

Janet Crawford, MHA, MBA, PCC



Extra Ordinary Living, LLC

Embracing Sustainable Change

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Janet Crawford . . . at a glance

- ✓ Serves as a catalyst for embracing positive sustainable change
- ✓ Committed to helping others defy the law of average . . . to assist individuals and organizations maximize their potential and optimize their outcomes
- ✓ Service-oriented, with a passion for healthcare and not-for-profit organizations
- ✓ Looks for opportunities to convert knowledge into meaningful action that improves bottom-line results
- ✓ Dedicated to life-long learning
- ✓ An effective strategic planner with a foundation in asset-based and introspective thinking
- ✓ Champion of sustainability and integrating the principles into everyday life

Professional Objective

My career has and continues to provide me with a host of opportunities, each of which I value for their unique experience and for the teachers I have met along the way. From hospital administrator to my entrepreneurial role as professional coach, speaker and author, one of the consistent threads has been my passion for learning and valuing every opportunity as a teaching moment. I seek opportunities to work with organizations that value excellence and want to capitalize on their investment in human capital knowing the value of their enterprise is enhanced or diminished by the human factor. I want to work with individuals who are poised to bring forth their own divine brilliance in all of their roles: physician, attorney, manager, parent, friend, leader, partner, to name just a few.

Experience

Professional Coach, Speaker, Author

2004 – present

Extra Ordinary Living
Transitioned in 2007 from partner in Tiberius Enterprises
Roanoke, VA

Individual coaching

- Works with a variety of companies coaching their mid-level managers and top executives, with a special interest and expertise in those designated as “difficult to get along with”
- On-going executive coaching relationships with law firms, physician practices parlaying experience from a career in healthcare administration
- Through organizational grants, coached survivors of acquired brain injuries, cultivating interests in brain science and the concept of neuroplasticity
- Developed and implemented a training program to teach coaching skills to YWCA staff members to expand their program offerings
- Coach to over 200 clients and counting who are navigating career and life transitions; developing leadership skills particularly in the area of emotional intelligence and interpersonal communications; in search of more meaningful lives; and who simply want to stop getting in their own way

Motivational speaking engagements, workshop presentations, retreat facilitation

- Authorized distributor of Inscape Publishing products, with extensive experience in administering and applying the DiSC© personal profile assessment
- Create and deliver customized inspiring presentations to organizations on topics related to leading with heart, employee engagement, and accepting and recognizing life is all about choice
- Repeat presenter at Virginia Association of Free Clinic annual conference, and Carilion Clinic’s Women in Medicine national conference
- Facilitator of day-long experiential team-building and strategic-planning retreats for variety of organizations and businesses

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- Develop and facilitate “To YES Living” retreats for women
 - Presented at 2009 Leadership Development Series

Author

- Since 2005, publisher of electronic newsletter Extra Ordinary Living
- Contributing author to area sports journal
- Publisher of Extra Ordinary Living blog

Performance consulting

- Assists medical practices in evaluating lines of business and streamlining operations to improve financial performance
- Performs organizational wide analysis of personnel, business and financial practices resulting in recommendations to optimize results

Carilion Clinic

1991 - 2004

Roanoke & Radford, VA

Served in progressively responsible positions of:

Director, Psychiatric Services with Carilion Roanoke Memorial Hospital

Director, Behavioral Health with Carilion Health System

Vice President for Behavioral Health with Carilion Health System

Administrator with Carilion Saint Albans Hospital

- Facilitated the design and renovation of the psychiatric unit and a new facility for psychiatric services at Carilion New River Valley Medical Center including strategic and financial justification to support capital investment
- Developed the concept and facilitated the implementation of transitioning Saint Albans 100+ acre campus to Radford University, including economic development research, writing strategic plan and spearheading negotiations
- Ensured compliance with necessary state and federal regulations and voluntary accreditation through Joint Commission on the Accreditation of Healthcare Organizations
- Pioneered service line concept to provide optimal care coordination and financial efficiencies
- Created an employment model for physicians that compensated for productivity
- Led organizations through the rapid evolution of psychiatric care which involved reduction in average length of stay in hospital from 14 to 5 days, infiltration of managed care in inpatient and outpatient settings, and declining financial reimbursement
- Managed oversight of fiscal operations, budget development, pro-formas for new programs and implementation of reductions-in-force as required.

HCA Roanoke Valley Psychiatric Center

1985 - 1990

Roanoke, VA

Served in progressively responsible positions of:

Assistant Administrator

Administrator of 145 bed psychiatric hospital

- Provided administrative duties including leading staff of 200+ employees, strategic planning, marketing, budgeting and financial accountability for an annual budget of over \$30 million
- Established RESPOND, a front-end system for the general public and referral sources needing access to psychiatric and mental health services
- Conducted successful physician recruitment campaigns

Parkland Hospital

1984 - 1985

Baton Rouge, LA

Resident

- Oversaw the design and construction of retrofitting the existing facility to a psychiatric hospital
- Wrote program manuals for adult and geriatric populations

Education & Training

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| Professional Certified Coach Designation International Coach Federation | | December 2005 |
| Coach University 200+ hours instruction | | May 2004 |
| Leadership Roanoke Valley Roanoke Regional Chamber of Commerce | | 2002 |
| University of Missouri Columbia, MO | Master of Business Administration Master of Health Administration | 1984 |
| Baylor University Waco, TX | BA, Business Administration | 1982 |

Professional Affiliations / Boards of Directors / Volunteering

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| Interfaith Counseling Services Board of Directors | | 2008 to present |
| Mental Health America of Roanoke Valley Board of Directors, Committee Member, Secretary, President, Volunteer of the Year | | 1987 to present |
| International Coach Federation (ICF) Roanoke Chapter Convener and host of meetings; liaison between ICF and area coaches | | 2005 to present |
| Destination Imagination Coach to 7 th graders who went to international competition | | 2004 - 2005 |
| Kimoyo, Ltd. Board of Directors | | 2005 - 2006 |
| Saint Albans Foundation Secretary | | 1995 - 2003 |
| American College of Healthcare Executives Member | | 1983 - 2003 |
| New River Valley Crisis Intervention Team Consensus Building Project Member | | 2002 - 2003 |
| Virginia Hospital & Healthcare Association Member, Committee Member | | 1985 - 2003 |
| American Hospital Association Member of the psychiatric and substance abuse services National Advisory Council | | 1999 - 2003 |
| TRUST Board of Directors, President | | 1998 - 2000 |

Recognition & Awards

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| Women of Achievement Human Relations | YWCA | 2009 |
| Roswell E. Round Award | Mental Health Association of New River Valley | 2003 |
| Hand-in-Hand Award | Carilion Health System | 2000 |
| Shining Star Award | Mental Health Association of New River Valley for compassionate advocacy on behalf of persons with mental illness | 1999 |
| Volunteer of the Year | Mental Health Association of the Roanoke Valley | 1993 |