

Doel A. Salcedo

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PROFESSIONAL SUMMARY

Proven Health Science Solutions Consultant / Helping Companies Translate Their Business Goals to Reality / over 35 years of diverse and specialized experience in sales and operations management. **Core competencies** include:

- *Healthcare IT: Financial/Security
- *Marketing/Business Development/Contracts Negotiation
- *Consultative Sales Approach/New Product Launch
- *Broad Therapeutic/Disease State Knowledge
- * Long Term Acute Care (SNF/ALF) / Hospice
- * Hospitals/Cancer Care Centers/Pharmacy
- * Pain Management / Home Healthcare
- * Corporate Acct. Management (C-Suite)

PROFESSIONAL EXPERIENCE

eNova BioSci, LLC

2017 - Present

Independent Consultant, Central Florida

- **Freelance Medical Interpreter.** Providing health science solutions in Medical Interpreting (English - Spanish) locally (On Site) and abroad (Healing the Children (HTC) Foundation & Team Rubicon). I provide Medical interpretations for persons with Limited English Proficiency within hospitals and private practices. Currently contracted with 9 Interpretation/Translation companies: ClariVita (Advent Health System), Verbatim Languages (Orlando Health System), Global Trans Services (Workman's Compensation), King Interpreting Services (Vocational Rehab/Advent Health System), Culturalink, LanguageLine Solutions, CQ Fluency, and iLingo2. Specialized in Pediatrics, Urology, Ophthalmology, Oncology, Orthopedics, Infectious Disease, Physical Therapy, Vocational Rehab, and others. **NBCMI – Spanish**
 - HTC Pediatric Urology Surgery team to Guayaquil, Ecuador - 10/2017, 3/2019 and 3/2021
 - HTC Pediatric Ophthalmology Surgery team to Arequipa, Peru - 4/2018
 - Team Rubicon International Operations Medical Mission to Guatemala – 6/2021 & Honduras – 6/2022
- **Axiom Rehab, LLC/ Regional Director of Business Development (2018-2020).** Responsible for B2B Sales, Business Development, and building a team of therapists. I generated and maintained leads/referrals/contracts with Hospitals, Home Health Agencies and Medical Offices, to increase revenues through new customer acquisition and market education of in-home specialized Lymphedema Therapy Management. Interviewed and Contracted therapists (PT, OT, SLP) for the West Central Florida Region. Expanded business to Tampa, FL area.

Stanley Security Solutions (Stanley Black & Decker)

2015 - 2017

Systems Integration Security Consultant (Healthcare), Central/North Florida

B2B sales to Healthcare COO's, VP's of Security/Safety, Facilities Directors, IT Directors and Clinical Staff of integrated security solutions (Video, Access, Wandering, Monitoring, and Intrusion).

- Established new client relationships with Hospital/LTC Corporate Management organizations.
- Negotiated contracts with HCA Hospitals' C-Suite on installation and use of Hugs/Kisses Infant Protection System
- Security Consultant to Florida Life Safety Healthcare teams – conducted Security Vulnerability Assessments (NFPA).

Gentiva Home Health

2013 - 2014

Home Health Specialist/Medical Interpreter, Osceola County, Florida

Developed new accounts and coordinated **Patient Care Transitions** via hospital case managers, SNF/ALF discharge planners, physicians and practice referral coordinators. **Interpreted/translated** and presented reimbursement/managed care options.

- Built and maintained **new** client relationships – Cardiologists, Orthopedists, Hospitalists, and Case Managers.
- **Launched pilot strategy** for new Memory Care Program.

- Presented Diabetes/Cardiovascular/Orthopedic Physical Therapy management programs to key influencers.
- Increased weekly referrals by more than **200%**; increased company presence within Hispanic patient population.

nTelagent, Inc.

2013

Regional Director for Business Development, FL/GA

Healthcare IT (Financial) B2B sales to Hospital CFO's, VP's Revenue Cycle, Directors of Patient Access Services, Directors of Patient Financial Services, and Business Office Directors, of a total point-of-service solution, the Retail Application for Healthcare, which settles all accounts (insured, uninsured & charity), by collecting patient responsibility.

- Orlando Health System – **pilot** with Health Central.
- Northeast Georgia Health System – negotiated contract for final stages of review/approval of implementation.

Advanced Pharmacy, Florida

2011 - 2012

Florida Manager for Business Development

B2B sales of specialized High-technology pharmacy services to LTC (SNF/ALF) facilities and LTC Corporate Management organizations. Developed C-Suite level relationships for monitoring of current contract expirations and new contract negotiations, while maintaining customer's high level of interest in Remote Automated Dispensing of medications for their facility or organization, and EMR interface capabilities.

- Presented CEU approved topic on "Short Cycle Dispensing" requirements to numerous Florida Healthcare Association Districts and FL Association of Directors of Nursing Administration Districts.
- Presented advantages of "post-consumption" billing and reimbursements with Medicare/MCO's.

Eisai Inc., Central and North Florida

2005 - 2010

Sr. Long Term Care (LTC) Account Manager/National LTC Field Trainer/Interim District Manager

Assisted in launch of new LTC sales force and developed territory to present and sell Alzheimer's drug in Long Term Care (SNF/ALF) and Hospice healthcare segment. **Interpreted/translated** for facility staff.

- Conducted data analysis to identify business short comings and developed strategies to improve care deliveries with providers - Patient Cognitive Performance Scale code identification.
- Mentored and assisted two colleagues, resulting in their achieving rankings of 1 and 2 out of 125 nationally.
- Collaborated with business partners to develop and facilitate development of LTC training and management of District operational directives and CRM. Led new employee training sessions. LTC Team quickly adapted to segment.
- Managed District members and budget while company re-organized and transitioned.

Oscient Pharmaceuticals, Orlando, FL

2004 - 2005

Territory Manager

Deployed Customer Focused Selling technique for new startup company to sell new fluroquinolone antibiotic.

- Achieved ranking in **Top Quintile** (32 of 260) in first quarter hired.
- Established relationships with private physician offices and retail pharmacies to generate sales and enhance company profits.

Purdue Pharma L.P., Orlando, FL

1998 - 2004

Pain Specialist Sales Representative / Regional Field Trainer

Pain Management Consultant providing education and resources for appropriate opioids management.

Interpreted/translated for facility staff.

- Recognized for high rankings in District, Regional and National levels, and achieved prestigious **Topper's Club Award** (rankings: 1/7 District, 6/56 Region, 91/750 Nation).
- Conducted physician and staff education sessions for medically relevant and appropriate patient treatment with opioids to decrease prescription abuse and/or fraud within Hospice/SNF/ALF/Hospitals/private practice.
- Participated in Hospital Pain Committees, providing expertise and knowledge to enhance hospital's ability to pass Joint Commission Hospital Accreditation Surveys.

SmithKline Beecham Pharmaceuticals Inc., Fort Worth, TX

1993 - 1998

Senior Pharmaceutical Consultant / District Field Trainer

District advisor for all antibiotic/NSAID issues and information, specializing in Pediatrics and Orthopedics.

- Assumed team leader responsibilities as new consultants were hired. Trained and mentored to ensure consistency in district operational and sales practices, resulting in sales, revenue growth and enhanced customer satisfaction.
- Established and executed call cycle plan to integrate frequency and overlap of five sales forces; effectively minimized double calls and enhanced marketing messages.

US Army Reserves

1982 - 2002

Major (O-4), Military Intelligence, Retired (11 years Active Duty)

- Managed operations, budgets, resources and personnel.
- Developed strategies from data analysis to enhance unit performance and operations – changed military standards.
- Mobilized as Team Leader for **Latin America** Counter Terrorism/Drug Intelligence Support, increased production 50% by employing new strategies and procedures - awarded Most Improved Unit by Commanding General.
- Held positions as Platoon Leader, Company Commander, Staff Officer, Military Liaison to US Customs Service, Operations Officer, and Executive Officer.

EDUCATION and PROFESSIONAL DEVELOPMENT

Master of Arts, Computer Resources and Information Management

Webster University, Washington, DC

Bachelor of Arts, English Literature

Inter-American University, San German, PR

Managed Care Account Management Training

Pinsonault Associates

Certified Pharmacy Technician

College of Pharmacy, University of Florida

Medical Interpreter (English-Spanish)

De La Mora Interpreter Training, Orlando, FL

NBCMI – Spanish; pending final review of Oral Exam

PROFESSIONAL ORGANIZATIONS

National Council of Interpreters in Healthcare | Team Rubicon USA/FL | Florida Association of Veteran Owned Businesses | Camaraderie Foundation-Mentor Leadership Program | Health Innovators of Central Florida | International Medical Interpreters Association | Healthcare Financial Management Association (FL/GA) | Hospital Associations (FL/GA) | Florida Healthcare Association | Florida Association of Directors of Nursing Administration | Florida Assisted Living Association | Florida Medical Directors Association | Florida Chapter, American Society of Consultant Pharmacists | Home Care Association of Florida | Florida Life Safety Healthcare Association