

JODY HEREFORD, MS, BSN, RN

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Creating Health and Care in Health Care

Innovator • Health Advocate & Coach • Lifestyle Medicine • Chronic Illness Prevention & Management

Jody has a passion for health and how we create it in individual lives and within organizations and populations. A forward-thinking health care leader and entrepreneur with experience in technology, clinical care, and the power of human touch and connection. A Registered Nurse, exercise physiologist, and health coach with an eye to the future and a strong belief in the possibility to provide better care for people living with chronic illness. Experienced in the dual strategies of high tech and high touch to deliver best care and experience for improved outcomes. Motivated to transform the way we provide health care and empower people to engage in better health and better lives.

PIVOTAL SKILLS & EXPERTISE

Chronic Illness Prevention & Mgmt.
Lifestyle Medicine
Motivational Interviewing (MI)
Clinical Health Coaching
Whole Person Strategies
Value of Caring

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

Patient | Family Centered Care
Population Health
Patient Engagement | Activation
Triple Aim | Quadruple Aim
Public Speaking | Outreach
Complex Project Management

PROFESSIONAL EXPERIENCE

HEREFORD CONSULTING GROUP, LLC

Principal

1992-Present

Boulder, CO

Founded national consulting practice focusing on facilitation of coaching, health promotion, disease prevention. Proven to be highly effective and successful in remote positions.

- Established 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.
- Led 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.
- Delivered 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 multiple subsequent editions, along with 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.

BRIGHTHEART at WELLNESSMATE

Chief Clinical Coaching Officer

2017-Present

Palo Alto, CA/Remote

Integral startup partner blending the key strategies of high tech and high touch to enhance and expand the way care is offered to people living with cardiovascular/cardiometabolic disease.

- Partnered with CEO to develop and craft positioning and commercialization strategies.
- Facilitated development of design elements to improve cost, quality, and patient experience outcomes.
- Crafted rewrite of coverage policy for major California payer to allow for remote delivery of cardiac rehabilitation and lifestyle medical management of members living with cardiovascular disease (CVD).
- Case managed & coached panel of patients participating in Stanford University Randomized Clinical Trial (RCT).
- Designed elements of success for lifestyle medicine and behavior change strategies for success of Stanford RCT.

KAISER PERMANENTE

Principal Management Consultant

2014-2016

Oakland, CA/Remote

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.
- Engaged and involved key stakeholders including National Leadership Team, National Quality Committee, Regional Leadership Groups.
- Facilitated, directed, & led Program Office & Interregional activities to achieve organizational performance improvement capacity goals.
- 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

Clinical Program Consultant/Clinical Health Coach Training Program

2009-2015

Des Moines, IA/Remote

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, development, and direction of both online and onsite Clinical Health Coach® Training programs, delivery targeted to "Transform the 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.

Senior Consultant, Clinical Excellence & Research Consulting Group

2008-2009

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 with numerous client projects. Engagements included quality assessment, initiative design, development and implementation, stakeholder engagement and regular success measurement.
- Drove assessment and identification of risk factors contributing to poor patient outcomes. Root cause analysis, customized care solutions for individual systems.
- Incorporated implementation of physician-led teams, best practices and evidence-based guidelines to reduce care variation and improve outcomes. 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

Coordinator, Health Management Programs

1990-1992

Seattle, WA

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

- Developed onsite/worksites cardiac rehabilitation services for employee population
- Integrated high risk and cardiac employee populations into health management program. Actively involved in ongoing development of Executive Health program.
- Assisted with database development to track employee health history and utilization.
- Directed ongoing development of medical and fitness staff, including implementation of emergency response training.

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; 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; 2nd Edition, 1998; First Edition, 1995*

PUBLICATIONS, PRESENTATIONS, & KEYNOTE SPEAKING ENGAGEMENTS

<http://www.jodyhereford.com/cv>