

Priscilla Duncan, PT, DPT, MHPR

808-756-1506

Education

Doctor of Physical Therapy- 04/2009: University of St. Augustine for Health Sciences
M.S. Health Policy Research/Public Administration- 12/2003: Florida State University
B.S. Biology Education-04/2002: Florida A&M University

Licenses & Certifications

Arizona Board of Physical Therapy: LPT 30007 Florida Board of Physical Therapy: PT24757
California Board of Physical Therapy: 43175 CPR/BLS for Healthcare Providers

Core Competencies/Skills

- ✓ Lead Generation & Market Trend Analysis
- ✓ Sales and Marketing
- ✓ Relationship Building
- ✓ Detail-Oriented
- ✓ Client Focused
- ✓ Negotiation
- ✓ 20+ Years Community Leadership and E-Board Experience
- ✓ 15+ Years Non-Profit Public Relations and Media Relations
- ✓ 15+ Years Non-Profit Fundraising Experience
- ✓ 12+ Years Physical Therapy Practice
- ✓ 10+ Years Cultural & Community Program Development
- ✓ 8+ Years Healthcare Sales and Marketing Experience

Professional Experience

11/2021 – 02/2022, Sales Operations Manager-Home Health, HCA Healthcare Post-Acute Services, Remote

- Development of monthly sales campaigns for enterprise-wide execution and uniformity
- Development of resources and playbooks to improve individual performances within a sales team
- Conducted virtual trainings on E-referral platform, CRM and EHR utilization and best practices
- Development of content that incorporated effective sales methodologies for post-acute services
- Management and End User support for of E-referral platforms (EPIC, AllScripts, Navihealth) for sales teams

07/2019 – 11/2021, Sales Manager, Nurse on Call/Brookdale Senior Living/HCA Healthcare- Jacksonville, FL

- Utilized Tableau, Trella Health and Advisory Board to perform competitive market analysis leveraging these CRM tools
- Fostered business relationships within the healthcare community in Northeast Florida, to support overall sales goals and stay on top of market trends
- Developed new strategies to integrate virtual and F2F marketing during the Covid-19 pandemic
- Creation and development of high impact marketing collateral and events to increase brand awareness and clinical services
- Sales coaching and training for performance improvement, onboarding and new hire orientation
- Development of clinically based and data driven approach to sales training to align with market
- Management, coaching and development of a high census home health sales team consisting of 4-9 associates
- Management, Oversight and Procurement of ACO provider relations
- Serve as a liaison between sales, clinical, and operational teams

11/2016- 06/2019, Specialty Program Manager, Encompass Health-Home Health-Arizona

- Introduced Encompass Home Health Post-Operative Programs to the Arizona market via direct marketing & sales of Specialty Programs
- Achieved 39% market growth from 2017 to 2018; 150% Q1' 2019 market growth, West Region Top Performer
- Served as a clinical/sales liaison between clinicians and physicians to ensure superior patient outcomes were achieved
- Generated Agency growth and community buy-in for post-surgical protocols and treatment programs utilizing HCHB EHR
- Facilitated Medicare BPCI-A/ACO program implementation & partnerships within regional markets
- Served as clinical educator for RN, SLP, PT, OT clinicians, on evidence based and physician specific treatment guidelines for post-surgical patients through in-services and staff development programs
- Implemented ongoing and annual sales and operations training for new and current employees on home health specialty programs offered by Encompass Home Health in the Arizona markets, including: cardiac, orthopedics/spine, and general surgery; fall prevention, community programs
- Supervised the execution and provision of quality patient care for post- surgical patients in the post- acute care setting
- Identified and supported branches with all aspects of post-operative treatment, including problem solving issues surrounding sales, intake, staffing, physician/patient satisfaction and clinical outcomes

07/2004 to 12/2006, Director, Quality Improvement Initiatives: American Heart Association- Orlando, FL

- Sales/Marketing; Client Recruitment; engaged, implemented and managed new and existing clients in the American Heart Association's *Get With The Guidelines* In- Hospital Quality Improvement Program for CAD, HF, and Stroke;
- Developed professional relationships with hospital C-Suite to ensure appropriate AHA/ASA recognition
- Planned and executed professional continuing education workshops (RN, MD) on cardiac and stroke related best practices
- Coordinated healthcare professionals and expert presenters for healthcare seminars and teleconferences on cardiovascular and stroke quality initiatives
- Recruited and engaged healthcare professionals/volunteers to participate in American Heart Association programs
- Assisted Sales team in identifying new Heart Walk and Heart Ball sponsorship accounts

01/2004 to 07/2004, Health Care Program Analyst: Agency for Health Care Administration, Tallahassee, FL

- Served as account liaison/ program support specialist for disease management vendors; Assessed the efficacy of FL Disease Management Programs; Retrieved and analyzed healthcare data using SQL programming, QueryPath, and Access database systems
- Assistant project manager for the 2004 3rd Party Audit of FL's Disease Management Initiative programs and outcomes
- Tasked to oversee several RFPs and ensured timely execution of deliverables; research and analysis of state healthcare programs data

Clinical Experience

02/2022- Present, Contract/Travel Physical Therapist

Sites: HonorHealth-Osborne, Level I (05/22- present); Memorial Medical Center/Sutter Health Modesto, Level II (02/22 – 04/22)

- Evaluation and treatment based on best practice guidelines in acute care and physician specific protocols
- Provided general acute care physical therapy (Med Surgical, ICU, Renal, Ortho, Covid, Oncology)
- Care/Discharge collaboration with an interdisciplinary team to maximize level of care

01/2019-07/2019, Senior Acute Care Physical Therapist, Honor Health (PRN/Float)-Arizona

- Provided general acute care physical therapy (Med Surgical, Post-op) evaluations and treatments
- Evaluation and treatment based on best practice guidelines in acute care and physician specific protocols
- Participated in interdisciplinary team meetings for appropriate discharge planning

03/2012-10/2016, Contract Senior/Lead Physical Therapist: AMN Med Travelers, Core Medical, Aureus Medical Group, Jackson Therapy Partners

- Pre/Post-operative rehabilitation, aquatic therapy, functional rehabilitation and assessment, gait training, progressive strengthening/therapeutic exercise, ESTIM, ultrasound, iontophoresis, therapeutic taping, ROM, joint/extremity mobilization, POC development, interdisciplinary team conferences, physician communication
- Protocol development and management, documentation development, peer counseling and mentoring, new employee training, EMR documentation/charting, in-service and staff training, OASIS SOC, ROC, DC, supervision of PT assistants;

Sites: Citrus Memorial Hospital (outpatient, aquatic), North Hawaii Community Hospital (outpatient, acute), Hilo Medical Center (outpatient, acute, MedSurg, SNF, LTC), Halcyon-(SNF), Recovery Home Care- (home health), San Mateo Medical Center (outpatient, acute)

05/2011 to 03/2012, Senior Physical Therapist: Performance PT, St. Augustine, FL

- Evaluation and treatment of patients with orthopedic and sports related injuries in an outpatient orthopedic clinic
- Supervision of PTA and technicians, to provide effective treatments
- Patient education, support staff training and management of this private PT practice

Treatment Techniques: joint /extremity mobilization, ROM, functional rehabilitation and training, progressive strengthening/ therapeutic exercise, cryotherapy, electrical stimulation, ultrasound, iontophoresis, therapeutic taping

04/2009 to 03/2011, Physical Therapist: MediG/Lewis Auto Injury Care, Ocala, FL

- Communicated treatment plans and outcomes between physician and insurance providers
- Patient education/HEP development based on clinical best practices and guidelines
- Trained and mentored new physical therapists and support staff (athletic trainers, massage therapists)
- Performed dictation and computerized documentation for evaluation, daily and progress reports

Treatment Techniques: evaluation and treatment of patients with orthopedic, spine, extremity and whiplash related injuries, coordination of care between clinical staff and office personnel, manual therapy, joint/extremity mobilization, ROM, muscle energy techniques, progressive strengthening, peripheral nerve mobilization, myofascial release, soft/deep tissue mobilization, Ultrasound, hot/cold packs, Electro Acupuncture, ESTIM, H- Wave, LCT-1000/LiteCure Laser therapy

Leadership & Community Involvement

01/2004 to present, Sponsorship/Events Director: ACCORD Freedom Trail & Museum, Inc. St. Augustine, FL

- Developed and executed key fundraising programs and grant proposals for major gift and in-kind donations, to support key community outreach programs, including the historic sites tour, and Civil Rights Museum projects
- Event and programming development and implementation. Community outreach and inclusion awareness programming
- Developed marketing materials and created content to increase awareness and participation in ongoing community events
- Responsible for local, regional, and global press releases, communication strategies and print/social media content
- Represented ACCORD, Inc. on several state and local boards, alongside influential community leaders, local and state government officials to secure sponsorship and to support the mission of this organization

05/2021 to present, Advisory Board Member: The Community Foundation St. Augustine, FL

- Assist the Foundation in connecting with local philanthropists
- Participate in the grant making programs
- Provide insight into charitable giving opportunities within the St. Augustine community
- Assist in development of community specific grants, focusing on community needs and opportunities for local enhancement

Volunteer Highlights & Affiliations

- American Physical Therapy Association; 2019 Federal Advocacy Forum (Arizona Liaison)
- Hillsong Phoenix, 2016-2019: City Care Director for community service initiatives; Sisterhood Connect Group Leader; Welcome/Host Committee
- Encompass Cares 2018-2019: coordinated local community service and advocacy projects
- Duncan & Duncan Construction Management, Inc.: marketing and community relations; business development and branding consulting; corporate contract negotiation and execution
- Duncan & Duncan Property Management: customer engagement, booking and management of vacation rentals
- Delta Sigma Theta Sorority, Inc., Fundraising Committee Member