

BONNIE BIZZELL

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CORE COMPETENCIES

Operations

Program Development

Project & Program
Management

Change Management

Continuous Improvement

Performance KPIs

Lean & 5S Principles

Resource & Workflow
Planning

Vendor Management

Leadership

Strategic Planning

High-Impact Communications

Cross-Enterprise Alignment

Critical Thinking

Creative Problem Solving

Training & Development

Workplace Culture

Relationship Management

Executive Relations &
Influence

Community Outreach

Coalition Building

Partnership Development

Client Management

Business Development

Data Capture & Analysis

Brand Awareness & Marketing

Public Relations

Leverages an MBA, MEd, and 15+ years of practical experience to develop, articulate, and execute strategies that align enterprise and programmatic needs. Balances qualitative and quantitative outcomes to fully understand cause and effect. C-level influencer and liaison who builds partnerships on a global scale and the tools to support them. Empowers stakeholders at every level for sustainable success.

PROFESSIONAL EXPERIENCE

HONORING CHOICES PACIFIC NORTHWEST (HCPNW), Seattle, WA – This award-winning joint initiative of the Washington State Hospital Association and the Washington State Medical Association was also commended by Respecting Choices in 2018 for its statewide advocacy of advance care planning (ACP) and person-centered care.

Assistant Director (Community), 02/2021 to 11/2021 – Adapted and grew HCPNW to meet the changing needs of healthcare and regional communities.

Program Manager, 05/2016 to 02/2021 – Frequently served in a director-level capacity in the absence of formal leadership.

Interactive Brand Marketing & Thought Leadership

- Elevated HCPNW brand, voice, and reputation with a campaign of content marketing, thought leadership, media relations, social media, and relationship building
- Represented HCPNW at national panels, community events, presentations, and as a media spokesperson
- More than doubled the number of global Twitter and Facebook followers
- Capitalized on content expertise to secure \$5M in donations in two years

Community Partnerships

- Recruited and developed a portfolio of program partners, advising on client operations and solution design using high-touch client management
- Leveraged and adapted partner experience to diversify and expand HCPNW programming for community outreach and engagement
- Formed and fortified a support coalition of individuals, collectives, influencers, and government agencies
- Facilitated and supported partner and coalition members' problem-solving, networking, and continuous improvement initiatives

Operations

- Drove development of new market-specific products, materials, curricula, and tools
- Shifted the paradigm around challenging discussions through innovative programming and messaging, culminating in a series of multi-level National Healthcare Decisions Day virtual festivities
- Initiated and elevated discussion around inclusivity and equity, including a conference for industry and community partners, allies, and advocates

EVIDENCE-BASED THOUGHT LEADERSHIP

CERTAIN, Seattle, WA **Chair, Patient Advisory Group Member, Executive Committee , 12/2014 to 12/2021**

As paid Chair of the Patient Advisory Group, provide strategic direction, guidance, and advocacy for *Comparison of the Outcomes of Antibiotic Drugs & Appendectomy (CODA)*.

A five-year \$12.9M clinical trial funded by PCORI, CODA transformed appendicitis treatment in the US to include antibiotics without surgery:

- ✓ Facilitate adjustments to key research questions and metrics by advocating for patient needs and concerns to remain central to the study
- ✓ Ensure transparency in communicating health risks and patient impact
- ✓ Co- or collaboratively author peer-reviewed papers and represented outcomes in media

Patient Factors Associated With Appendectomy Within 30 Days of Initiating Antibiotic Treatment for Appendicitis *JAMA Surgery*, 01/22

Antibiotics Treat Appendicitis: No Surgery Needed! *Ivanhoe News*, 03/21

A Randomized Trial Comparing Antibiotics With Appendectomy for Appendicitis. *New England Journal of Medicine*, 11/20

PROFESSIONAL EXPERIENCE cont.

PEARSON, Auburn, WA, Kent, WA, and San Juan, PR

Site Manager, 02/2003 to 05/2016 – In an expansive role that frequently required executive-level oversight and decision-making, managed operations, programming, and cross-functional teams for three geographically diverse educational assessment centers.

- Oversaw finance, budgeting, policy development and implementation, workplace culture, staffing, training, and annual professional development for local employees
- Managed and motivated up to 15 direct reports and annual, globally distributed teams of 300+ employees, with a cumulative workforce of 4,000+ over 13-year tenure
- Realized cost savings of \$17K in 2014 through strategic vendor sourcing
- Applied Lean, 5S principles, and continuous improvement initiatives to pass two site audits with noted positive practices
- Created a new KPI system to track employee performance throughout the temp-worker season, which ensured more lucrative placements
- Advised human resources teams on performance management, led employee engagement initiatives, and collaboratively produced a workplace motivation program
- Fostered an environment in which temporary workers were valued; mentored women into leadership positions
- Achieved 90%+ agree/strongly agree ratings that customer service objectives were met

COMMUNITY LEADERSHIP

HEALTHADVOCATEX, Seattle WA

Treasurer, Board of Directors, 03/2020 to Present – a national non-profit promoting health advocacy so individuals get the care they want

FOUNDATION FOR HEALTHCARE QUALITY SEATTLE – Communication & Resolution Program Panel Member, 09/2013 to Present – a neutral group of patient safety experts and advocates to review responses to adverse events

UNIVERSITY OF WASHINGTON MEDICAL CENTER – Inpatient Patient & Family Advisory Council

Family Advocate, 02/2007 to 12/2018 – a forum for the patient and family's voices to be heard and understood

EDUCATION

SEATTLE PACIFIC UNIVERSITY, Seattle WA

Master of Education (MEd) in Educational Leadership

UNIVERSITY OF WASHINGTON, Tacoma, WA

Master of Business Administration (MBA)

THE UNIVERSITY OF TEXAS, Austin TX

Bachelor of Arts (BA) in English

Bachelor of Fine Arts (BFA) in Theatre Studies