

Charles G. Matthews

Leader, Team Player, Brain Stormer, Multi-Tasker, Producer, Visionary, Committed, Happy

Experience

01/2014– Present Lifepoint Hospitals Nashville, TN

Director of Physician Services, Two Locations As Sited Below

03/2015– Present Logan Regional Medical Center Logan, WV

Director of Physician Services

- Oversee all aspects of practice management, including billing & collections, with a staff of 20 providers and 73 support staff in 7 primary care and 11 specialty practices, along with a regional billing, coding, and accounting office that services the LRMC multi-county service area of southwestern West Virginia and northeastern Kentucky.
- Coordinate the preparation of the annual Practice Management operational and capital budgets
- Manage and evaluate of the allocation of funds and expenses, and provide monthly and annual statistical data, interpretation and variance reporting with timely immediate corrective action plans to the CEO & CFO.
- Coordinating onboarding of new providers along with smooth exiting of termed providers and staff.
- Active visitation to each office multiple times during the week to assist Market & Office Managers along with staff as needed
- Monthly financial meetings with Physicians to discuss office performance, office concerns, and potential product line and market growth.
- Daily operations huddle with Managers.
- Physician Liaison for the hospital to many local physicians as dictated by Growth Team needs and strategy.
- Development of marketing strategies, implementing materials, and managing marketing campaigns for all employed providers.
- Adjusting staffing when problem areas are identified through realignment and replacement all while maintaining high employee relations.

01/2014– 03/2015 Putnam Community Medical Center Palatka,FL

Director of Physician Services

- Oversaw all aspects of practice management, including billing & collections, as the only Lifepoint facility in Florida with a staff of 7 providers and 18 support staff in four specialty practices and a central billing office.
- Actively called on local primary care and specialty physicians to help increase referral volume to all employed physician practices.
- Reduced overall expenses while improving EBITDA by approximately 200%.
- Successfully on boarded new providers along with smooth exiting of termed providers and staff.
- Physician Liaison for the hospital to many local physicians as dictated by Growth Team needs and strategy.
- Development of marketing strategies, implementing materials, and managing marketing campaigns for all employed providers.
- Assisted the hospital Business Development Director with hospital related marketing strategies, campaigns, and events.
- Managed the hospital and all employed practice web sites and newsletters.
- Hospital representative at many market wide outreach and social events.
- Maintained high employee relations and retention after proper staff adjustments were made.

2011 – 2014 Magnolia Dunes, LLC. Palatka, FL

Director of Marketing, Public Relations, and New Business Development

- I worked in an executive level position overseeing all business development, multimedia, marketing, and public relation needs for nine companies under the Magnolia Dunes umbrella with a total employment exceeding 120 staff. Duties included press releases, public inquiries, contract reviews and negotiations, social media management, product research, advertising buys, public speaking, civic representation, financial donations, corporate sponsorships, corporate relations entertainment, business development, staff relations, and many other duties as assigned.

2006 – 2011 Creek Media Group, Inc. Palatka, FL

Owner / Lead Communicator

- Full service multimedia, marketing, & business development company providing services as needed for over 250 established contracted clients.
- Worked hand in hand with clients from very diverse corporate, healthcare, and government backgrounds.
- Won state and local awards and recognitions for various projects.
- Also owned and operated a full service music store for 2 years under the CMG umbrella.
- Maintained high employee relations and retention.

2000 - 2006 Putnam County School District Palatka, FL

Math Teacher

- Taught math in 7th, 8th & 9th grades to approximately 120 students each year.

Education

1999 graduate of Florida State University, Tallahassee, FL
B.A., Marketing

Personal

- Born August 2, 1977 in Palatka, FL
- Married to Holli (2005), 2 daughters (Rylee - 6 & Baylee - 4)

Work Skills

- Adobe Creative Suite
 - Photoshop - Expert
 - Premiere – Expert
 - EnCore - Expert
 - InDesign - Expert
 - Illustrator - Intermediate
 - Audition - Expert
- Website design & marketing - Expert
- Promotional product development - Expert
- Video production & DVD authoring - Expert
- Radio programming, editing, and development – Expert
- Social networking & email marketing – Expert
- Large event planning & implementation - Expert
- Microsoft Office Professional - Expert
- Audio visual design, integration, & training - Expert
- Strong customer relations skills
- Strong verbal communicator & presenter
- Strong multi-tasker
- Strong time-management skills
- Excels under time, work, and social pressures
- Very comfortable speaking in front of large groups of people
- Very comfortable in front of television cameras and dealing with media outlets