

Mark E. Bush

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EDUCATION

Doctorate in Healthcare Administration **2011 – 2015**

Central Michigan University, Mt. Pleasant, Michigan
Doctoral Dissertation: *Defining Nursing Home Markets from a Consumer Perspective: The Effect of Proximity between Facility and Primary Residences of Nursing Home Resident and their Primary Contact, based on Zip Code Data*

Master in Business Administration **1985 – 1986**

DePaul University, Chicago, Illinois
Major in Accounting

Bachelor of Science in Business Administration **1979 – 1982**

Central Michigan University, Mt. Pleasant, Michigan
Major in Production and Operations Management

ACADEMIC EXPERIENCE

VISITNG LECTURER & PROGRAM DIRECTOR, Health Services Administration

University of Central Florida, Orlando FL **August, 2016 – present**

- Responsible for overseeing the Health Services Administration (HSA) bachelor's degree program, including, faculty supervision, course scheduling, handling student issues, mentoring, marketing, data analysis, and institutional effectiveness. The program has enrollment of over 1500 students in the major and minor for Spring 2017 term.
- Responsible for instruction in the undergraduate Health Services Administration program.
- Review and collaborate with other faculty to enhance the curriculum and course outcomes.
- Successfully completed an external program review in January of 2017 for UCF HSA program.
- Collaborated with the College of Nursing to develop a path for pre-nursing students to obtain a HSA degree and then pursue Nursing as a second bachelor's degree program at UCF.
- Collaborate with the program directors of the graduate HIM and HSA degrees to recruit students to the current UCF programs.
- Collaborate with Rosen College of Hospitality to create new degree program for UCF.
- A member of the COPHA undergraduate curriculum committee.
- A member of the COPHA safety committee.
- Developed external relationships with employers for future internships.
- Recruited a national speaker for the 13th Annual Health Care Symposium.
- Guest lecturer for Evans High School.
- Worked collaboratively with other Downtown UCF departments to identify and plan a community project for students and faculty for the future new campus.
- Successfully completed ADL 5000 and IDL 6543 in 2016
- Successfully completed Active Learning and Metacognition CIP in fall of 2016

PROFESSOR & GRADUATE CHAIR, Health Services Administration

Keiser University, Fort Lauderdale, FL

August, 2015 – August 2016

- Facilitated several courses at the undergraduate and graduate level, in face-to-face classrooms, as well as online and blended formats.
- Responsible for staffing and monitoring the performance of faculty teaching in the masters and doctoral courses serving Health Services Administration students.
- Established outreach program to engage members of the healthcare community to provide internship and career opportunities for students, as well as to serve on the advisory board and ensure that our programs are relevant and meet current needs.
- Leading the assessment effort of the Doctorate in Health Science for ACBSP and SACS accreditation.
- Collaborated with marketing and admissions professionals to develop communication tools and implement marketing efforts to prospective students.
- Coordinated doctoral residency program for all doctoral students in the DBA and DHSc programs.
- Engaging community members in healthcare services roles to serve on the doctoral advisory board for DHSc program.

ADJUNCT PROFESSOR, Masters of Science in Administration

Central Michigan University, Mt. Pleasant, MI

January, 2016 – June 2017

- Facilitated learning of Finance and Accounting courses for online students.
- Engaged in faculty development workshops to enhance online teaching processes.
- Successfully completed intensive online teaching certification course in Fall, 2015.

ADJUNCT PROFESSOR, DeVos Graduate School of Management MBA program

Northwood University, West Palm Beach, FL

August, 2011 – June 2015

- Facilitated learning in this highly interactive, discussion-based classroom, including domestic and international students from 18 different countries.
- Proficient in Blackboard platform for course management.
- Assigned to teach 13 graduate-level courses in Accounting, Finance, Corporate Strategy, and Integration.
- Role of Chairman of the Board for Managerial and Leadership Simulation course.
- Assignments include West Palm Beach, Switzerland and Michigan Campuses.
- Completed ETOM certification to teach in online graduate courses.

ADJUNCT PROFESSOR, Accelerated Online MBA program

Marylhurst University (Marylhurst, Oregon)

March, 2011 – May 2017

- Assigned to teach multiple graduate-level accounting, finance, and health service administration courses online.
- Proficient in Moodle course management platform, as well as Aplia.
- Beta-group for university transition from Moodle to Canvas course management platform.
- Successfully completed in-house training and certification process to teach online.
- Designed several online learning activities to enhance accounting and finance acumen.
- Participated in the design of MBA in Healthcare Management curriculum.

PROFESSIONAL EXPERIENCE

PRESIDENT AND CHIEF EXECUTIVE OFFICER

Northwest Florida Community Hospital

December, 2013 – April, 2015

- Responsible for the operations of a 59-bed hospital with 250 employees, which includes a 34-bed skilled nursing facility. This role includes budgeting, cash flow management, capital project management, physician relations, raising capital for project development, managing restricted funds and business development.
- Successfully developed new outpatient business in orthopedics, cardiology and ENT.
- Recruited 10 specialists to serve in outpatient clinics.
- Enhanced relationship with skilled nursing facilities to provide laboratory services for their residents in a three-county area.
- Enhanced the clinical affiliation with Gulf Coast Regional Medical Center to provide enhanced specialty care to community.
- Developed clinical provider agreement with the local health department to provide hospital care for their patients.

PRESIDENT AND CHIEF EXECUTIVE OFFICER

MidMichigan Medical Center Gratiot

January, 2008 – August, 2011

- Responsible for the operations of a 140-bed hospital with 850 employees.
- Successfully developed new outpatient business activities in diagnostic imaging, including expansion of facilities and the addition of new modalities.
- Managed design and implementation of a new 165,000 square foot in-patient facility, and the renovation of the existing facility for outpatient services.
- Successfully recruited twenty new healthcare providers, with over 80 percent retention.
- Expanded ancillary services to increase overall market share and service levels.
- Enhanced the external fund raising for capital expenditures during the expansion of the facility.
- Concurrent with operational role at the medical center in Gratiot, responsible for the overall operations of ten renal dialysis facilities within the health care system. This includes over 500 patients with over 30,000 treatments in dialysis in 162 stations. In total, there approximately 195 employees working in these ten facilities.

EXECUTIVE VICE PRESIDENT

MidMichigan Medical Center Gladwin

June, 1993 – December, 2007

- Responsible for the operations of a 25-bed critical access hospital with 265 employees.
- Successfully developed new outpatient business in rehabilitation services as well as diagnostic imaging, including expansion of facilities.
- Managed construction projects for three major expansions, including an outpatient and emergency room addition, an outpatient rehabilitation services facility, and a new operating room and MRI facility. Project management activities involved design, process redesign, construction and budgeting.
- Led the effort to convert the hospital from an acute-care facility to a critical-access facility in 2005. This resulted in a dramatic improvement in profitability, as well as a positive impact on the services provided to Gladwin and its surrounding communities.
- Successfully recruited eight new physicians to the Gladwin campus. Retention rate for primary care physicians is over 80 percent.
- Concurrent with operational role at the medical center in Gladwin, responsible for the overall operations of two long-term-care facilities within the health care system. This includes Stratford

Village, an 80-bed nursing facility in Midland, serving Medicare, Medicaid, and private-pay residents, as well as a 20-bed assisted-living unit of care. The long-term-care facility at Gladwin Pines includes 120 beds for Medicare, Medicaid, and private-pay residents. In total, there are 290 employees serving both facilities.

CHIEF FINANCIAL OFFICER

MidMichigan Medical Center Gladwin
Gladwin Pines and Stratford Village Nursing Homes

June, 1989 – December, 2007

- Performed all responsibilities of the CFO for Gladwin hospital as well as Gladwin Pines Nursing Home since 1989, with the added CFO responsibility for Stratford Village Nursing Home in 1998.
- During this time, the automated processes improved from 8 to 4 days to complete the monthly closing process.
- Operating margin for fiscal year ending June 30, 2007 was over 6%. Days cash on hand was 288 days, with gross accounts receivable of 56 days (net 17 days).

SCHOLARLY PRESENTATIONS & PUBLICATIONS

Bush, M., Williams, G, Granoff, M. and Djokic, B. (2018). Understanding the change between Inpatient charges and payments in Florida Hospitals from Medicare. *Journal of Strategic and International Studies*,13(2), 45-52.

Bush, M., Williams, G, Granoff, M. and Djokic, B. (2017). Nursing home markets influenced by primary contact to the resident. *Journal of Strategic and International Studies*,12(4), 46-52.

Bush, M., Williams, G, Bush, C. & Djokic, B. (2016). The impact of residents' primary contact location in determining the nursing home market. *Journal of Strategic and International Studies*,11(2), 50-58.

Bush, M., Williams, G, Bush, C. & Djokic, B. (2016). Distance, an important variable in nursing home selection for primary contact in Kentucky market. *International Journal of Strategic Management*,16(2), 65-70.

Bush, M., Williams, G, Granoff, M. and Djokic, B. (2017). Nursing home markets influenced by primary contact to the resident. *Journal of Strategic and International Studies*,12(1), 39-45.

Bush, M., & Williams, G. (2016). The Impact of Residents' primary contact location in determining the nursing home market. Presentation at International Multidisciplinary Academic Conference. Cocoa Beach, Florida.

Bush, M., & Williams, G. (2017). Nursing home markets influenced by primary contact to the resident. Presentation at International Multidisciplinary Academic Conference. Key West, Florida.

Bush, M. (2016). Understanding the return on investment of an engagement program. Presentation for the Human Resources of Palm Beach County (HRPBC) Annual Conference and Expo in West Palm Beach, Florida.

Bush, M. (2016). Healthcare trends in employee wellness. Presentation for the Florida West Coast Employee Benefits Council Monthly Meeting in Tampa, Florida.

PROFESSIONAL & COMMUNITY AFFILIATIONS

Healthcare Financial Management Association; 1987 – present

- Past board member of Great Lakes Chapter
- Program director of Great Lakes Chapter

American College of Healthcare Executives; 2005 – present

Greater Orlando Area American College of Health Care Executive Chapter; 2016 – present

Palm Beach County Rotary International Club – Feed Palm Beach County committee 2015 - 2016

Palm Beach County Chamber Health Leadership group; 2015-2016

Palm Beach County Chamber Hispanic Health Care Leadership group; 2015-2016