and completion of affiliation with the Suzanne Somers Institute in Palm Springs, California, to help interrupt the generational cycle of addiction on the family.
- ◆ Established systems within the Hospital to guarantee referral satisfaction, which increased community admissions significantly.
- ◆ Designated corporate and administrative duties as specified through Senior Management expectations.

National Medical Enterprises, Inc., Psychiatric Division

*Santa Monica, California*

October 1991 to October 1992: Director of Marketing  
Pine Grove Hospital, Canoga Park, California

October 1990 to September 1991: Director of Marketing  
Canyon Springs Hospital, Cathedral City, California

- ◆ Direct responsibility in monitoring the planning, budgeting, referral development, media/advertising, market research, intake and admission process, switchboard, customer relations, special events, and public relations for the Hospital and Resource Centers.
- ◆ Participation and coordination in physician/physician group recruitment through referral development and managed care strategic plan.
- ◆ Development of referral forecasts, specific target market expansions, and designated product lines for the Hospital and Resource Centers.
- ◆ Creation and completion of affiliation with the Suzanne Somers Institute in Palm Springs, California, to help interrupt the generational cycle of addiction on the family.
- ◆ Active presenter in Speaker's Bureau for stress management and in-house staff educator for Intake and Marketing aspects.
- ◆ Designated corporate and administrative duties as specified through Senior Management expectations.

Charter Medical Corporation

*Macon, Georgia*

October 1989 to September 1990: Director of Marketing/Group Marketing Director  
Charter By The Sea Hospital, St. Simons Island, Georgia

March 1989 to October 1989: Assistant Director of Marketing  
Charter Hospital of Mobile, Mobile, Alabama

- ◆ Direct responsibility in monitoring the planning, budgeting, referral development, media/advertising, market research, special events, and public relations for the Hospital and five Counseling Centers.
- ◆ Monitoring of all marketing activities for Charter Health Center, Charter Hospital of Jacksonville, and Charter Hospital of Savannah.
- ◆ Managing and evaluating the areas of Needs Assessment and Referral, Sales, Referral Communications, Switchboard, Security, Assistant Marketing Director training program, and designated Senior Management duties.
- ◆ Planning, development, compilation, and evaluation of all market research.
- ◆ Direct exposure with ad agencies, free lance artists, and media in creation of new marketing ads, brochures, and specialty items.

New Medico Head Injury System

*Newton, Massachusetts*

May 1988 to February 1989: Community and Professional Liaison  
New Medico Rehabilitation Program at Riverside Medical  
Center, Kankakee, Illinois

- ◆ Development, coordination, management, and evaluation of all marketing activities within the facility.

