



# JENNIFER MORRISSETTE

A passion for Healthcare with over 20 years of experience in Skilled Care and Marketing, and Healthcare Management.

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in LINKEDIN.COM/IN/JENNIFER-MORRISSETTE-8435141AB

## **DIRECTOR OF SALES & MARKETING & INTERIM ADMISSIONS DIRECTOR \*CONTRACT POSITION\***

**SERENITY ESTATES REHABILITATION & LTC  
LINCOLNSHIRE**

2024-09 - 2025-02

- Development and execution of comprehensive sales and marketing strategies to drive patient admissions and increase facility census.
- Management of the interim admissions department, ensuring seamless operations aligned with organizational objectives.
- Collaboration with key stakeholders and leveraging an existing network to build a strong book of business and foster partnerships.
- Contribution to improving overall operational performance during a 90-day contract period through leadership in sales, marketing, and admissions processes.

## **REGIONAL DIRECTOR OF TERRITORY SALES ABCOR SKILLED HOME HEALTH & HOME CARE ARLINGTON HEIGHTS**

2021-10 - 2024-09

- Managed territories in need specifically driving business development and strategies. Successful negotiation tactics resulting in agency's first satellite offices placed in senior living communities as preferred provider eliminating competitor presence.
- Developed and implemented targeted sales plans, ensuring alignment with company objectives and growth initiatives.
- Monitored key performance indicators across the territory to identify trends, optimize sales processes, and improve overall efficiency.
- Cultivated relationships with key stakeholders and prospective clients to expand market presence and support revenue growth.

## **COMMUNITY OUTREACH & BUSINESS DEVELOPMENT**

**BEST CARE HOME HEALTH - LINCOLNWOOD**

2020-12 - 2021-10

- Opened and maintained census goals for new division of agency for community-based patient referrals outside of their current census of senior communities only. We were successful in developing three more territories with this strategy.
- Community engagement and relationship-building to foster awareness of home health services.
- Development and execution of strategies to attract new business opportunities and partnerships.
- Creation of detailed progress reports to document project impacts and identify areas requiring improvement.
- Initiation of targeted campaigns aimed at increasing service visibility within the Lincolnwood area.

## **HOSPITAL LIAISON & PATIENT COORDINATOR VILLA HEALTHCARE - SKOKIE**

2018-08 - 2020-12

- Collaboration with regional leaders to implement strategic plans, resulting in enhanced business opportunities.
- Liaison role between physicians and insurance companies, optimizing patient care coordination.
- Development of educational materials tailored for specific demographics, improving patient understanding and engagement.
- Monitoring and analysis of referral sources to refine outreach strategies, achieving measurable improvements in outcomes.
- Facilitation of effective communication among patients, families, and medical professionals to ensure seamless transitions in care.
- Oversight of processes aimed at enhancing overall patient satisfaction and healthcare delivery efficiency.

## **ADMISSIONS & INSIDE SALES**

**VICTORY CENTRE OF GALEWOOD SENIOR LIVING  
CHICAGO**

2017-09 - 2018-08

- Coordinated efforts with nutritionists and trainers to create integrated client support plans aimed at improving overall wellbeing.
- Maintained comprehensive and accurate client records to ensure personalized care and streamlined future reference processes.

- Developed tailored solutions designed to enhance clients' routines, health, and overall quality of life.
- Organized and facilitated workshops focused on personal development and healthy living practices to drive community engagement.

*\*\* All work experience PREVIOUS to this was while living in Florida and can be provided if needed and per request \*\**

**ASSOCIATES IN SCIENCE (AS)**  
**ST. PETERSBURG COLLEGE**  
JAN 1996 - NOV 1998

- Nursing Program
- CPR
- CORE Certification