

## MARTHA R. STABELFELDT, MHSA

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### CLIENT SERVICES - ACCOUNT MANAGEMENT

#### Client Relations | Performance Management | Continuous Improvement | Profitability

Professional dedicated to creating a customer-centric culture by empowering employees, increasing efficiencies, driving customer loyalty and ensuring profitability. Offering a proven track record of delivering operational excellence and client satisfaction while managing multiple programs and projects.

**Operational Controls:** Established policies, processes and procedures to increase and maintain profit margins and increase efficiencies. Designed performance improvement tools and processes adopted organization wide.

**Compliance and Risk Mitigation:** Collaborated with internal and external clients ensuring day-to-day operations met current and changing regulatory requirements. Partnered with leadership and auditors to create processes that ensured compliance and audit results.

**Project Management:** Ensured all projects were managed effectively and efficiently and communicated across functions to achieve buy in and ownership of processes and outcomes.

**Leadership and Talent Development:** Talent acquisition and training skills used to support succession plan. Motivational style propelled performance, engaged employees and sustained accelerated growth.

### PROFESSIONAL EXPERIENCE

**ADVISORYCLOUD**, Gilbert, AZ

**3-2019 – Present**

**Independent Consultant**, 3-2019 – Present

Working with business owners and leadership to ensure process and planning sustainability for business growth. Operations management, process improvement, compliance, business development and risk management for cross functional leadership teams.

**TIVITY HEALTH**, Chandler, AZ

**2017 – 8-2019**

**Consultant – WholeHealth Living**, 2019 – 8-2019

Organize to bring vendors, contractors, clients, and colleagues together to discuss and implement best practices. Generate business efficiency and optimization through RFP management from ideation to vendor selection and negotiation.

- Spearheaded team effort to create RFP invitation document; developed over 600 functional questions\requirements, a scoring method and final selection demonstrations; and handled contract negotiations for enterprise-wide operating system.

**Vice President – WholeHealth Living Product Operations**, 2017 – 2019

Managed daily objectives for a third-party administrator focused on technical operations using Agile methodology and ensuring revenue targets were met. Communicated with colleagues, clients and providers regarding daily operations, auditing needs, business continuity and corrective action plans. Supervised a team of 10 - 40 employees and a multimillion-dollar P&L. Quality Committee Chair.

- Integrated and streamline non-clinical operations across multiple sites and over a two-year period, moved services for claims, provider recruitment, provider contracting, credentialing, client operational services and product management from Virginia to Arizona.
- Led a cross functional team of internal users and vendors that designed a consumer facing website, including logo development, web design, UX, technical development, marketing, vendor contracting and legal review attracting 60,000+ users in first five months of launch.

**HEALTHWAYS, Sterling, VA****1997 – 2017****Vice President, Physical Medicine Operations, 2007 – 2017**

Responsible for recruitment, contracting, recredentialing - NCQA Credentials Verification Organization (CVO) - provider relations, utilization management (NCQA and URAC), TPA (Third Party Administrator) claims services and overall healthcare operations. Maintained margins Y/Y for \$18 million in health plan revenue while forging strong client relationships and researched opportunities for service expansion.

- Led a multiyear project team that built a Provider Network across the U.S. from approximately 200 provider locations to over 35,000; while decreasing overall cost per contract by 8%.
- Created a Quality Improvement Program, giving staff ownership of improving their day-to-day work lives; presentation skills and ROI analysis. Program increased employee engagement and achieved a cost savings of \$200,000 in first year.

**Executive Director of Client Services / Operations, 2005 – 2007**

Accountable for daily objectives, supervision of national account renewals, and balancing client needs with budget projections. Secured the continued URAC accreditation for health utilization management. Ensured NCQA certification and credential verification organization status was maintained.

- Directed a team to integrate two competitors from an acquisition / merger and operational tasks into existing systems adding 50% more revenue to operating system and with a continued margin growth estimated at 30%.

**ADDITIONAL POSITIONS HELD**

**Director of Operations - Account Manager - Practitioner Network Manager**

**Credentialing Manager - Social Worker - Residential Care Specialist**

**EDUCATION**

**Master of Health Services Administration (MHSA),** Strayer University, Loudon, VA

**Bachelor of Arts (BA) in Social Work,** University of Wisconsin, Whitewater, WI

**PROFESSIONAL ASSOCIATIONS AND VOLUNTEERISM**

**Volunteer,** Hospice of the Valley (2019 – Present)

**Member,** Project Management Institute (2019 – Present)

**Member,** Board of Directors, WholeHealth Networks, Inc (2015 – 8-2019)

**CORE COMPETENCIES**

Strategic Planning - Business Development - Account Management - Implementations  
Change Management - Process Improvement - Operations Management - RFPs - Negotiations - Training  
Project Management - Cost Avoidance - Conflict Management - Agile - Salesforce - NCQA CVO  
Product Manager - Product Owner - P&L ownership - Six Sigma - Lean - Medicare - Policies and Procedures  
Regulatory Compliance - HIPAA - Quality Assurance - Audits - Practitioner Recruitment \ Contracting