

JODY HEREFORD, MS, BSN, RN

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Creating Health and Care in Health Care Leadership • Partnerships • Chronic Illness Prevention & Management

Jody has a passion for health and how we create it in individual lives and within organizations and populations. She is an accomplished professional with extensive clinical, consulting, speaking, and writing expertise. A Registered Nurse with unique experiences across health care organizations and businesses on a national scale. Industry thought leader with considerable involvement in the fields of health, rehabilitation, and chronic illness management including national hospital and community-based programs, residential disease prevention initiatives, as well as corporate-based employee health and rehabilitation services. Comprehensive knowledge of behavior change strategies, with expertise in Health Coaching and Motivational Interviewing. Particular strengths in taking on transformative strategic roles, driving initiatives that involve “partnering with patients” to advance care, improve health, and the patient experience.

PIVOTAL SKILLS & EXPERTISE

Chronic Illness Management
Lifestyle Medicine
Diabetes Prevention
Motivational Interviewing (MI)
Clinical Health Coaching
Worksite Health & Wellness
Health Coaching | Motivation
Value of Caring

Patient Engagement | Activation
Patient Self-Management Support
Health Promotion | Disease Prevention
Cardiac & Pulmonary Rehabilitation
Patient Centered Medical Home (PCMH)
Complex Disease | Case Management
Care Management Coordination
Health Risk Management

Patient | Family Centered Care
Population Health
Program Design | Delivery
Triple Aim | Quadruple Aim
Public Speaking | Outreach
Team Leadership | Development
Relationships | Consensus Building
Complex Project Management

PROFESSIONAL EXPERIENCE

HEREFORD CONSULTING GROUP

Principal

**1992-Present
Boulder, CO**

Founded national consulting practice focusing on facilitation of health promotion, disease prevention and rehabilitation.

- Education, expert resources and design in the field of health management and cardiopulmonary rehabilitation services. Behavior change specialist and expert in quality patient/family centered care.
- Designed, coordinated, and facilitated hundreds of continuing education seminars and classes; over 75 invited presentations at regional, national, and international health care professional meetings.
- Individual project design and implementation of prevention and rehabilitation services for hospitals and health care organizations across the U.S. including coverage and reimbursement considerations.
- Thought leadership in the health care domain, with focus on empowering teams in the development of value-based programs to achieve triple aim of reducing health care costs, improving quality and improving the care experience.
- Authored two books with four successive editions each and numerous articles and book chapters.
- Project lead for management of a clinical trial in the Bio-Pharmaceutical industry to improve health of people living with cardiovascular disease; navigated overall operation and coordination, including process development, site recruitment, patient recruitment, and development of patient compliance tools.
- Product Manager for an outcomes-based, health management software program – HeartWatchers, Inc. – an innovative data management application for cardiac and pulmonary rehabilitation. Drove product development, alpha and beta testing, quality assurance, customer follow-up, issue resolution and satisfaction.
- Project Coordinator for American Hospital Association’s Health Research and Educational Trust (HRET) Fellowship project.

KAISER PERMANENTE

Principal Management Consultant

**2014-2016
Oakland, CA**

Oversight of Improvement & Innovation Fellowships at Center for Health System Performance/Care Management Institute

- Managed and directed planning and execution of Kaiser’s world-class Improvement Institute and related advanced quality training programs and Fellowships.
- Facilitated, directed, & led Program Office & Interregional activities to achieve organizational performance improvement capacity goals.

- Engaged and involved key stakeholders including National Leadership Team, National Quality Committee, Regional Leadership Groups.
- Developed and facilitated project management processes for the internal Green, Yellow, and Black Belt Lean Six Sigma preparation, testing and certification processes.

IOWA CHRONIC CARE CONSORTIUM

2009-2015

Clinical Program Consultant/Clinical Health Coach Training Program

Boulder, CO

Engaged with national collaboration of public, private, academic, and government organizations with a mission to decrease the burden of chronic disease.

- Instrumental in the design and direction of the Clinical Health Coach® Training program targeted to “Transform Care and Transform the Conversation.”
- Led development and implementation of the initiatives related to the Clinical Health Coach® Training Program and FLEX care offerings.
- Developed collaborations and partnerships to advance the training and scope of practice of clinical health coaches.
- Served as faculty and facilitator for the ongoing Clinical Health Coach® Training Programs.
- Coordinated selected relationship-building activities on behalf of the Consortium for utilizing ICCC related chronic disease management programs across the country.
- Collaborated to improve the health and productivity of individuals where they live and work through population based efforts in health promotion and effective chronic care management strategies.

HEALTHGRADES, INC.

2008-2009

Senior Consultant, Clinical Excellence & Research Consulting Group

Golden, CO

Orchestrated improvement in hospital quality, including reduction in risk-adjusted preventable mortality and complications, through the design and implementation of evidence-based quality initiatives.

- Executed simultaneous management of multiple client hospitals and multiple client projects. Engagements included quality assessment, initiative design, development and implementation, stakeholder engagement and regular success measurement.
- Drove assessment and identification of risk factors that contribute to poor patient outcomes. Analyzed root causes and customized solutions for individual systems of care.
- Incorporated implementation of physician-led teams, best practices and evidence-based guidelines to reduce care variation and improve outcomes.
- Facilitated quality improvement initiatives in a variety of service lines including cardiac, orthopedic, pulmonary, stroke, critical care, and general surgery.
- Identified measures and instituted systems to track performance improvement and validate progress towards mutually agreed upon quality goals and metrics.
- Led regular interactions with key physicians, hospital executive leadership and Boards. Frequent presentations delivered to solidify relationships, report on progress, collaborate on future initiatives and negotiate project goals and scope.

THE BOEING COMPANY

1990-1992

Coordinator, Health Management Programs

Seattle, WA

Directed health promotion/disease prevention programs promoting health care cost containment via employee health management.

- Integrated high risk and cardiac employee populations into health management program.
- Developed worksite cardiac rehabilitation services for employees.
- Assisted with development of database to track employee health history and utilization.
- Implemented emergency in-service training for staff members.
- Directed ongoing medical and fitness staff development.
- Actively involved in ongoing development of Executive Health program.
- Initiated and introduced continuing education and in-services training for professional medical staff.

EDUCATION

University of South Alabama/USSA, Mobile, AL: M.S. Exercise Physiology/Sports Medicine
University of Jamestown, Jamestown, ND: B.S. Nursing & Health/Physical Education
University of Colorado Registered Nurse Refresher Program, April 2008
Wellcoaches Inc., Certified Health Coach, March 2010
Motivational Interviewing Network of Trainers (MINT) 2014

LICENSURE

Registered Nurse, State of Colorado

AFFILIATIONS / LEADERSHIP

Past President, American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR)
Motivational Interviewing Network of Trainers (MINT)
Advisory Board, Partnership to Fight Chronic Disease (PFCD)
BOD/Leadership Team, National Consortium for the Credentialing of Health & Wellness Coaches (NCCHWC)
Member, Preventive Cardiovascular Nurses Association (PCNA)
Medical Fitness Association (MFA)
American College of Sports Medicine (ACSM)
Boulder Community Health Volunteer Canine Corps and Canine Disaster Response

AWARDS AND RECOGNITION

Award of Excellence, AACVPR
Master Fellow, AACVPR
Distinguished Service Award, AACVPR
Alumni Fellow, AHA Health Forum Cardiovascular Health Fellowship
Co-Chair, Health Care Reform Task Force, AACVPR
Inaugural Chair, Disease Management Task Force, AACVPR
Co-Editor, News & Views, AACVPR
Telemedicine/Telehealth Committee, AACVPR
Review Board, Journal of Cardiopulmonary Rehabilitation and Prevention
Board of Experts, The Exercise Standards and Malpractice Reporter
Health and Public Policy Committee, AACVPR
Professional Liaison Committee, AACVPR

PROFESSIONAL DEVELOPMENT

Motivational Interviewing Treatment Integrity (MITI) 4.0 Training, 2015
Motivational Interviewing Network of Trainers (MINT), 2014
The Science of Happiness, 16 Credit Course, UC Berkeley, 2014
Holistic Stress Management Instructor Certification, Paramount, 2014
Self Compassion, 6 Credit hour Course, UC Berkeley, 2014
Character Strengths and Positive Psychology, 6 Credit Course, WholeBeing Institute, 2014
Certified Health Coach, Wellcoaches Inc., 2010
Nurse Refresher Program, University of Colorado, 2008

PUBLISHED BOOKS

Heggestad Hereford J. Cardiac Rehabilitation and Graded Exercise Testing Policy and Procedure Guideline Manual, 5th Edition.
Bend, OR: Academy Medical Systems, Inc, 557 pages, 2011. *5th Edition, 2011 (with Lui, Karen); 4th Edition, 2005; 3rd Edition, 1998; Second Edition, 1994; First Edition, 1991*

Heggestad Hereford, J. Pulmonary Rehabilitation and Exercise Testing Policy and Procedure Guideline Manual, 3rd Edition.
Bend, OR: Academy Medical Systems, Inc, 424 pages, 2010. *3rd Edition, 2010 (with Janie Knipper); 2nd Edition, 1998; First Edition, 1995*

PUBLICATIONS, PRESENTATIONS & KEYNOTE SPEAKING ENGAGEMENTS

<http://www.jodyhereford.com/wp-content/uploads/2016/05/HerefordCV-June2016.pdf>