

# 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  
Value of Caring

Patient Engagement | Activation  
Patient Self-Management Support  
Health Promotion | Disease Prevention  
Cardiac & Pulmonary Rehabilitation  
Case and Care Management Strategies

Patient | Family-Centered Care  
Population Health  
Patient Engagement | Activation  
Public Speaking | Outreach  
Complex Project Management

### PROFESSIONAL EXPERIENCE

#### **KRESSER INSTITUTE**

**November 2018-November 2021**

#### **ADAPT Health Coach Training Program – Executive Director**

**Remote**

Executive Director tasked with design, development, delivery, and growth of a yearlong, world-class, and worldwide coach training program ensuring it exceeds 1) the rigor of national board standards, and 2) the needs of its students and graduates.

- Content design, development, delivery of year-long professional health coach training in three program pillars: 1) Functional Health and Medicine, 2) Art and Practice of Coaching, 3) Professional and Business Development.
- Management, oversight, and mentorship of complex teams including faculty, productions, practitioners, and student support.
- Design and buy-in of coaching model, pillars, framework, and core competencies.
- Achievement of National Board program accreditation within nine months of start. Program approval from multiple international boards.
- Design, development, and delivery of final oral examination and certification/recertification requirements.
- Design, development, and delivery of advanced training modules and continuing education.
- Program growth from one cohort of students to seven, 300 students to 1500, covering 30 countries and 20 time zones.
- Student outcomes:
  - 100% pass rate on NBME National Board Exam.
  - 100% report 'very satisfied' (93%) or 'satisfied' (7%) with course content and value.
  - 100% report they would recommend the program to someone that wants to become a health coach.
  - Over 95% of students report that this program has helped meet their career goals.

**HEREFORD CONSULTING GROUP, LLC**  
**Principal**

**1992-Present**  
**Boulder, CO**

Founded national consulting and speaking 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.
- 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.
- Authored two books on clinical operations & standards with multiple subsequent editions, used by 80% of hospitals nationwide. 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.
- 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.

**BRIGHTHEART at WELLNESSMATE**  
**Chief Clinical Coaching Officer**

**2017-2018**

**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.
- 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).
- Facilitated development of design elements to improve cost, quality, and patient experience outcomes.
- Designed lifestyle medicine and behavior change success strategies for Stanford-based 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 Health Coach Training Program - Clinical Programs Consultant**

**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.

- Started cardiac rehabilitation services onsite at the workplace for the 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  
ADAPT Certified Functional Health Coach (A-CFHC) 2021  
National Board Certified – Health and Wellness Coach (NBC-HWC) – Board Exam May 2022

**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)  
Council of Advisors, National Board for Health & Wellness Coaching (NBHWC)  
Preventive Cardiovascular Nurses Association (PCNA)  
American Association of Diabetes Educators (AADE)  
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  
Chair, Health Care Reform Task Force, AACVPR  
Inaugural Chair, Disease Management Task Force, AACVPR  
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  
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  
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, 3<sup>rd</sup> Edition.  
Bend, OR: Academy Medical Systems, Inc, 424 pages, 2010. *3<sup>rd</sup> Edition, 2010; 2<sup>nd</sup> Edition, 1998; First Edition, 1995*

**PUBLICATIONS, PRESENTATIONS, & KEYNOTE SPEAKING ENGAGEMENTS**

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