

MATTHEW P. AYERS

Home Address



Work Address



EDUCATION

Masters in Business Administration—August 2003
Indiana University, New Albany, IN

Bachelor of Science in Healthcare Administration—May 1998
Western Kentucky University, Bowling Green, KY

EXPERIENCE

3/2008 -
Present

NORTON HEALTHCARE, Louisville, KY

A regional health system of five hospitals, urgent care centers, and physician practices totaling over 125 locations in Greater Louisville and Southern Indiana.

Chief Administrative Officer, Norton Hospital (2/2014-Present)

Responsibilities: System officer leads the strategic, operational, and financial direction of a 640 licensed bed academic, tertiary, and regional hospital. Responsibility for a team of clinical, ancillary, and support of 2,000+ FTEs in a complex care model of physicians, advanced practitioners, and other clinical professionals while ensuring a safe, efficient, and effective environment.

System Vice President, Orthopaedic, Neuroscience, Spine (1/2013-2/2014)

Responsibilities: System executive for hospitals and physician practices relating to orthopaedics, neurosciences, spine, and surgery service lines. Primary duties include business development, strategy, and oversight of all physician practices. Served as the executive sponsor of Norton Sports Health and the system's OR Matrix. Collaborated with the administration of all hospitals, divisions, and support areas to grow business in a safe and effective manner aligning with the strategic and financial goals of the organization.

Vice President, Operations, Norton Physician Services (5/2009-12/2012)

Responsibilities: Operations officer for physician practice division of 550 primary and specialty physicians/providers, management staff of 75, and over 1,900 employees. Provided leadership in physician recruitment, physician relations, quality, system and divisional strategic planning, workforce planning, compliance and regulation, information systems, marketing, and financial performance for the division. Collaborated with hospital presidents, system's service line vice presidents, and system's senior leadership to ensure alignment with community, system, and strategic needs.

Associate Vice President, Norton Physician Services (3/2008-5/2009)

Responsibilities: Overall management of 65 practice locations and 10 Immediate Care Centers with over 1,000 FTEs. Includes 220 primary and specialty care providers; reported to Vice President; direct reports included 5 Directors, and 2 Practice Managers.

4/2007-
3/2008

GATEWAY REHABILITATION HOSPITAL, Louisville, KY

A 40-bed acute rehab hospital; owned by Senior Care, Inc., a company operating independent, assisted care, skilled nursing, and rehabilitation hospitals.

Chief Executive Officer

Responsibilities: Operational administrative management of the facility; leadership team consisted of 7 directors and CNO; reported to a Governing Board; maintained current licensure and regulations; established and maintained positive physician and community relationships.

Accomplishments:

- Created marketing plan for referral facilities, physicians, and community.
- Began a service line approach to clinical and community programs.
- Improved physician relations with a reorganization of medical staff.
- Improved financial results-EBITDARM, AR Days, and staffing costs.
- Establishment of an Advisory Board.
- Created a CARF accreditation exploration team.
- Received company's best associate survey results and retention rates.

3/2003 -
4/2007

NORTON HEALTHCARE, Louisville, KY

A regional hospital system of five hospitals, urgent care centers, and physician practices totaling over 50 locations in Greater Louisville and Southern Indiana.

Division Director, Physician Services (2/2006 to 4/2007)

Responsibilities: Overall management of 36 practice locations, and 8 Immediate Care Centers with over 850 FTEs, 160 primary and specialty care providers; direct reports included 5 Directors, 2 Practice Managers, and HR Director.

Accomplishments:

- Involvement in strategic planning and development of physician practices and urgent care service lines.
- Led three new construction projects, successfully negotiated build-to-suit lease agreements, acquired capital, designed space, secured vendors, and managed the construction project.
- Attained physician recruitment goals by working with physician candidates, the division's physician recruiter, and practicing physicians.
- Worked with physicians and management to improve division's financial, quality, and patient satisfaction goals.

Director of Physician Services (3/2003 to 2/2006)

Responsibilities: Operational, financial, and human resource management of 15 practices (specializing in OB/GYN, Family Practice, Internal Medicine, Pediatrics and Geriatrics) and 4 Diagnostic Centers; 65 physicians, 8 ARNPs, 13 practice managers, 8 supervisors, and over 200 employees; budgeted gross revenue for areas of responsibility in 2005 was \$65 million.

Accomplishments:

- Successfully acquired and integrated new physicians or new physician practices into the division.
- Managed several expansion, renovation, and construction projects.
- Improved financial performance of the practices by increasing productivity, lowering AR days, and monitoring the manager's budgets and performance.
- Improved the patient satisfaction scores of departments managed.
- Achieved quality, patient satisfaction, and financial goals by creating a team atmosphere with the physicians, management, and staff.

11/2000-
3/2003

IROQUOIS MEDICAL CENTER, PSC, Louisville, KY

Physician owned group practice with a provider staff of 8 physicians, 1 NP.

Administrator

Responsibilities: Reported to the President of the Board of Directors for the operational, financial, and organizational management; physician, community, and hospital relations; budgeting and capital management.

Accomplishments:

- Increased practice revenues by 38%.
- Decreased the accounts receivables by updating technology, adding new systems, and retraining the staff.
- Eliminated all non-operational debts.
- Improved technology of the practice in preparation for an electronic medical record.
- Developed and funded an incentive compensation plan for all providers.
- Developed a financially successful Physical Medicine department.

8/1998-
10/2000

MARTIN GENERAL HOSPITAL, Williamston, NC

A 49-bed for-profit hospital owned by Community Health Systems of Brentwood, Tennessee.

Practice Management Administrator (8/1998 to 10/2000)

Responsibilities: Reported to the CEO for the overall operational and financial management of 3 hospital owned physician practices with 5 offices; additional duties included community involvement, JCAHO committee membership, and industrial medicine services coordinator.

Physician Recruiter (3/1999 to 10/2000)

Responsibilities: Recruitment, retention, relations, and contract negotiations for the hospital and hospital owned practices.

12/1997-
5/1998

THE MEDICAL CENTER, Bowling Green, KY
388-bed non-profit hospital operated by Commonwealth Health Corporation.

Administrative Resident

Responsibilities: Reported to the CEO. Participated in Board and Medical Staff committees, hospital strategic planning, departmental rotations, and projects.

PROFESSIONAL AFFILIATIONS

- American College of Healthcare Executives
- Kentucky Hospital Association; Vice Chair, Ohio Valley District, Present
- Medical Group Management Association (MGMA), 1998-2013
- Kentucky Chapter, MGMA (KMGMA), 2000-2013
- Officer of the KMGMA Board of Directors, KMGMA 2005-2007; 2009-2011
- President of KMGMA Board of Directors, 2010-2011
- American Medical Group Management Association (AMGA), 2009-2013
- Chief Operating Officer Leadership Council, AMGA, 2009-2013
- The Advisory Board Company, Medical Group Strategy Council, 2011-2013

RECOGNITION AND COMMUNITY INVOLVEMENT

- Board of Directors-Kentucky and Southern Indiana Stroke Association, 2008-2010
- Committee Chair-Brian Injury Association of Kentucky, 2008-2009
- Event Committee-Home of the Innocents, 2009
- Board Member-Healthcare Administration Advisory Board, WKU, 2006-Present
- Member-Indiana University Alumni Association, 2003-Present
- Alumni Advisory Team-Delta Tau Delta International Fraternity, 2006-2009
- Graduate-Ignite Louisville, Class of 2009-Leadership Louisville Center Program
- Graduate-Leadership Louisville, Class of 2012
- Participant-Bingham Fellows, Class of 2015-Leadership Louisville Center Program
- Board of Directors-Salvation Army, Louisville Command, 2011-Present
- Member-Western Kentucky University (WKU) Alumni Association, 1998-Present
- Board of Directors-WKU National Alumni Association, 2012-2015
- Executive Committee-WKU National Alumni Association, 2013-2015
- Honoree-Forty Under Forty, Business First of Louisville, 2011
- Honoree-Person to Watch, Partners in Healthcare, Business First of Louisville, 2014
- Honoree-Partners in Healthcare, Business First of Louisville, 2015
- Honoree-Health Care Achiever of the Year, Business First of Louisville, 2015

PROFESSIONAL REFERENCES AVAILABLE