
KEVIN M. SYBERG, DrPH, MPH
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EDUCATION

DrPH, University of Pittsburgh, Pittsburgh, Pennsylvania
Major: Hospital & Health Services Administration
Dissertation Title: Shared Services through Telecommunications Systems and Some of the Structural and Environmental Characteristics of Hospitals Related to Receptivity

MPH, University of Tennessee, Knoxville, Tennessee
Major: Health Planning & Administration

BA, Blackburn University, Carlinville, Illinois
Major: Biology/Animal Physiology

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

Academics

Saint Louis University, College for Public Health & Social Justice– St. Louis, Missouri
Executive in Residence (December, 2009) **December, 2009 – Present**

Adjunct Faculty (December, 2010)

Director of Undergraduate Studies (July, 2011 – May, 2013)

Assistant Professor (July, 2011 - Present)

Director of Undergraduate Program in Health Management (June, 2016 - Present)

Accomplishments include:

- Increased enrollment from 61 – 340 students
- Student Government Association Teacher of the Year Awards, 2013 and 2014
- Implemented major in Emergency Management
- Co-directed development of the College strategic plan
- Chaired the College's structural analysis task force
- Recipient of the prestigious Spirit of Billiken award from 3 students (2015)
- Course load of 4 courses per semester
- Serve on multiple University, College and Department committees
- Student teaching evaluations: Average IDEA score of 61.1
- Faculty mentor to an average of 25 students per semester
- Capstone Project faculty advisor for 13 students

Community Based Organizations**Iron County Hospital – Ironton, Missouri*****Vice President – Consultant*****November, 2010 – June, 2011**

Responsible for building volume and the day-to-day operation of the following clinical, ancillary and support departments: nursing service, emergency department, surgical services, lab, radiology, physical therapy pharmacy, housekeeping, plant ops, business office and medical staff offices.

- Restructured business office
- Billed \$2.4 million which represents a \$1 million + increase over prior months
- AR declined at rate of 15%.

Practice Management Affiliates Consulting, Inc. -- St. Louis, Missouri***(4 office locations)*****June, 2009 – October, 2010*****Consultant/Interim Chief Executive Officer***

Responsible for the growth and day to day operations of group practice with locations in St. Charles, O'Fallon, St. Louis City and Belleville, IL.

- Substantive discussions initiated with 2 practices regarding possible acquisition
- Expanded relationship with insurance plans
- Recruited 3 additional primary care physicians and 4 nurse practitioners
- Assessing feasibility of pediatric after hours program
- Enhanced services offered including: well woman services, diagnostic ultrasounds, PFT's and joint injections being performed in the offices
- Development of systems of accountability -- tracking the rescheduling of patients, diagnostic tests ordered, AR management
- Restructured the duties and tasks of the front office staff

St Luke's Rehabilitation Hospital – St. Louis, Missouri***Chief Executive Officer*****October, 2008 - March, 2009**

Responsible for the start-up, building of patient volume and operations of this new 35-bed acute rehabilitation hospital. (Joint Venture between RehabCare and St. Luke's Hospital).

- November 11, 2008 admitted first patient; March 24, 2009 achieved census of 25
- Recruited and directed the credentialing of 32 physicians to the Medical Staff
- Licensed by the State of Missouri on 11/10/2008 with no deficiencies
- Medicare certified on 11/25/2008 with no deficiencies
- Accredited by The Joint Commission on 12/18/2008 with minor deficiencies
- CMI increase from 1.18 to 1.35; decrease from 12.8 days to 11.4 days. FIM gain from 21.2 to 23.4
- March mid-month projection in contribution margin of \$161K which exceeded budget.
- Assumed responsibility for 3 outpatient therapy centers

**Methodist Medical Center of Illinois – Peoria, Illinois
(350 beds)****2005 - 2008*****Regional Director of Development*****2007 - 2008**

Responsible for the development and execution of the regional strategic plan which encompasses all hospital services and the 23 counties of the Primary and Secondary Service Areas.

- Increased market share in the Secondary Service Area by 4.6%. Tactics included: JV mobile cardiac cath lab, physician outreach clinics, integrated PAC systems and physician CME programs
- Restructured the transfer service resulting in average transfers from 60 per month to 75.
- Developed and began implementation of regional strategic plan for the Primary and Secondary Service Areas

Senior Vice President of Cardiovascular Services**2005 - 2007**

Responsible for the growth and day to day operation of Methodist's 52- bed heart hospital. Responsibility is in the form of a management services agreement between Methodist and my employer, MedCath Corporation, Inc. MedCath is a healthcare provider which owns and operates or manages 11 heart hospitals in 9 states.

- Convinced 8 cardiologists, 3 CV surgeons and 2 vascular surgeons to do outreach in select locations across the 23 county service area in the form of CME programs and formation of satellite clinics
- Developed physician recruitment plan for CV services line including type subspecialists and practice locations
- Assessed the feasibility of forming a JV heart hospital and a mobile cath lab
- Restructured Division of Cardiology as a significant step in addressing issues between employed and independent cardiologists
- Directed the completion of the 60 performance obligations contained in the management services agreement which ranged from benchmarking standards of care and direct margins by DRG by physician, to preparation of the CV regional development plan
- Achieved expense reductions in less than 18 months in excess of \$500,000
- Achieved an increase in employee satisfaction from 65.4% in FY '05 to 70.3% in FY '06

**JEFFERSON MEMORIAL HOSPITAL - Crystal City, Missouri
(258 beds)****2002 to 2005*****Executive Director of Operations & Director of the Deles Heart and Vascular Center***

Member of the Senior Management team responsible for the growth and development and operation of the following clinical and ancillary departments: Cardiac Catherization Laboratory, Cardiopulmonary Services, Open Heart Program, Surgical Services, Sterile Processing, Anesthesia, Sleep Center, Ambulatory Treatment Center, Wound Care Center, Pharmacy and Laboratory.

- Directed the growth and development of cardiovascular services through the formation of the Deles Heart and Vascular Center. Specific results included: Catherization Lab growth from 600 procedures per year to 2,400 procedures and 98 open heart procedures per year to 148 procedures. Performing Implantable Cardiac Defibrillators (ICD'S) also added
- Directed the formation of the wound care center which exceeded budget each year-- physician recruitment included
- Co-directed an increase in surgeon compliance with surgical antibiotic prophylaxis guidelines from 40% to 75% during a 6 month period
- Directed conversion in Laboratory Services to the use of a new reference Lab, Mayo, resulting in cost savings of approximately \$180,000 per year
- Directed the development of the Pharmacy's antimicrobial stewardship program resulting in an average 95% physician compliance with antibiotic recommendations and cost reduction ranging from \$4,000 to \$10,000 per month
- Directed the restructuring of the Laboratory resulting in a 6 FTE reduction and significant improvement in test result turnaround times
- Achieved a \$250,000 reduction in medical-surgical supplies used in the Catherization Laboratory through the negotiation of preferred vendor agreements
- Achieved a \$400,000 reduction in inventory costs on a same store basis

**LUTHERAN MEDICAL CENTER, TENET HEALTHCARE CORPORATION, St. Louis, Missouri
(408 beds)****1992 to 2002*****Chief Operating Officer (1998 to 2002)******V.P. Business Development (1992 to 1998)***

Responsible for physician recruitment, physician organization development, practice acquisitions, practice management, ancillary and support departments, sales, business development, Time Share Offices, strategic planning, marketing, patient satisfaction, HIPAA compliance and the IRB. (d.b.a. SouthPointe Hospital).

- Co-directed the recruitment of over 30 physicians and market expansion of various niche programs resulting in growth in ADC over a 10 year period from approximately 60 patients to 170 patients
- Directed development and operation of the hospital sponsored physician organization consisting of 10 employed physicians practicing at 9 locations, which included physician recruitment and practice acquisition
- Directed the acquisition and day-to-day operation of occupational medicine clinic that during the first year experienced cost reductions of 26%, revenue growth of 30%, total collections of approximately \$950,000 and a 350% return on investment

- Co-directed physician recruitment efforts resulting in 10 of the top admitting physicians from Incarnate Word Hospital transferring their primary hospital preference to Lutheran Medical Center
- Directed without incident all aspects of closing Compton Heights Hospital, St. Louis, MO
- Directed ancillary and support departments working more closely with nurse managers through the use of a monthly survey tool resulting in an increase in nurse manager satisfaction from 3.8 (April 2001) to 4.38 (January 2002) on a 5 point scale
- Championed the kick off and the "hard wiring" of the hospital customer satisfaction program (Target 100) resulting in increased patient satisfaction scores during the preceding 12 month period from 86% to 90%. Additionally, out of 116 Tenet hospitals, we received the Annual Tenet Hospital with the Most Improved Patient Satisfaction Scores Award by the Corporate Office in February 2002
- Restructured Pharmacy including the recruitment of a new Director, 2 replacement pharmacists, 2 replacement technicians and a new buyer/inventory coordinator. Results included reduced drug cost from \$37.47/APD (February 2001) to \$25.70/APD (January 2002)

ST. LAWRENCE HOSPITAL - Lansing, Michigan***(546 beds)*****1990 to 1992*****Director, Business Development*****CARDINAL GLENNON CHILDREN'S HOSPITAL - St. Louis, Missouri*****(190 beds)*****1986 to 1989*****V. P. Marketing, Strategic Planning and Government Relations*****Guest Lectures and Presentations**

Organizing People and Resources, HMP 250 Management of Healthcare Organizations, February, 2010.

Conflict Management, HMP 531 Medical Practice Management, March, 2010.

The Affordable Care Acts Implications on the Next Generations of Physicians, Alpha Epsilon Delta, March 2015.

PPACA: Background and Initiatives of Distinction, Life Sciences Learning Community, October, 2015

Understanding the Culture of Organizations, HMP 5300 Management of Healthcare Organizations, October, 2015.

The Association of Organizational Culture and Strategic Management, HMP 4600 Strategic Management of Healthcare Organizations, April, 2016.

Learning Outcomes: Partnerships in the Classroom, Visiting Dignitaries from China, June, 2016.

Scholarship

Publications

Maynard, William T, **Syberg, Kevin**, Behera, Anit, Salas, Joanne, Schneider, F David , Armbrrecht, Eric, Hooks-Anderson, Denise, Crannage, Erica, Scherrer, Jeffrey (2016). Higher Referrals for Diabetes Education in a Medical Home Model of Care. The Journal of the American Board of Family Medicine 2016;29:377-384.

Research Interests

Access and service utilization by individuals and families with Medicaid as their type of health insurance; integration of public health and health care organizations and systems particularly in the context of the Patient Protection and Affordable Care Act and addressing disparities in population health: effectiveness of Patient Centered Medical Homes: program evaluation directed at the disadvantaged becoming self-sufficient and improving the quality of healthcare provided to patients with Type II diabetes.

Awards

2013 and 2014 Teacher of the Year Award, Student Government Association, Saint Louis University

2015 Recipient of the prestigious Spirit of Billiken award (3) as recognized separately by 3 students

Services to Saint Louis University, College for Public Health & Social Justice, and Department of Health Management & Policy

- Member, Senior Leadership Committee (2011-2013)
- Member, Academic Affairs Committee for College Curricular Oversight (2011-2013)
- Leader, Undergraduate Impact Group (Task Force), Determine Synergy between Public Health and Social Work (2012-2013)
- Leader, Undergraduate Steering Committee, College-wide coordination and program development (2011-2013)
- Member, Pre-Health Committee on Evaluations, Evaluate med-scholars and pre-med students as part of application to SLU medical school (2011-2015)
- Member, HMP Curriculum Planning Committee, Updates to MHA curriculum plan (2011-Present)
- Member, Task Force to Develop MHA leadership course (2011-2012)

- Member, MHA/MPH Comps Faculty Evaluator-Panel member for MHA and MPH-HMP comprehensive exams (2011-present)
- Member, Undergraduate Academic Affairs Committee, Oversight of Academic Affairs (2011-2013)
- Member, Undergraduate Academic Affairs Subcommittee, Formulate recommendations to VP Academic Affairs regarding program revisions and new programs (2011-2013)
- Member, SLU Area Health Education Center Advisory Committee, Leadership group regarding funding and strategy to increase high school student awareness of the health professions (2011-present)
- Participant, Interviewing applicants for the Presidential and Martin Luther King Scholarships (2011-2014)
- Member, Flanagan Lecture Committee, Speaker selection (2013-ongoing)
- Member, Undergraduate Competency Task Force, Develop competencies with community input (2013-ongoing)
- Conference Participant, Alzheimer's and Public Health: Moving Missouri Forward, (October, 2013)
- Participant, CPHSJ Undergraduate Program, Parent-Student Welcome Week (May, 2013 - Present)
- At-Large Committee Member, PhD Student, Lena McCue, Oral Exam (December, 2013)
- Participant, MHA Student Trial Presentations for UAB and NAHSE Case Competitions (2011-ongoing).
- Co-directed the development of the CPHSJ Strategic Plan (2015-2018)
- Member, CPHSJ Diversity Committee (2015-Present)
- Member, CPHSJ, Culture Committee (2015 – Present)
- Chair, CPHSJ, Structural Analysis Task Force (2015)
- Member, SLU Honors Faculty Council, (2015-Present)
- Faculty Advisor, SLU Student Lions Club (2015-Present)
- Member, Doctoral Dissertation Committee, Allison Kunerth (2016)

