

MARTA CUELLAR SILVERBERG, MA., MBA., FACHE

CAREER SUMMARY:

Experienced senior executive specializing in the planning and implementation of start up health programs, facilities planning and construction, productivity standards and improving patient satisfaction. Excellent analytical and interpersonal skills

MAJOR ACCOMPLISHMENTS TO DATE:

- Directed the re-engineering program for Women and Children Services at Mt. Sinai Hospital in New York. This program created a seamless continuum of services resulting in increased patient satisfaction and decrease in cost.
- Directed the obstetrical strategic planning process which resulted in the construction plan to renovate all obstetrical units at the Mt. Sinai Hospital in New York.
- Reorganized ambulatory services to increase productivity and improve patient satisfaction.
- Instituted a total quality improvement program at the Episcopal Hospital Comprehensive Health Center that streamlined the appointment system, decreased patient waiting time, provided for cross-training of nursing personnel and increased patient satisfaction. The volume of the practice increased by 100% in two years.
- Wrote and managed state and federal grants to support outpatient services at Cooper Hospital. Secured funding and developed innovative programs that provided health care to the citizens of Camden City, New Jersey.
- Directed a twenty-five million-construction project program to modernize Taylor Hospital in Ridley Park. Project was completed on schedule and within budget.
- Wrote the Certificate of Need Application to regionalize Perinatal Services in Southern New Jersey.
- Instituted a for profit home care program which resulted in improved after hospital care to patients and reduction in length of stay.
- Directed the accreditation programs at Medical College of Pennsylvania and the Eastern Psychiatric Institute in Philadelphia
- Instituted the risk management program at Cooper Hospital

PROFESSIONAL EXPERIENCE:

MONMOUTH FAMILY HEALTH CENTER

EXECUTIVE DIRECTOR/CEO

2004-Present

As the Executive Director/CEO I was responsible for converting the ambulatory clinics of the Monmouth Medical Center to a freestanding Federally Qualified Community Health Center. As such, I put in place the infrastructure of the Center to support approximately 40,000 patient visits and an annual budget of five million dollars.

RYAN/CHELSEA-CLINTON COMMUNITY HEALTH CENTER

EXECUTIVE DIRECTOR

2002-2004

My major responsibilities included: directing the Strategic Planning process of the Center to attain financial viability, developing marketing strategies to increase patient volume, and ensuring that sound operational policies and procedures are in place.

***THE ATKINS MEDICAL CENTER, NEW YORK
EXECUTIVE DIRECTOR***

2000-2002

Major responsibility was to develop a strategic plan to restructure the Center and the implementation of systems and controls to improve financial performance, productivity and patient satisfaction.

***MOUNT SINAI HOSPITAL, NEW YORK
OPERATIONAL DIRECTOR/ASSOCIATE HOSPITAL DIRECTOR***

1995-2000

Responsible for the planning and implementation of a new and innovative delivery system at the Hospital. Directed daily operations, marketing and fiscal initiatives, business systems improvement programs, strategic planning, and human resources development.

***EPISCOPAL HOSPITAL, PHILADELPHIA
EXECUTIVE DIRECTOR***

1993-1995

Directed all outpatient services for the hospital. Planned, managed and implemented a network of outpatient facilities providing primary and specialty care. Responsible for the day to day operation which included staffing, patient volume, profitability, quality assurance, facilities, budgeting and patient satisfaction.

***TAYLOR HOSPITAL, RIDLEY PARK
VICE PRESIDENT, FACILITIES***

1989-1992

Managed all support services including engineering, environmental services, patient transport, communications, security, parking, food and hospitality services. Directed the planning and schematic phase of a construction project. Implemented the project including contract negotiation, relocation of various departments and a comprehensive campus-wide signage program.

MEDICAL COLLEGE OF PA, PHILADELPHIA 1985-1989
ASSOCIATE ADMINISTRATOR/MANAGING DIRECTOR

Directed all administrative aspects of 14 departments at the Hospital. Responsible for administering the accreditation program of the acute care and psychiatric hospitals. Served as Managing Director of a for-profit home care venture. During my tenure, I instituted a home infusion and ventilation program.

COOPER HOSPITAL/UNIVERSITY MEDICAL CENTER 1978-1985
ASSISTANT VICE PRESIDENT

Directed administrative operations of nine departments. Instituted the risk management program, supervised all insurance plans and administered all insurance claims including malpractice.

EDUCATION:

Master Business Administration	Temple University	Philadelphia, PA
Master of Arts	Temple University	Philadelphia, PA
Bachelor of Arts	Rosemont College	Rosemont, PA

PROFESSIONAL ASSOCIATIONS:

Fellow, American College of Health Care Executives
Past Board Member Area Health Education Center
Past President Temple University Health Administration Alumni Association
Board Member, Regional Perinatal Consortium of Monmouth and Ocean Counties
Board Member, New Jersey Primary Care Association
Co-chair Lead Coalition of Monmouth and Ocean Counties
Member, Providers Advisory Committee of the Long Branch Housing Authority
Member of the Early Childhood Council of the Long Branch Schools
Member of the MAPP taskforce

PUBLICATIONS/PRESENTATIONS:

Silverberg, Marta: “**The Planning, Construction and Move of a Laboratory Facility Utilizing the Project Management Approach.**” Article quoted in the December 1992 edition of CLMA Management Briefs.

Silverberg, Marta- et al: “**Primary Care Delivery System for Pregnant Adolescents.**” Exploring New Vistas in Health Care. International Health Economics and Management Institute, 1985.

Silverberg, Marta: “**Development and Implementation of a Quality Assurance Program.**” Paper presented at the 1988 International Health Economics and Management Conference.