

Application for City of Colorado Springs Boards & Commissions

Profile

Mary _____ Coleman _____
First Name Middle Initial Last Name

Home Address

Street Address

City

Primary Phone

Alternate Phone

Suffix or Apartment

State

Postal Code

Colorado Springs School District
11
Employer

Director, Board of Education
Job Title

Are you applying to be a Youth Ambassador?

Yes No

High School Name / Grade Level

Are you a resident of the City of Colorado Springs?

Yes No

Do you own property within the City of Colorado Springs?

Yes No

Which Boards would you like to apply for?

Colorado Springs Health Foundation : Submitted

Interests & Experiences

Why are you interested in serving on a board or commission?

The Colorado Springs Health Foundation's mission for service in Colorado Springs aligns nearly perfectly with my own. As a proven community leader and engaged citizen, with a background in healthcare and public education, I am able to see the intersection of health across many constituents and am committed to improving outcomes for all.

[Mary Coleman Resume_3.docx](#)

Upload a Resume

Demographics

City Council seeks to have diversity in making appointments to boards, commissions and committees. It is the policy of the City Council to make appointments to the citizen boards, commissions, and committees, based on the needs of the City as well as the interests and qualifications of each applicant without discrimination based on race, color, national origin or ancestry, gender, religious convictions, disability, age, or sexual orientation.

Completion of this section of the application is VOLUNTARY and in no way affects the decision regarding your appointment to a Board, Committee or Commission. This information is confidential and will be maintained separately from your application.

Ethnicity

[REDACTED]

Gender

[REDACTED]

[REDACTED]

Date of Birth

How did you hear about this position?

Mary Coleman

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Address [REDACTED]
Phone [REDACTED]
E-mail [REDACTED]
LinkedIn <https://www.linkedin.com/in/marycoleman719>

Summary

Executive level expert experienced in growing, maintaining, and leveraging high profile relationships across every level and aspect of the health care field. Tenured and proven leader in public education.

Work Experience

DIRECTOR, BOARD OF EDUCATION – Colorado Springs School District 11 – Colorado Springs, Colorado – August 16 - present

- Responsible for oversight and direction of the largest school district in Colorado Springs
- Oversight and management of a budget of \$400,000/year
- Provide leadership for 58 schools providing the highest quality of education to approximately 29,000 students
- Champion of equity, and health equity, across the school district with proven leadership achievements in the space of health care delivery and integration into a large school system
- Equity-focused leader, transitioning the district into the next generation of vision and strategic mission with an eye towards accountability and achievement for all students

GOVERNMENT AFFAIRS/CONSUMER ENGAGEMENT/PHILANTHROPY – Centura Health - July 16 – Present

- Sole manager for all policy and legislation strategic impact for the largest health system across the states of Colorado and Kansas. 30 hospitals, 30,000 employees, 20,000 providers.
- Responsible for policy at the state and federal level, including positioning and impact.
- Responsible for global advocacy, specifically in Peru, Cuba and Nepal.
- Management of strategy in policy alignment, composition of ballot initiatives, evaluation of impact on key healthcare legislation to the system.
- Marketing and sales development via maintenance of relationships with elected officials and key legislative and community stakeholders to ensure outcomes achieved in line with Centura Health goals.
- Marketing and sales via development of consumer engagement, empowerment and education interface between Centura Health and populations it serves utilizing ground-up build out of strategic communications tools. This tool resulted in more than 80% engagement among targeted population in closure of identified gaps in care using meaningful incentives and personalized communication.
- System-wide leader for the Colorado Hospital Association PAC and legislative council.

MANAGER OF PROVIDER RELATIONS, COLORADO AND KANSAS – Colorado Health Neighborhoods, Centura Health - Denver, Colorado – Oct 13 – July 16

- Implementation of Colorado's largest clinically integrated network and value based contracts from the ground up.
- Marketing and sales – provider and payer facing. Primarily responsible for the recruitment and retention of providers across the states of Colorado and Kansas to collaborate in increasing the quality of care and decreasing cost of care within a fully continuous integrated delivery model. Network is currently inclusive of 4,900 providers, a 400% growth in provider membership.
- Responsible for strategic alignment of independently affiliated providers across all markets to the Centura system, as related to payer arrangements, as well as all Centura Systems of Care
- Targeted growth of payer relations and product alignment with all major payers, both employer based and exchange based to provide the network with attributed lives. Currently caring for over 350,000 lives, equating to a 469% growth in lives to-date via value based contracting.
- Creation of foundational systems, strategies, partnerships, and relationships as a leader in building this organization from the ground up. CHN currently stands as the largest integrated delivery system in the

state of Colorado and is one of the largest in the nation.

- System wide strategic planner focusing on market share, patient attribution, and innovative care delivery models for patients accessing the healthcare system.
- Build relationships between providers, acute facilities, ambulatory services, and physicians to become the single point of contact for shared success via ACO arrangements.
- Implementation of TPA software to achieve population health management goals.

ADMISSIONS AND MARKETING LIAISON – HealthSouth Rehabilitation Hospital
Colorado Springs, Colorado – March 10 – Oct 13

- Market HealthSouth as the preferred provider of acute rehabilitation services in Southern Colorado by forging relationships with providers, payers, patients, and case managers. Increase average daily census by over 600%

MARKETING AND SALES COORDINATOR – Brookdale Village at Skyline
Colorado Springs, Colorado – March 08 – Oct 10

- Market Brookdale Village at Skyline as the preferred continuing care senior living facility in Colorado. Focus on recruitment and retention of clients and families. Pay based upon individual volume and sales growth.
- Coordinate all marketing campaigns, cold calls, and outreach.

EXECUTIVE ASSISTANT, CHIEF MARKETING OFFICER AND RECRUITMENT COORDINATOR –
Memorial Hospital - Colorado Springs, Colorado – March 04 – Oct 08

- Responsible for a variety of marketing and sales functions to grow market share to support the development of Memorial Hospital North. These activities including the community-facing strategy for the opening of Memorial Hospital North. Additionally include recruitment of individuals in hard to fill positions for the system, marketing Memorial North as the employer of choice in Colorado Springs.

Education

HARVARD – Cambridge, MA – 2018

- Senior Executive in Government. Gates Family Foundation Fellowship.

FRONT LINE SCHOLAR – TedMed – Palm Springs, CA – 2016

- Specialization: Strategic growth and leadership. Disruptive marketplace.

FELLOW – Organizing for Action (OFA) – Denver, Colorado – 2014

- Specialization: Healthcare legislative advocacy and civic engagement

SOCRATES SCHOLAR – Aspen Institute – Aspen, Colorado – 2012, 2015

- Specialization: International affairs and health policy

CIVIC LEADERSHIP – Leadership Pikes Peak – Colorado Springs, Colorado - 2012

- Specialization: Young Leader Program, LNow!

PSYCHOLOGY – University of Colorado – Colorado Springs, CO

Community Involvement

PRESIDENT OF THE BOARD OF TRUSTEES – Leadership Pikes Peak – Colorado Springs, Colorado

BOARD MEMBER – Colorado State Board of LPC Examiners (ethics review board), Governor Appointed

BOARD MEMBER – Colorado Medical Group Management Association

BOARD MEMBER – Colorado Hospital Association Legislative Council

LEGISLATIVE DELEGATE – National Association of School Boards

BOARD MEMBER – Friends of the Colorado Hospital Association Political Action Committee

CAMPAIGN CONSULTANT – Mayoral, City Council, and County Commission Campaigns

MEMBER OF BOARD OF DIRECTORS – Friends of the Pikes Peak Library District

Recognition

COMMUNITY TRUSTEE AWARD – Leadership Pikes Peak – 2011

TOP 40 UNDER 40 – Colorado Springs Business Journal – 2012

SCHOLARSHIP RECIPIENT – Aspen Institute – 2012

FEATURED YOUNG PROFESSIONAL – Colorado Springs Business Journal – 2013

FEATURE ARTICLE – Health Affairs, 2017

FELLOWSHIP – Gates Family Foundation Fellowship, 2018

