



JASON E. GILLIKIN, CPHQ

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- EXPERIENCE** **Gillikin & Associates, Inc.**, Grand Rapids, MI 2018-present
Principal Consultant for an independent healthcare quality consulting agency focused on analytics, population health management and culture of Quality. Strong emphasis on ethics, operational effectiveness and staffing alignment.
- Lakeshore Literary, Inc. & Diction Dude LLC**, Grand Rapids, MI 2020-present
President of two legally distinct but related small businesses. LL is a regional micro-press and specialty book distributor, and publisher of *The Lakeshore Review*. DD is an author-services consultancy and a freelance editing-and-writing shop.
- Caffeinated Press, Inc.**, Grand Rapids, MI 2014-2019
Co-Founder & CEO of an independent publisher serving authors based in West Michigan. This part-time hobby business launched in June 2014 and shut down in December 2019.
- Recruited six-member board of directors and 18-member freelance editorial team
 - Released nearly 30 well-received titles to market over the company's lifespan
 - Developed standard policies and procedures for large- and small-scale work efforts
 - Served as series editor of *Brewed Awakenings*, an annual house anthology
 - Served as publisher and editor of *The 3288 Review*, a semiannual journal of arts & letters
- Priority Health**, Grand Rapids, MI 2013-2018
Manager, Advanced Analytics, for a health insurance company with more than 750,000 covered lives that consistently ranks in NCQA top national plans. Priority Health is a part of Spectrum Health System.
- Managed team of between four and seven analysts who supported exploratory analytics, quality improvement analytics, corporate business-case development, and population health
 - Consulted as content expert for facility readmissions and facility revenue-cycle processes
 - Led major operational components of the HEDIS 2016 program (annual accreditation), including a new-vendor deployment project and the annual medical record review process
- Spectrum Health – Grand Rapids Hospitals**, Grand Rapids, MI 2000-2013
Team Lead (supervisor) for front-end revenue-cycle team of Kent County's largest employer and provider of acute-care hospital and continuing-care health services, with more than 1,400 total licensed beds over eight hospitals and annual revenues of more than \$2 billion.
- Supervised team of nine systems- and decision-support analysts responsible for the hospital's scheduling, registration and coding functions
 - Developed and published monthly "Revenue Cycle Scorecard," a collection of metrics and analysis intended as the primary decision-support tool for senior hospital finance leaders
 - Served as primary outcomes evaluator for hospital's maternal- and infant-health programs
- Western Herald**, Kalamazoo, MI 2000-2005
Editor in Chief; Copy Chief; Opinion Editor for independent, self-funded, non-lab newspaper affiliated with Western Michigan University (12,500 daily circulation during publication cycle).
- As EIC—hired, supervised and developed team of eight full-time section editors and more than 60 part-time freelance staff writers and photographers, on \$600,000 annual budget
 - Set editorial policy and served as final approving authority for all newspaper content
 - Developed newspaper's first-ever human-resource and training manual, and led a complete redesign of the newspaper's overall appearance and content structure in print and online
 - Instituted beat system for staff writers and photographers and diversified opinion content
 - Completely redesigned copy-flow process to reduce delays—saving two hours' daily work

EDUCATION	<p>Western Michigan University, Kalamazoo MI</p> <p><i>Bachelor of Arts in Quantitative Political Science & Moral Philosophy</i>, 2003; minors in History, Latin, and Comparative Religion.</p>
CERTIFICATIONS & LICENSES	<p><i>Amateur Radio Operator</i>, Technician class. Federal Communications Comm., 2012. KD8SOI.</p> <p><i>Certified Professional in Healthcare Quality</i>, Healthcare Quality Cert. Board, 2006. #68938.</p> <p><i>Specialty Diver</i>. PADI Open-Water Diver, 2008. #0807085460. SSI specialties, 2020. #1222217.</p> <p><i>Wilderness First Responder</i>, incl. healthcare provider CPR, AED, medical oxygen and epinephrine administration. Wilderness Medical Associates Int'l, 2018. Course 28187.</p>
CONFERENCE ACTIVITY	<p><i>"Social Determinants of Health within Care Transitions"</i> (invited presentation). Michigan Association for Healthcare Quality, Grand Rapids MI, November 2019.</p> <p><i>"Connect to Purpose through Ethically Competent Communication"</i> (invited presentation). District of Columbia Hospital Association, Washington, DC, June 2019.</p> <p><i>"Building an Analytics Infrastructure for Quality Improvement"</i> (invited presentation). National Association for Healthcare Quality, Minneapolis, MN, November 2018.</p> <p><i>"Pre-Rational Leadership: Inspiring Lasting Change Through Ethically Competent Communication"</i> (invited presentation). National Association for Healthcare Quality, Minneapolis, MN, November 2018.</p> <p><i>"First Page Critiques"</i> (invited panel presentation). Get Published! Writers' Conference, Holland, MI, March 2018.</p> <p><i>"Certified Professionals in Healthcare Quality"</i> (invited panel discussion). Michigan Association for Healthcare Quality, Frankenmuth, MI, October 2017.</p> <p><i>"Integrating Social Determinant Data to Mitigate Rising Clinical Risk"</i> (topic-contributed presentation). National Association for Healthcare Quality, Cincinnati, OH, September 2017.</p> <p><i>"Analytics for Improvement"</i> (invited presentation). Illinois Association for Healthcare Quality, Naperville, IL, May 2017.</p> <p><i>"Introduction to Small Press Publishing"</i> (invited presentation). UntitledTown Book and Author Conference, Green Bay, WI, April 2017.</p> <p><i>"Case Studies in Health Analytics"</i> (short course). Maryland Association for Healthcare Quality, Annapolis, MD, June 2016.</p> <p><i>"Health Data Analytics"</i> (invited presentation). Wisconsin Association for Healthcare Quality, Wisconsin Dells, WI, February 2016.</p> <p><i>"The Zeroth Law of Publishing"</i> (invited panel presentation). Get Published! Writers' Conference, Holland, MI, January 2016.</p> <p><i>"Health Policy Update: Lansing Edition"</i> (invited presentation). Michigan Association for Healthcare Quality, Grand Rapids MI, September 2015.</p> <p><i>"Building Essential Competencies for Healthcare Data Analytics"</i> (invited presentation). RL Palooza, New Orleans, LA, June 2015 (with Stephanie Mercado/NAHQ).</p>

"Top 10 Errors in Data Interpretation" (short course). Michigan Association for Healthcare Quality, Traverse City, MI, September 2014.

"Making Sense of Your Data after ICD-10 and the ACA" (topic-contributed session). National Association for Healthcare Quality, Nashville, TN, September 2014.

"From Stagflation to Six Sigma: A History of the Quality/Productivity Section" (poster). American Statistical Association, Joint Statistical Meetings, Boston, MA, August 2014.

"Current Trends in Ambulatory Care — A SIG Roundtable Discussion" (roundtable). National Association for Healthcare Quality, Louisville, KY, October 2013.

"Audit and Productivity Assessment for Hospital Patient Access Personnel" (topic-contributed presentation). American Statistical Association, Joint Statistical Meetings, Miami, FL, August 2011.

"Ethics: The (Usually) Misunderstood Contributor to a Culture of Quality" (topic-contributed presentation), National Association for Healthcare Quality, San Diego, CA, September 2006.

FREELANCE WRITING & EDITING **Demand Media** (2009-2015)—wrote 729 articles with more than 5M total impressions. Edited 3,177 general-assignment articles and 134 high-touch articles. Served as assigning editor for 462 URLs and content auditor for 1,050 URLs. By 2014, appointed one of two contracted experts for eHow Tech, working directly with staff to administer this content vertical.

DotDash (2016-present)—edited more than 1,000 URLs, including nearly 100 from-scratch rewrites (for which, the original author's byline persists). Focused primarily on the Lifewire.com vertical, with additional support for VeryWell.com and ThoughtCo.com.

SELECT PUBLICATIONS & WEBINARS Gillikin, Jason. "What We Talk About When We Talk About Population Health Studies." National Association for Healthcare Quality (2020). Webinar.

Gillikin, Jason. *Delivering MIRACLES: Structuring, Staffing & Supporting a High-Performing Healthcare Quality Team Using the MIRACLES Model*. Book. [Forthcoming mid-2020]

Gillikin, Jason. *From Pencil to Print: Practical Advice for Emerging Authors*. Book. [Due 1Q 2020]

Gillikin, Jason. "Integrating Social Determinant Data to Mitigate Rising Clinical Risk." National Association for Healthcare Quality (2018). Webinar.

Gillikin, Jason, Andrew Kopolow LMSW and Karen Schrimmer MA. "NAHQ Code of Ethics and Code of Conduct." National Association for Healthcare Quality (2018). White paper.

Gillikin, Jason. "A Moment of Clarity." *Christ's Body, Christ's Wounds: Staying Catholic When You've Been Hurt in the Church*. Ed. Eve Tushnet, Intr. Elizabeth Scalia. Portland: Cascade Press (2018). Personal essay.

Gillikin, Jason. "Conversion Therapy." *Division by Zero: Double Take*. Ed. Matthew Rohr. Holland, Mich.: MiFiWriters (2017). Short fiction (novelette).

Gillikin, Jason. "Assessing Relative Risk to Prioritize Improvement Opportunities." National Association for Healthcare Quality (2016). Webinar.

Gillikin, Jason. "Providence." *Brewed Awakenings*. Grand Rapids: Caffeinated Press (2015). Short fiction (novelette).

Gillikin, Jason and Linda Weirauch, RN. "Top 10 Errors in Data Interpretation: A Guide for Quality Professionals." Michigan Association for Healthcare Quality (2014). Webinar.

Gillikin, Jason, and Catherine Munn, RN. "ICD-10: What It Means to Healthcare Quality Professionals." National Association for Healthcare Quality (2014). Webinar.

Gillikin, Jason, and Felicia Sadler, RN. "Value-Based Purchasing in Ambulatory Surgical Centers: Implications for Quality." *NAHQ e-News* 2014.01 (2014): 1. Web.

Gillikin, Jason. "Interpenetrated Design." *Encyclopedia of Survey Research Methods*. Ed. Paul Lavrakas, PhD. New York: SAGE Publications, Inc. (2008).

Gillikin, Jason. "Inclusive language." *America Now: Short Readings from Recent Periodicals*, 5th edition. Ed. Robert Atwan. New York: Bedford/St. Martin's (2003). 167-172.

AUDIO & VIDEO The Michigan Constitution, semimonthly law podcast, producer, 2020-present

Vice Lounge Online, weekly men's lifestyle podcast, producer and co-host, 2010-present

University of Farmers, corporate training video (facility security), actor, 2013

Spectrum Health, corporate training videos (privacy & cultural competence), actor, 2011-12

Community Access Center (Kalamazoo, Mich.), volunteer CATV producer, 1997-1998

Meijer, Inc., corporate training video (customer service), actor, 1993

HONORS & PROFESSIONAL RECOGNITION **Employer of the Year** (2017). Grand Valley State University. This award accrues to the four managers of Priority Health's Advanced Analytics team for effective preceptorship of M.S.-level biostatistics or bioinformatics interns.

Rising Quality Star Award (2014), National Association for Healthcare Quality. This award is presented annually to one health quality professional who, in the determination of NAHQ's professional recognition team, has made substantial contributions to the profession.

Gratis appointment as **affiliated research faculty** (2014-18) for the Padnos College of Engineering and Computing's Medical & Bioinformatics Program at Grand Valley State University, to recognize excellence in mentoring M.S. Biostatistics interns.

Distinguished Service Award (2005), Western Herald Board of Directors.

PROFESSIONAL VOLUNTEER SERVICE **National Association for Healthcare Quality**, a member-based 501c6 with \$6m in revenues and 11k global CPHQ professional-credential certificants

Board of Directors, 2016-2018

Team co-lead/principal author, NAHQ Code of Ethics and Code of Conduct, 2017-2018

National co-lead, Health Data Analytics competency team, 2015

National co-lead, State Leaders team, 2014

National co-lead, Special Interest Groups team, 2013

Michigan Association for Healthcare Quality, a 501c6 with ~60 active members
President-elect & conference planning team chair, 2014-2015

Healthcare Quality Foundation, a trustee-led 501c3 with ~\$100k in assets, intended to support educational programming for health quality professionals in the United States
Board trustee, 2017-2018

Great Lakes Commonwealth of Letters/Write616, a director-based 501c3 with less than \$10k in assets, organized to support literary excellence in West Michigan
Board treasurer, 2017-2019

American Statistical Association, a national membership organization focused on the profession of statistics

Member, Committee on Professional Ethics, 2020-2022

Webmaster, Section on Quality and Productivity, 2008-2018

PERSONAL Hike Leader, North Country Trail Association (West Michigan chapter), 2017-

VOLUNTEER

SERVICE Grand River Writing Tribe, group leader, 2017-

Candidate, Kent County (Michigan) commission, 17th district, 2016

Kent County (Michigan), elected precinct delegate, 2014-

National Novel Writing Month, write-in host/writing coach, 2012-

Spectrum Health, Biomedical Ethics Committee, administrator, 2005-2008

Diocese of Grand Rapids, Master of Ceremonies to the bishop, 2007-2008

Michigan Department of Corrections, volunteer chaplain, 2006-2007

Western Michigan University, Diversity Council, member, 2004-2005

WIDR 89.1-FM, board of directors, elected member, 2002-2003

Western Michigan University, Committee to Revise the Institutional Mission, undergraduate representative & executive-committee member, 2001-2002

St. Anthony of Padua Catholic Parish, chief sacristan and liturgy-committee chair, 1999-2008